

# Evaluation of Ad Campaign Performance in Global Shala's Superhero U Event

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Presented by :- Group 3

# Team Introduction

<b>Project Head</b>	Arjyahi Bhattacharya
<b>Team Lead</b>	Harsh Grover
<b>Project Manager</b>	Shaleel Rodrigues
<b>Project Scribe</b>	Kudirat Sheu Disha Pure Dipika patra
<b>Project Lead</b>	Pingili Sai Amulya Gourav R Juhi shandilya
<b>Other Contributors</b>	Doddolla Naveen Kumar Anindya Dasgupta Satyanarayana George Osagie Irumudomo



# Technological Stack

## Tools Used for visualizations:

1. Tableau
2. Jupyter Notebook
3. Microsoft Excel






# Superhero U Event

## OVERVIEW :

Globalsala launches "Superhero U" event to empower people worldwide through experiential career focused learning module.

 Provide encouragement & educational opportunities to face the real world challenges.

### Geographical area coverage

(India, Australia, Canada, United Kingdom, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, Taiwan, USA & UAE)



# Superhero U Event

Amazing skills you will learn for  
Special Rewards :-



Critical Thinking



Communication



Collaboration



Technology Literacy

GlobalShala

**SUPERHERO U**

**SUMMON  
YOUR CREATIVE  
POWERS!**

**PRIZES INCLUDE**

- > New York Trip
- > Internships
- > Scholarships
- > Gadgets/vouchers

**REGISTER NOW**

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\*T&C Apply\*



# facebook Ads

- Facebook Ads is a feature offered by Facebook, enabling both individuals and businesses to craft advertisements on the platform.
- Utilizing Facebook Ads, you have the capability to target particular groups of people based on factors like their interests, age, geographical location, and more.
- The engagement with your ads can be monitored, allowing you to gain a deeper understanding of your audience and their interactions.



# Facebook Ads

```
graph TD;
    FAF[Facebook Ads] --- D[Drawbacks in Facebook Ads];
    FAF --- P[Positive Impacts of Facebook Ads];
    D --- PC[Privacy Concerns: User data collected and misused.];
    D --- AF[Ad Fatigue: Frequent ads lead to annoyance.];
    D --- MI[Misinformation: Ads spread fake news content.];
    D --- MT[Manipulative Targeting: Influences user opinions negatively.];
    D --- O[Oversaturation: Excessive ads impact user experience.];
    P --- PT[Precision Targeting: Reach specific demographics and interests.];
    P --- BF[Budget Flexibility: Adaptable spending options for businesses of all sizes.];
    P --- VD[Visual Diversity: Utilize images, videos, carousels for ad creativity.];
    P --- GE[Global Engagement: Connect with billions, achieve marketing objectives.];
    P --- MRI[Measurable ROI: Track return on investment through analytics and data-driven insights.];
```

## Drawbacks in Facebook Ads

**Privacy Concerns:**  
User data collected and misused.

**Ad Fatigue:**  
Frequent ads lead to annoyance.

**Misinformation:**  
Ads spread fake news content.

**Manipulative Targeting:**  
Influences user opinions negatively.

**Oversaturation:**  
Excessive ads impact user experience.

**Precision Targeting:**  
Reach specific demographics and interests.

**Budget Flexibility:**  
Adaptable spending options for businesses of all sizes.

**Visual Diversity:**  
Utilize images, videos, carousels for ad creativity.

**Global Engagement:**  
Connect with billions, achieve marketing objectives.

**Measurable ROI:**  
Track return on investment through analytics and data-driven insights.

## Positive Impacts of Facebook Ads



# facebook Ads

<b>Reach</b>	The count of individuals who viewed your ads at least once. Reach is distinct from Impressions.
<b>Impressions</b>	The tally of times your ads were displayed on screens.
<b>Frequency</b>	The average instances an individual saw the advertisement.
<b>Clicks</b>	The overall clicks received on ads within this campaign.
<b>Unique Clicks</b>	The total number of distinct people who clicked on the ad's link.





# facebook Ads

<b>Unique Link Clicks</b>	The proportion of instances where individuals viewed the ad and subsequently clicked on it.
<b>Click Through Rate</b>	The mean of the total link clicks and impressions.
<b>Unique Click-Through Rate</b>	Total unique link clicks divided by the total impressions.
<b>Cost per Result</b>	Total expenditure divided by the total number of results (unique link-clicks).
<b>Cost Per Click</b>	Total expenditure divided by the total number of clicks.

# Overview of Superhero U ad campaigns

- Total **11 campaigns** conducted by the marketing team.
  - **Audience** : - Educators, Students and Principals.
  - **Age groups** : - 13-17, 18-24, 25-34, 35-44, 45-54, 55-64.
- **Geography Regions :-**
  - **Group 1:-** Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan, United States.
  - **Group 2:-** Australia, Canada, United Kingdom, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, Taiwan.



# Analysis of Ad Campaigns

Campaign ID	Age					
	13-17	18-24	25-34	35-44	45-54	55-64
Campaign 1			2.243	1.726	1.613	1.760
Campaign 2	0.309	0.460	0.473			
Campaign 3	7.801	5.779	10.185			
Campaign 4	5.228	5.670	5.615			
Campaign 5	0.986	1.331	1.534			
Campaign 6		0.683	0.665			
Campaign 7	0.652	0.748	0.768			
Campaign 8	0.291	0.364	0.388			
Campaign 9	2.989	4.391	3.374			
Campaign 10	7.066	6.553	8.737			
Campaign 11	5.486	3.701	5.251			

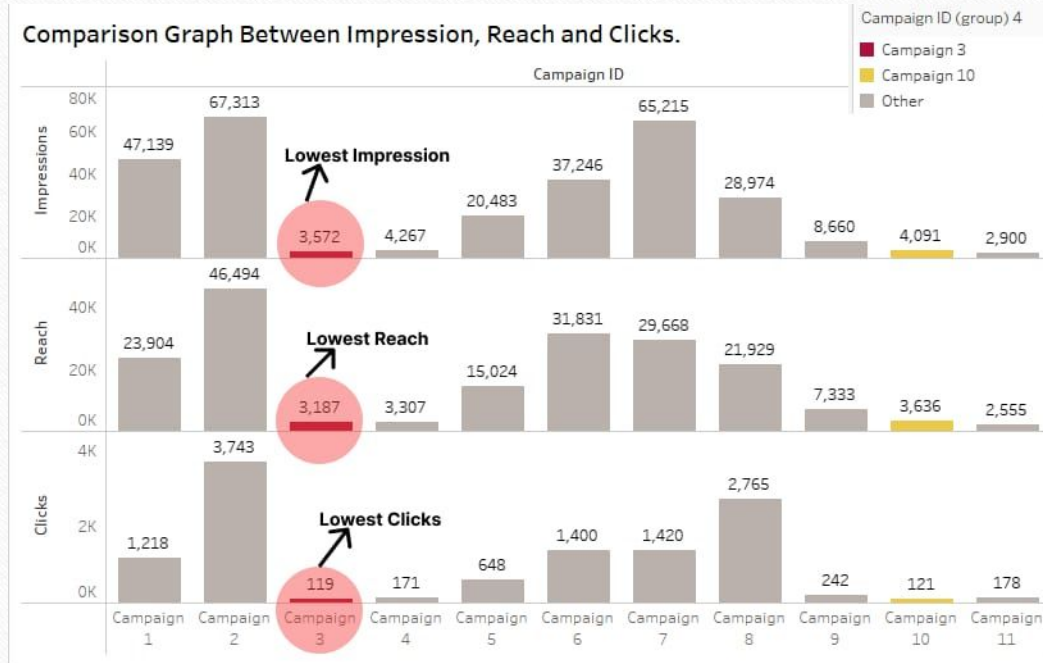
SUM(Cost per Result (C...



- **Analysis** of audience from different **age groups** from Campaign **1-11** using tableau.



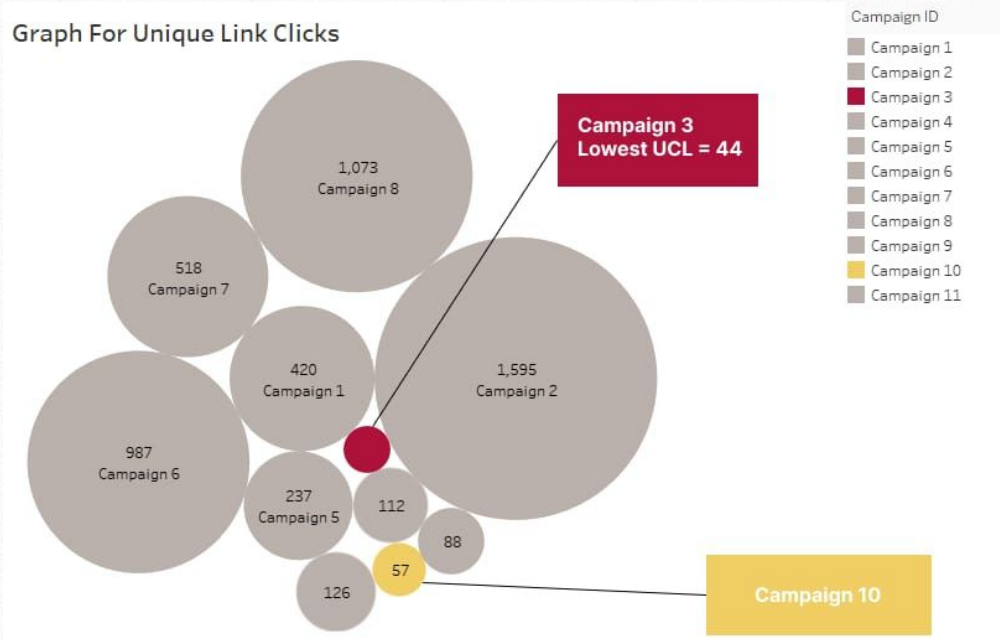
# Reviewing Ad Campaigns



- Impression, Reach and clicks are listed in the graph shown.
- Campaign 3 has the lowest Value for Impression, Reach and Clicks.

# Analysis of Ad Campaigns

Graph For Unique Link Clicks



- This graph shows that **Campaign 3** has significantly **fewer Unique Link Clicks** compared to all the other campaigns.
- The **Red Color** in the graph indicates that **Campaign 3** has the **lowest overall amount of Unique Link Clicks** compared to all other campaigns.

# Conclusion

## Campaigns to be discontinued

- Campaign 3

## Reasons for Discontinuation:

- Poor impression reach, clicks, and engagement.
- Fewer unique link clicks compared to other campaigns.
- Lower amount spent on Campaign 3.



**THANK  
YOU**

