



An Analysis of the Effectiveness of Superhero U's Advertising Campaigns

Presented by Team 33

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- What are Facebook Ads?
- Overview of Superhero Ads Campaigns
- Recommended Ads to discontinue
- Conclusion



Mission Statement

Helping GlobalShala Make Smarter Ad Decisions with Data

Team Introduction

Team 33



Joel Abeku

Team Lead



Gloria Ackah

Content Strategist/Storyteller



Maryam Zaman

Project Manager, Data Engineer/Visualizer



Noor Ul Ain Zahid

Project Scribe, Data Engineer/Visualizer



Syed M Qasim Zaidi

Project Lead, Data Engineer/Visualizer



Husna Abbas

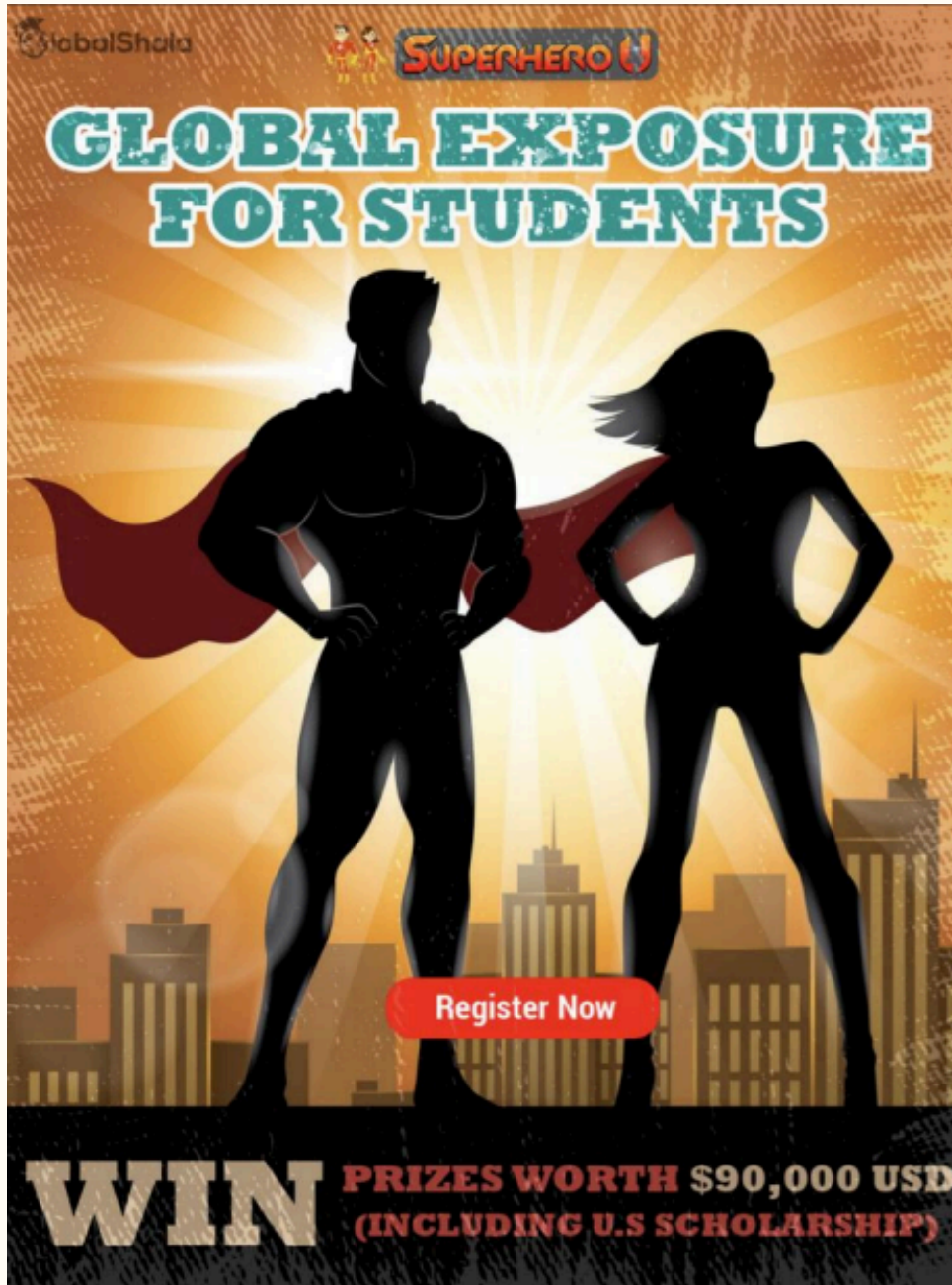
Quality Assurance Lead



Tobi Adegbola

Data Engineer/Visualizer





Superhero U

Superhero U is a global competition by GlobalShala that encourages innovation & creativity among high school and college students.

Through three competitive rounds, it promotes problem-solving, entrepreneurship and social responsibility. The event was promoted using Facebook ads.

Facebook Ads

Facebook Ads is a powerful tool for targeting specific audiences based on demographics, interests & behaviors. Businesses use it to reach their ideal customers effectively.

Key performance metrics for our analysis include CPC, CPR, CTR, Reach and Impressions.



Overview of Superhero Ads

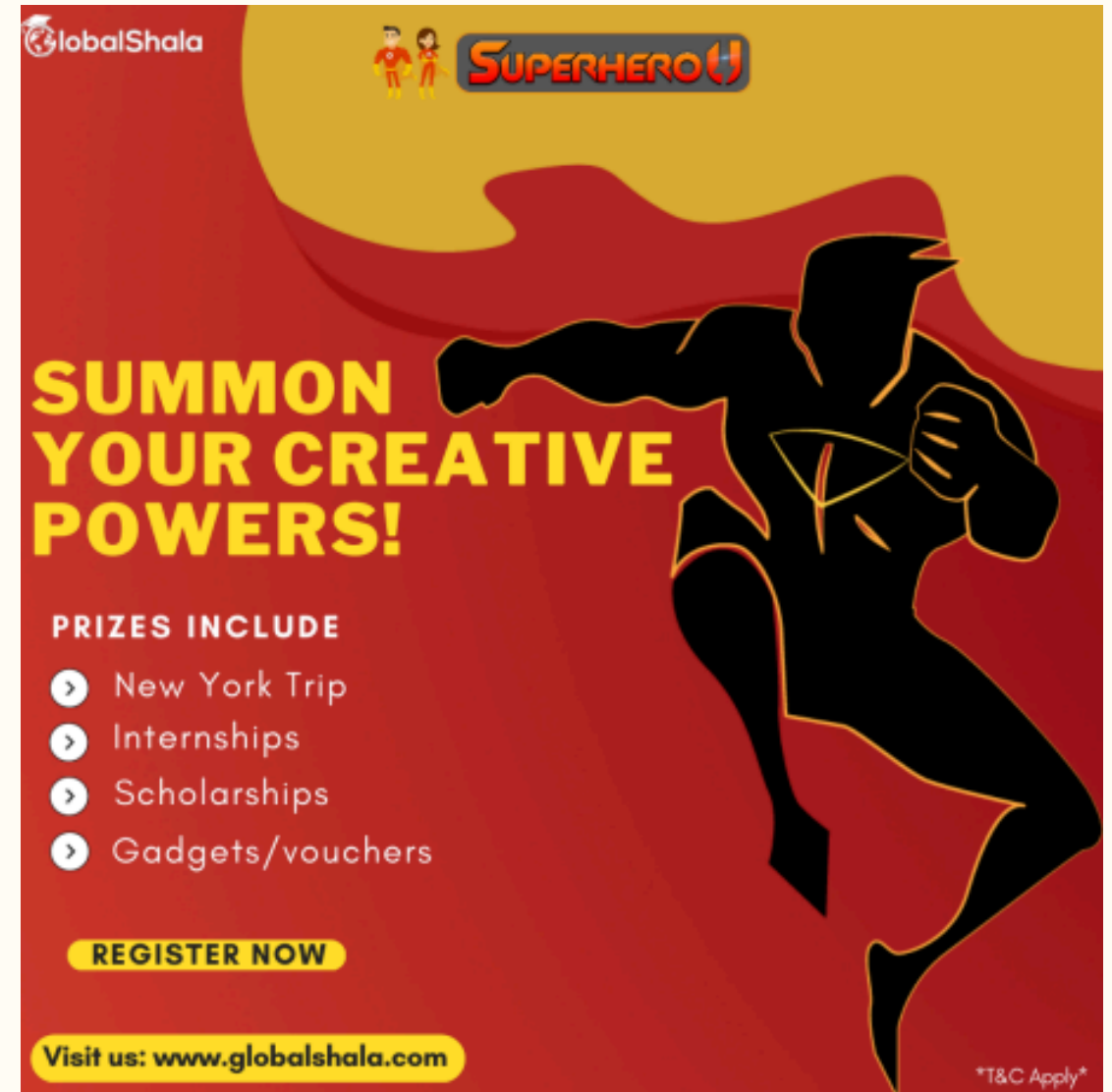
Below is the list of all the ad campaigns run by GlobalShala:

- | | | |
|--|---|--|
| 1 SHU_6 (Educators and Principals)
Campaign 1 | 4 SHU_Students (Canada)
Campaign 4 | 8 SHU_Students (Nigeria)
Campaign 8 |
| 2 SHU3_ (Students Apart from India and US)
Campaign 2 | 5 SHU_Students(Ghana)
Campaign 5 | 9 SHU_Students(UAE)
Campaign 9 |
| 3 SHU_Students(Australia)
Campaign 3 | 6 SHU_Students (India)
Campaign 6 | 10 SHU_Students (UK)
Campaign 10 |
| | 7 SHU_Students(Nepal)
Campaign 7 | 11 SHU_Students (USA)
Campaign 11 |

Overview of Ad Campaign

Multiple campaigns were run simultaneously to maximize event visibility.

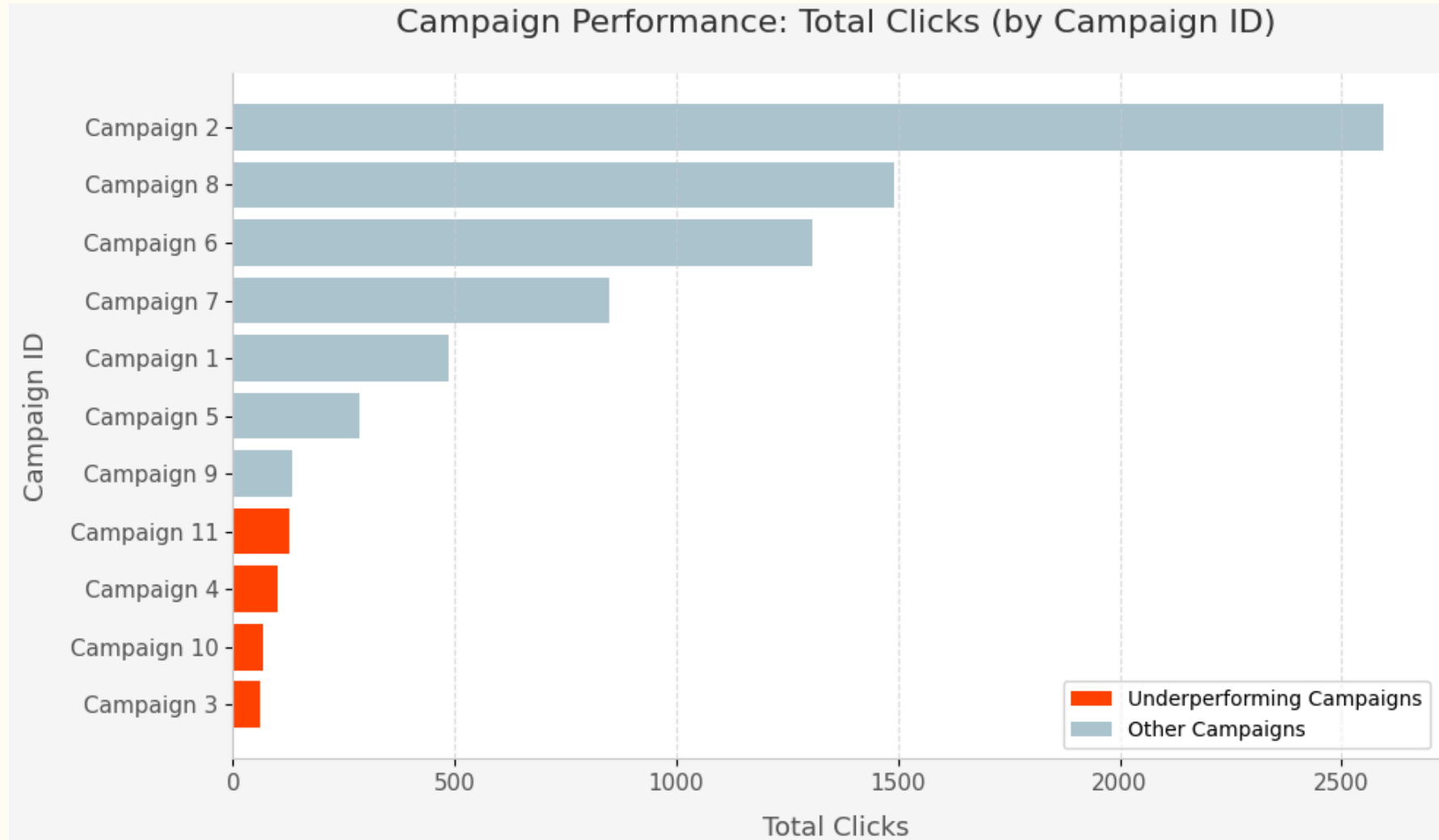
Engagement metrics like CTR, impressions, reach, unique clicks, amount spent (INR), CPC and CPR helped assess campaign impact.



Recommended Ads to Discontinue

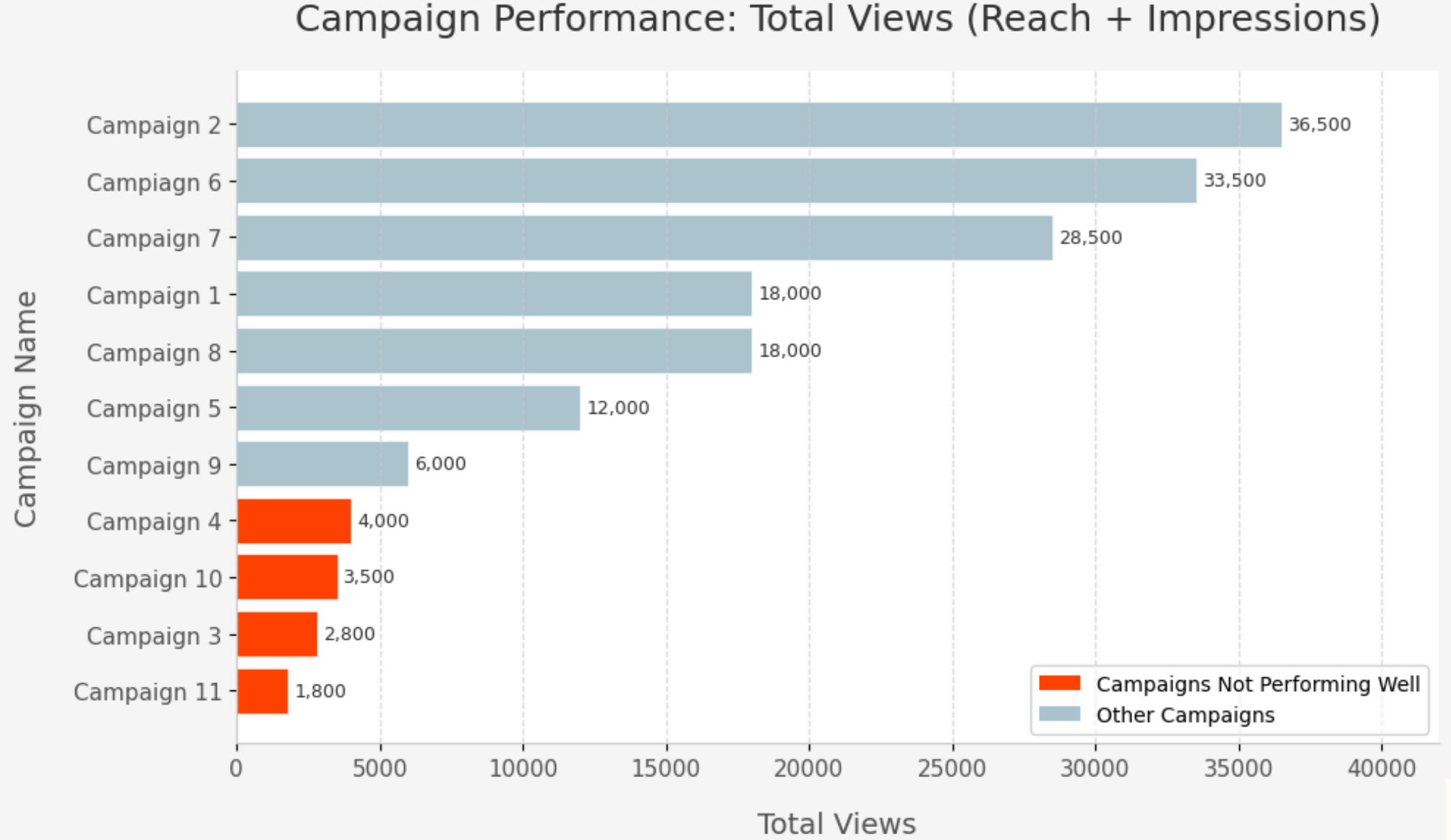
Total Clicks by Campaign

Four ad campaigns with the lowest number of clicks: **Campaign 11, 4, 10, 3**



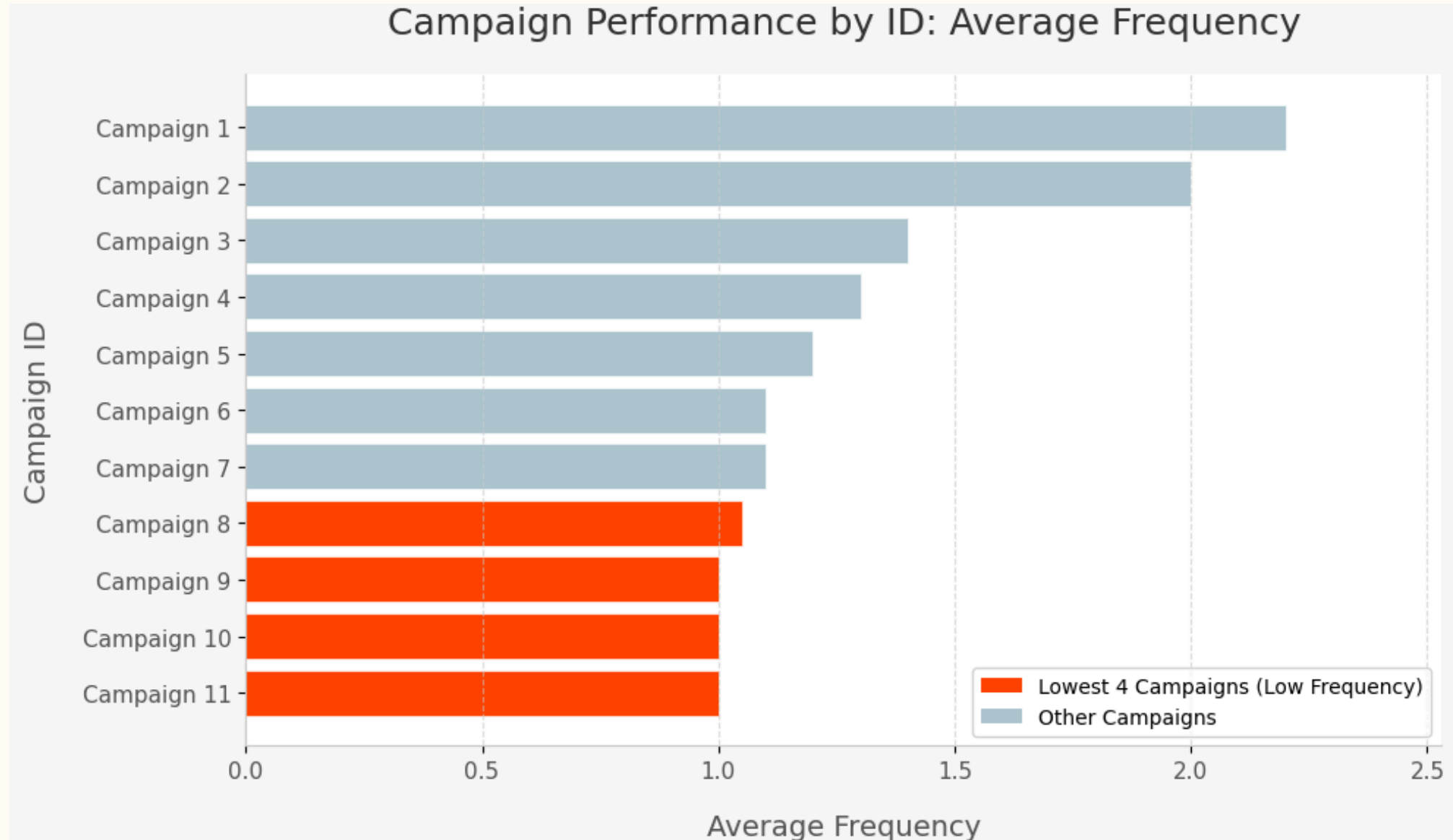
Total Views (Reach + Impressions)

Four ad campaigns with the lowest total views: **Campaign 4, 10, 3, 11**



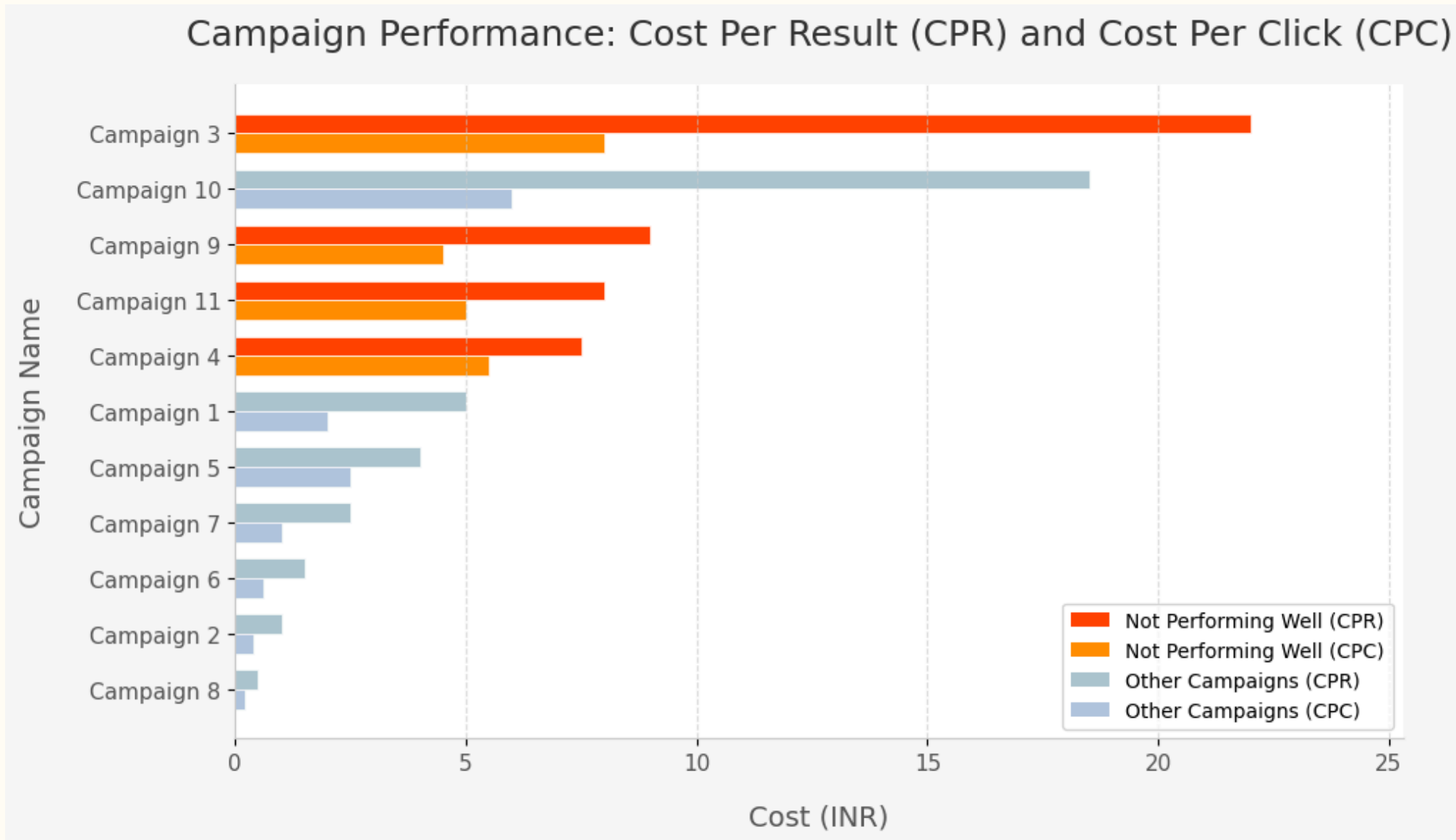
Average Frequency

Four ad campaigns with the lowest average frequency: **Campaign 8, 9, 10, 11**



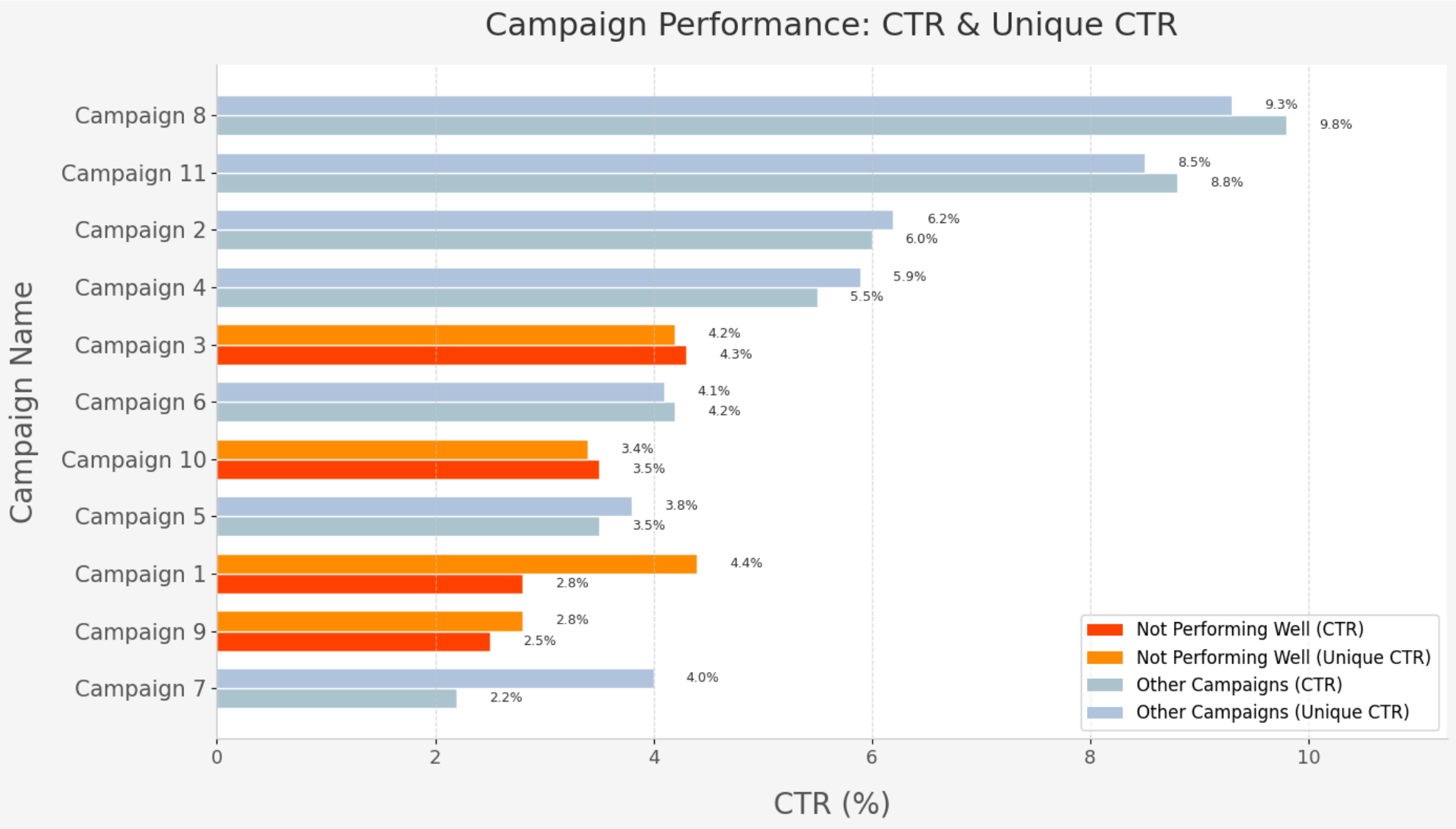
CPR & CPC

Under performing campaigns based on high CPR & CPC are **Campaign 3, 9, 11, 4**



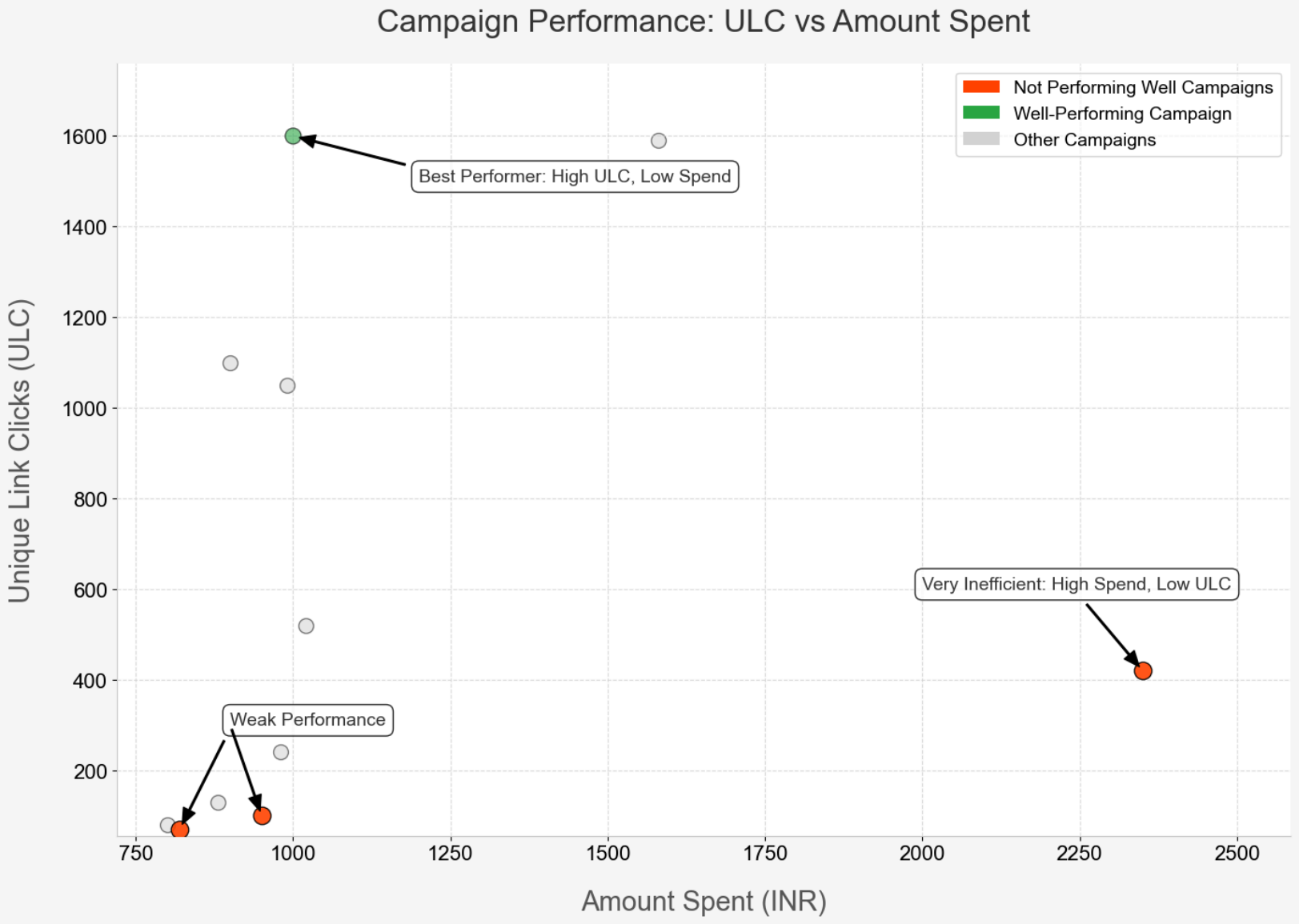
CTR & Unique CTR

Under performing campaigns based on CTR & Unique CTR are : **Campaign 3, 10, 1, 9**



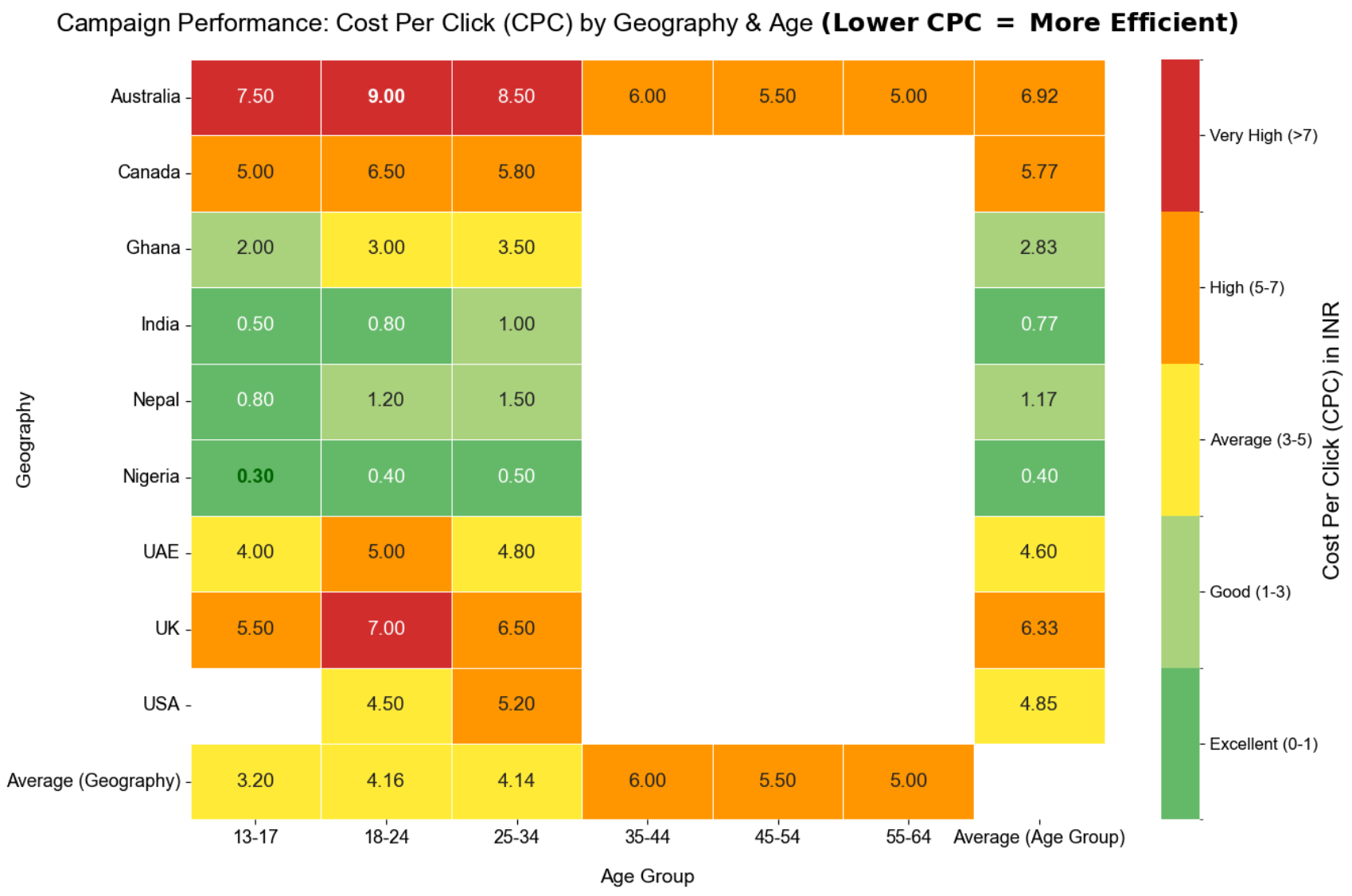
ULC vs Amount Spent

Scatter plot shows green as cost-effective, orange as under performing (e.g., **Australia, UK**) & gray as needing optimization



Cost Per Click (CPC) by age & geography

Poor cost efficiency is noticed in older age groups in **Australia** & the **UK** (Campaigns 3 & 10)





Recomendation

From the insights obtained from our analysis of all the ad campaigns with the supporting visualizations, we recommend discontinuing the following campaigns :

- ✗ **Campaign 3 (Australia):** Highest CPR with very low ULC & low CTR. Also has low reach & clicks.
- ✗ **Campaign 10 (UK):** Extremely low engagement & very high CPR.
- ✗ **Campaign 9 (UAE):** Poor return with low ULC & high CPR despite moderate spend.

Conclusion

Final Recommendation

Discontinue Campaign 3 (Australia): Highest CPR, low ULC, weak CTR (4.5%) vs. top performers (e.g., Nigeria ~10%). Minimal reach & clicks = poor engagement.

Improve UK & UAE Campaigns: Underperforming but better reach than Australia → audience potential exists. Issues likely due to poor targeting or bland creatives, which are fixable. So, instead of discontinuing them, these campaigns can be improved by:

- ✓ Refining audience targeting
- ✓ Enhancing ad visuals (e.g., using student testimonials)
- ✓ Testing varied formats (video or carousel ad)
- + ✓ Adjusting frequency to reduce ad fatigue