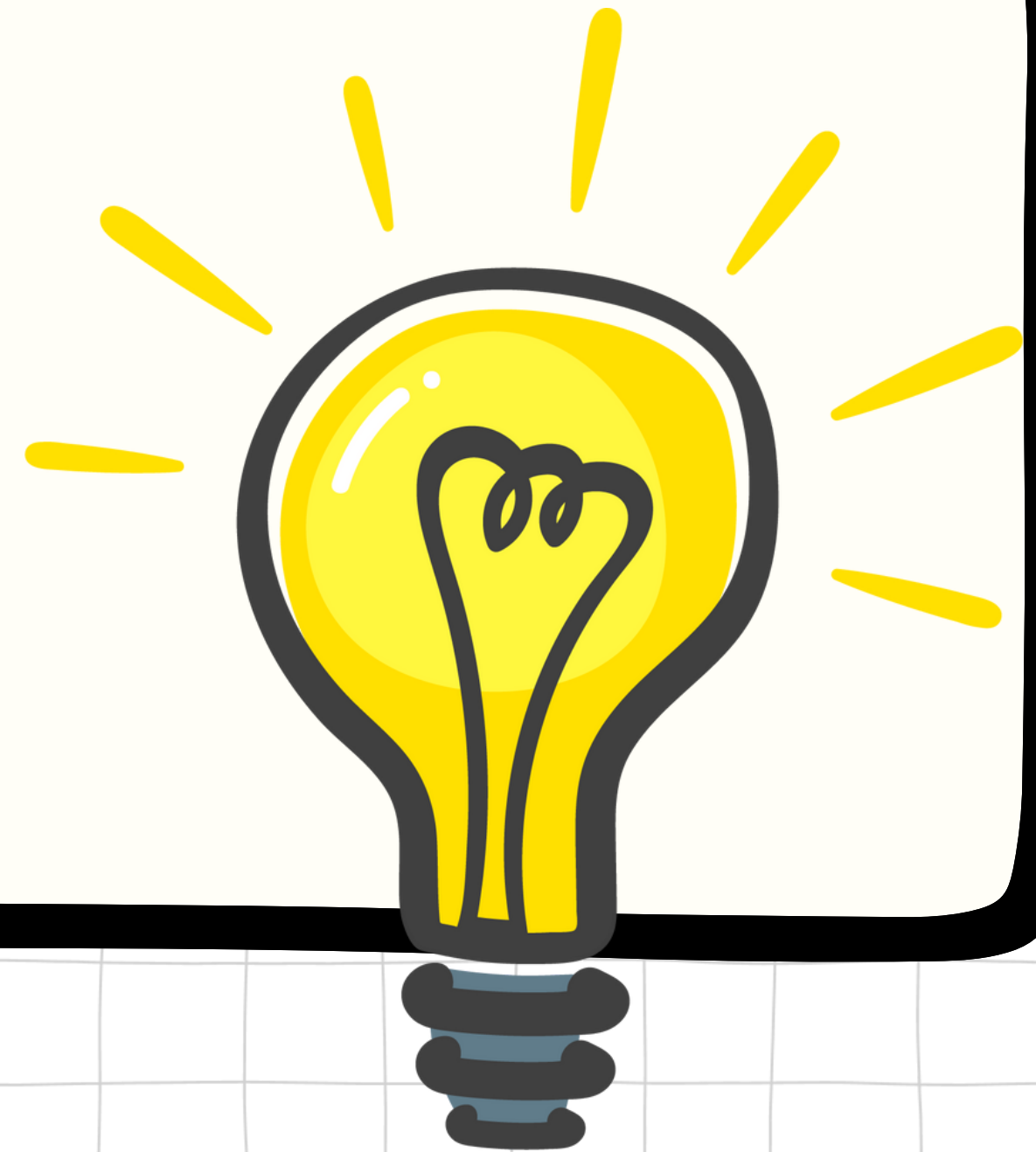




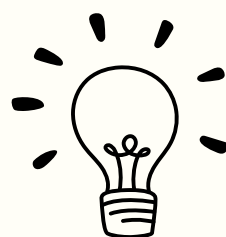
Dive into GlobalShala's Ad Campaign





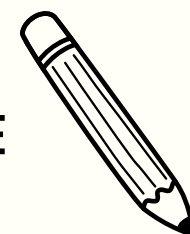
Superhero U: Fostering Youth Innovation

☀ SUPERHERO U EVENT



Empowering youth with innovation – Superhero U: where young minds create superheroes to tackle real-world issues guided by UN's SDGs.

🏆 SHOWCASING BRILLIANCE



Divided into the high school and college categories, 'Superhero U' was conducted in three rounds – preliminary, semi-final and final

🚀 INSPIRING TOMORROW'S HEROES

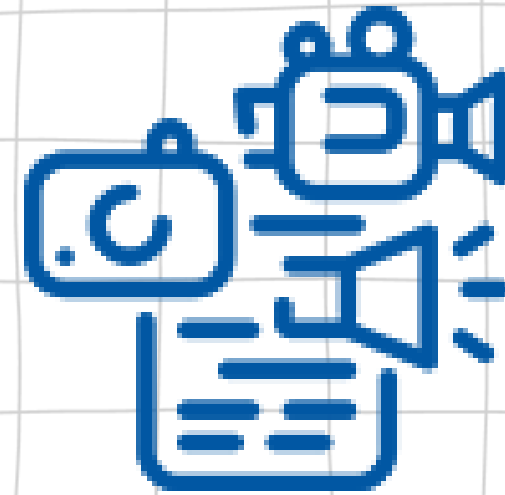


Equal educational opportunities for imaginative youth, encouraging solutions for global challenges.



Imagine...

Complex modern challenges require innovation, drive, and a spark of superpowers! to solve in a unique and imaginative way.



Illustrate...

Submit written content, illustration, posters, photo collages, even movies that can tell us about your Superhero's mission to create, innovate, and problem-solve.

Innovate...

a Superhero that takes on those challenges and show us what they can do.



Inspire...

creativity, in yourself and among your peers!



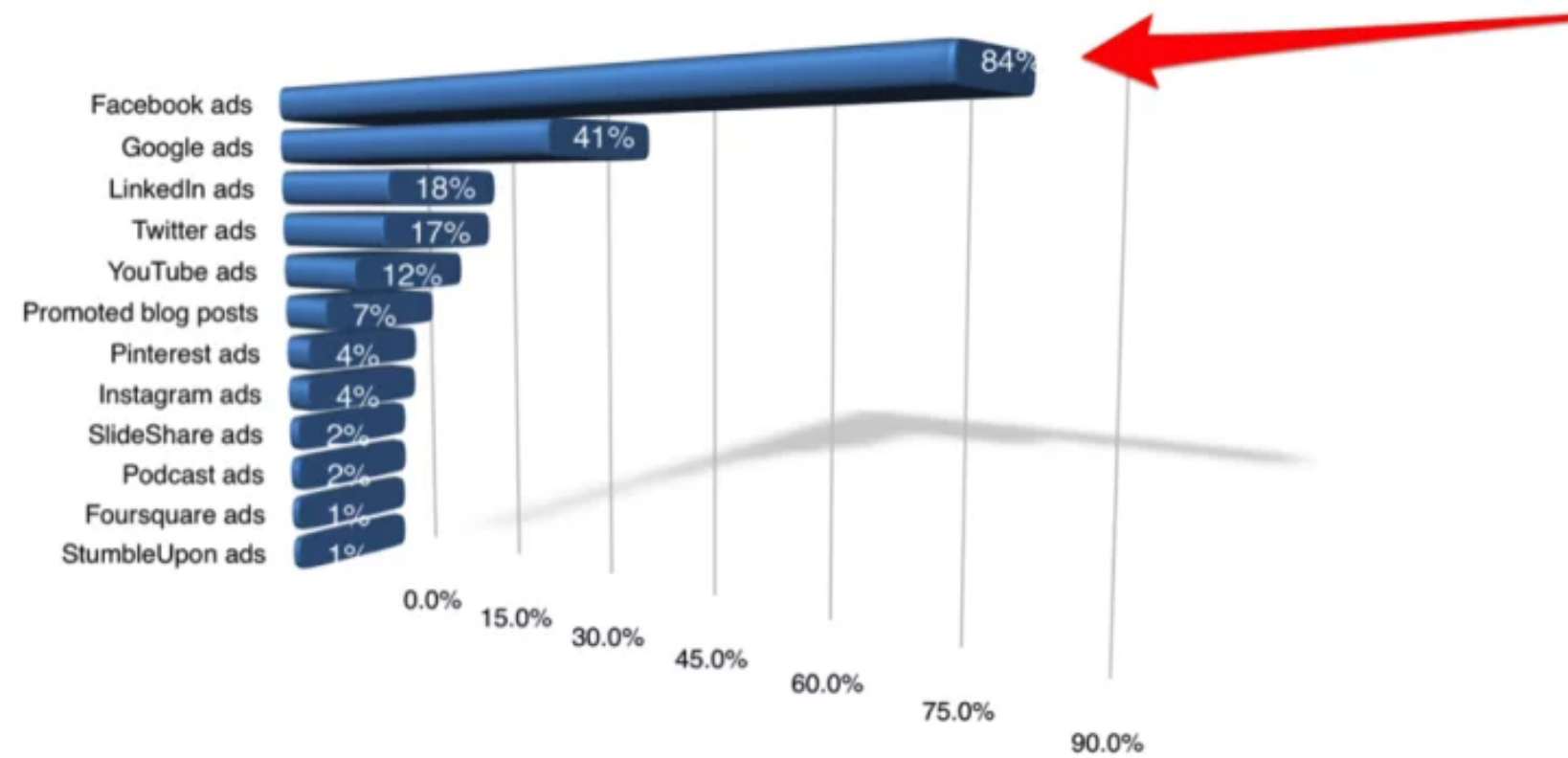
Analysing Facebook Ads

Facebook ads are paid posts that businesses use to promote their products or services to Facebook users. Facebook ads can be text, image, or video.

Facebook offers many opportunities to promote content via its Advertising Platform, and Page Post Link ads can help you drive more traffic to your content.

Facebook ads are a popular way for marketers to reach customers. They can be used to promote a business's page, posts, actions, or website.

Paid social media



Many advertising platforms offer the opportunity to target a very specific audience, drawing in valuable traffic and potential leads to help expand your customer base. However, the trade-off is that this service comes at a cost, requiring payment.

Facebook Ads comes with a lot of benefits which we can observe in the picture beside



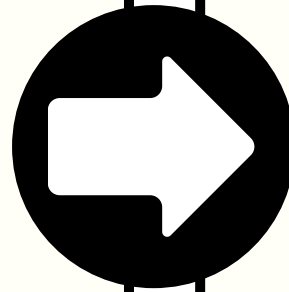
Overview of Superhero U Ad Campaigns

- 📊 Challenge: Identify campaigns to cut costs while preserving Superhero U's mission.
- 📈 Campaigns: Analyzing 11 campaigns SHU_6(Educators and Principals), SHU3_Students Apart from India and US), SHU_Students from various regions).

Ad Campagins	Target Audience
Campaign 1	Educators and Principals
Campaign 2	Students (Apart from India and US)
Campaign 3	Students (Australia)
Campaign 4	Students (Canada)
Campaign 5	Students (Ghana)
Campaign 6	Students (India)
Campaign 7	Students (Nepal)
Campaign 8	Students (Nigeria)
Campaign 9	Students (UAE)
Campaign 10	Students (UK)
Campaign 11	Students (USA)

⋮

This analysis contains various key performance metrics, including Click-Through Rate (CTR), Cost Per Click (CPC), Frequency, Reach and Cost per Result (CPR), for each campaign.



Click-ThroughRate
(CTR)

Cost per
Result(CPR)

Cost per
Click

Unique Click
Through Rate

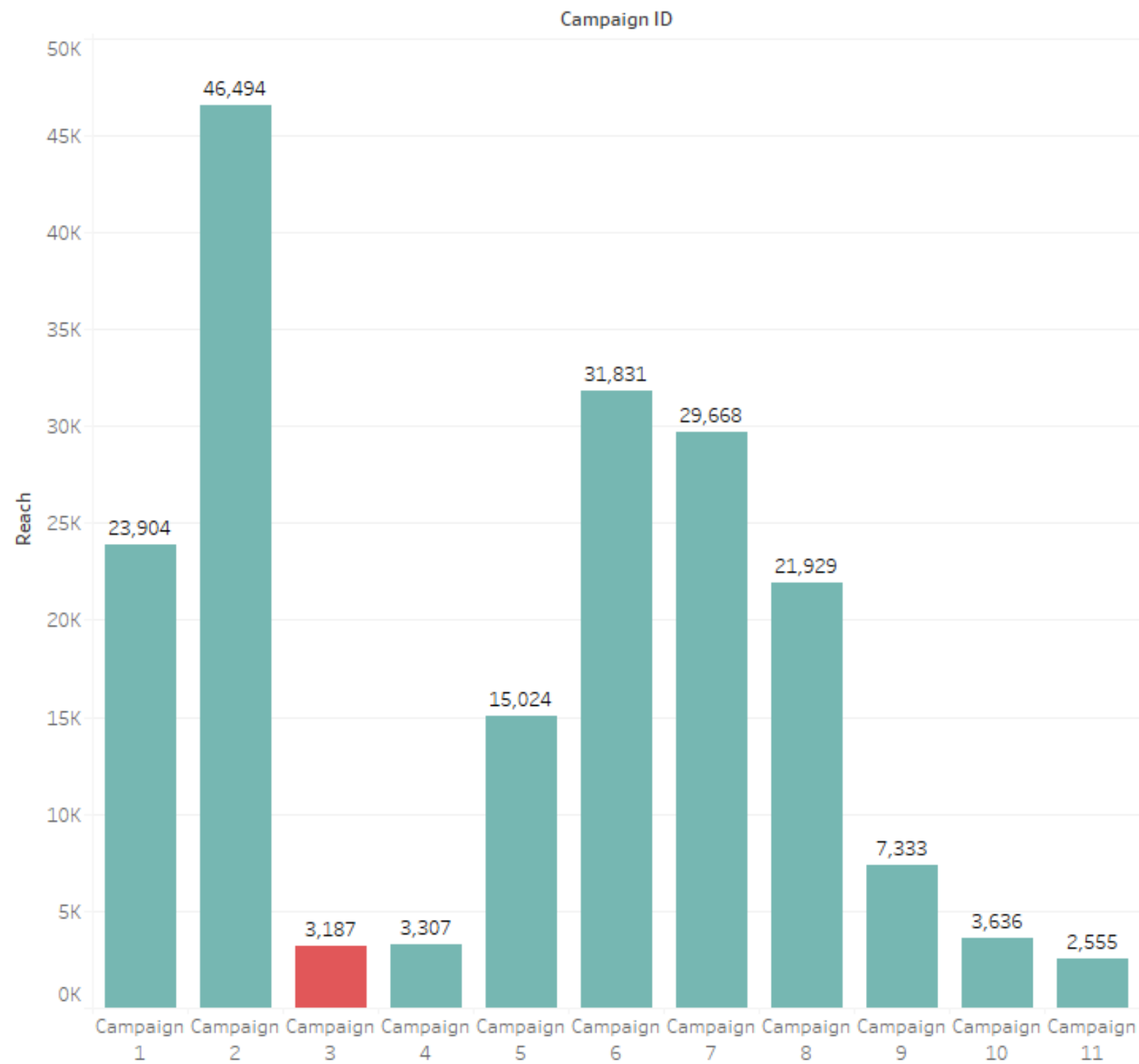
Unique Click
Links

Impressions

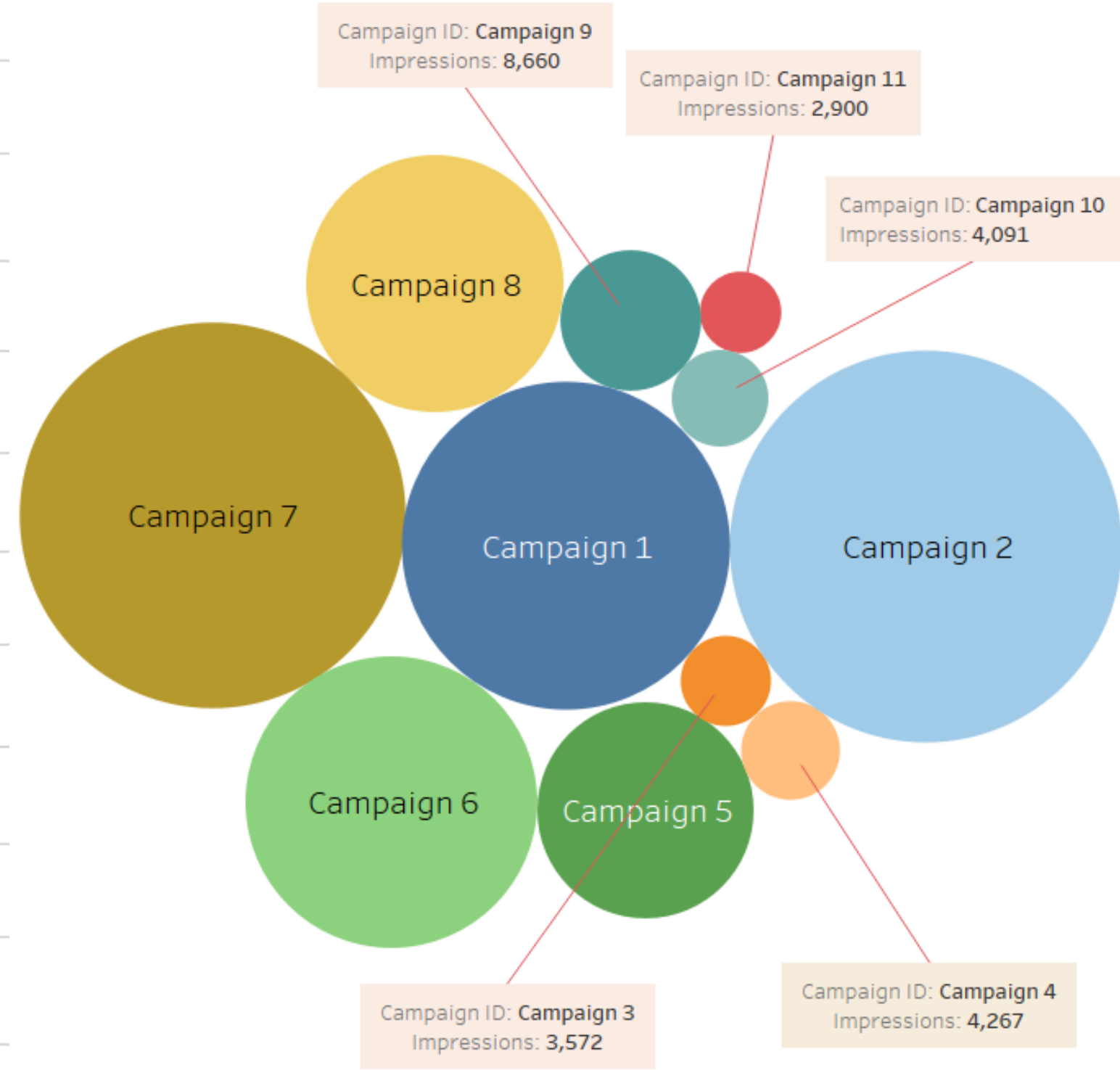
Frequency

Reach

Comparsion with Reach



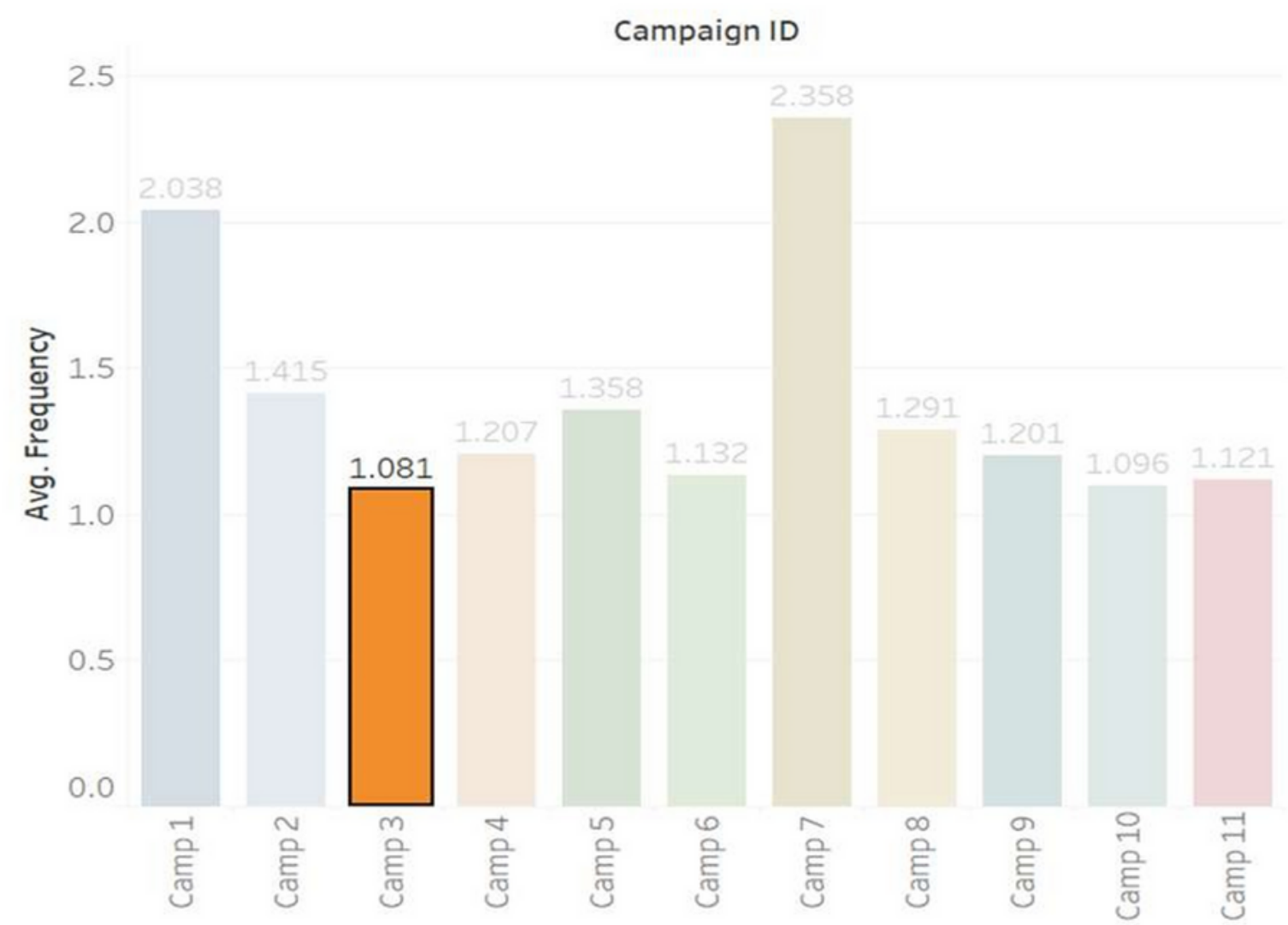
Impressions by Campaign ID



Campaign's Reach and Impressions

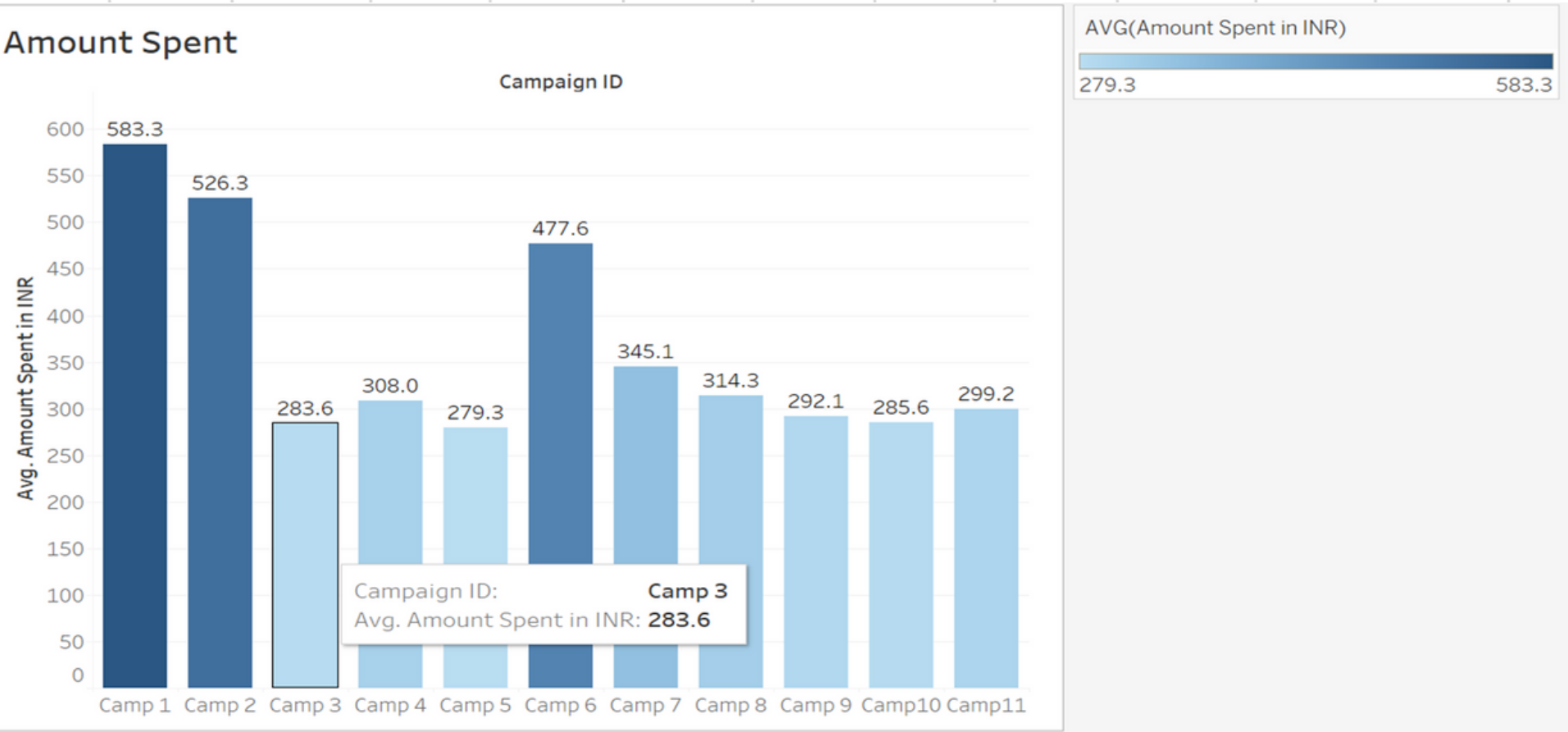
Compared to the preceding campaigns, **Campaign 3** has had poor overall Reach and Impressions performance.

Comparison with Frequency



Campaign 3 has a lower impressions to reach ratio.

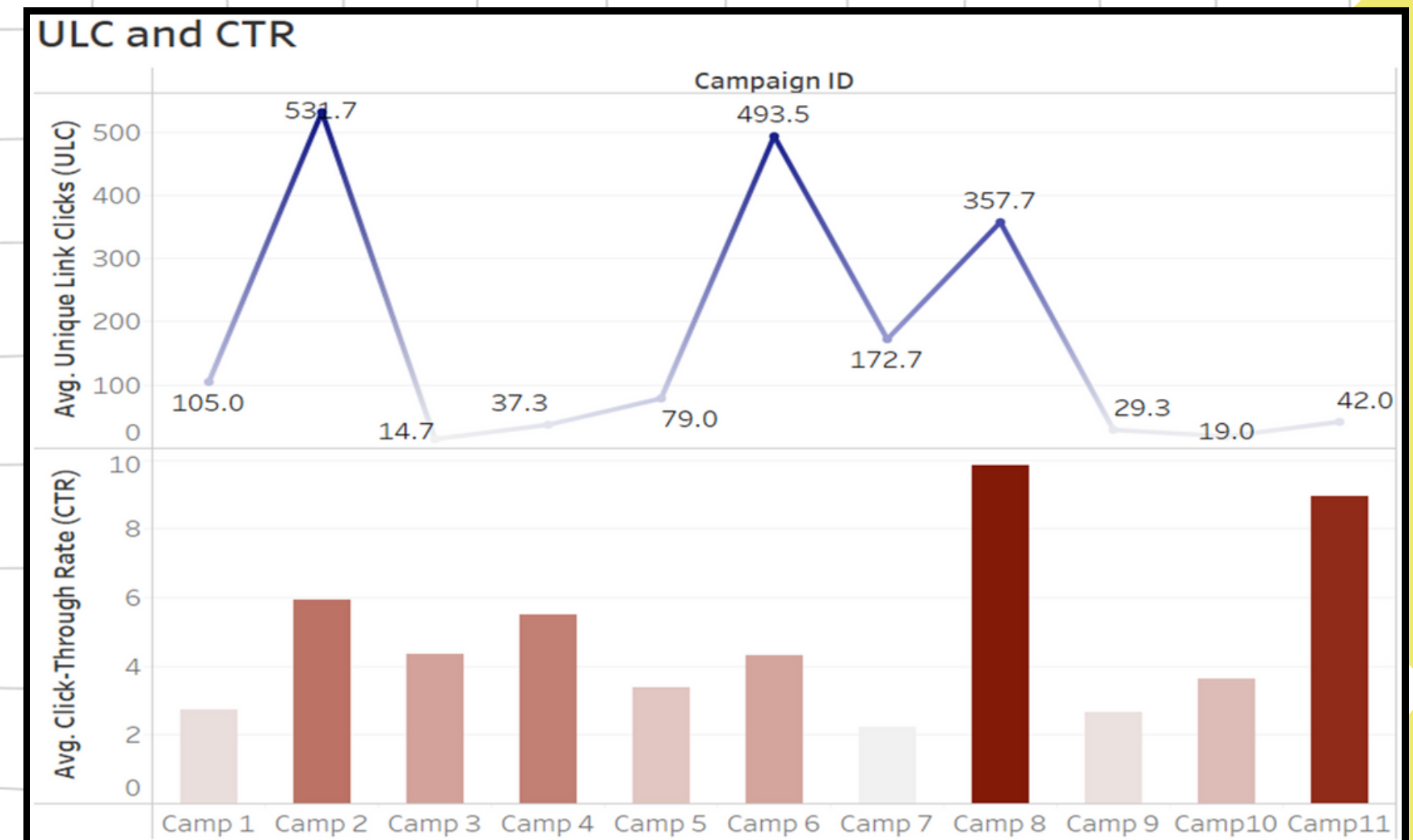
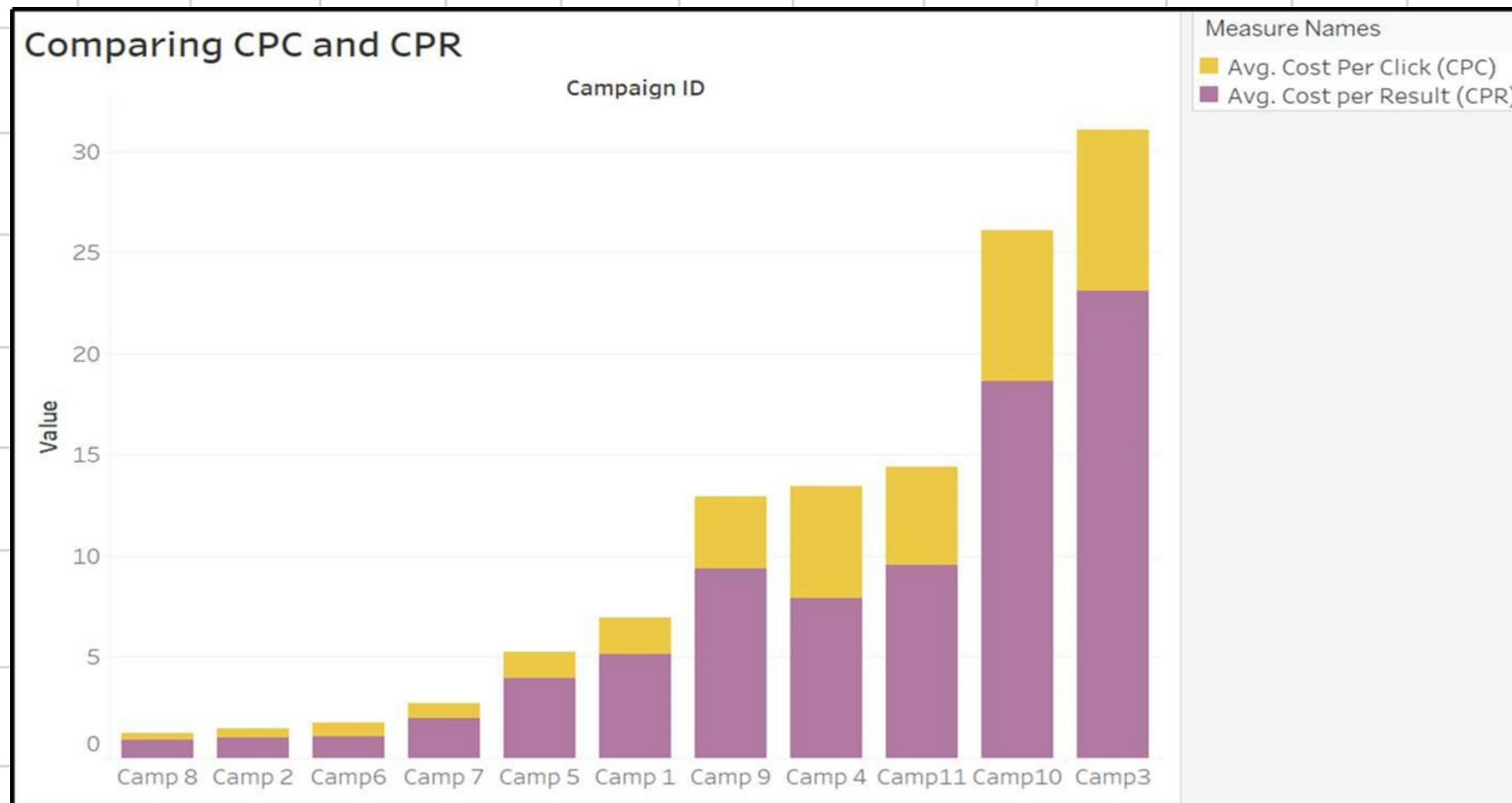
Amount Spent



Campaign 3 has the second least in amount spent

High cost per click and cost per result for **Campaign 3**

Campaign 3 showing least unique link clicks
Whereas click-through rate is moderate

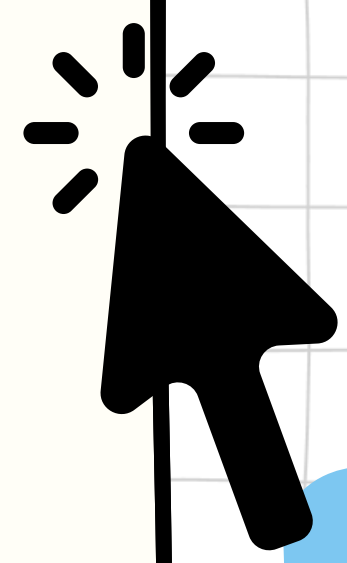


Conclusion

Despite **Campaign 3** had lower spending than the other campaigns, according to the campaign's visual analysis, depending on the other characteristics include

- reach and impressions
- poor performance
- CPC and CPR

the campaign isn't doing well. The campaign's influence and reach are at their lowest levels, cost per click and cost per result highest.





Thank you