

Analysis of Facebook Ad Campaigns for Superhero U

A hand holding a smartphone with the Facebook logo on the screen, set against a background of blue, wavy, light patterns.

Identifying Campaign(s) to Recommend for Discontinuation for Cost Saving

Overview of Objectives

Week 1

Data Analysis for the Marketing team:

1. Description of basic marketing concepts for ad campaigns.
2. Creation of data visualizations to analyze data based on best practices.

Week 2

Visualization Design:

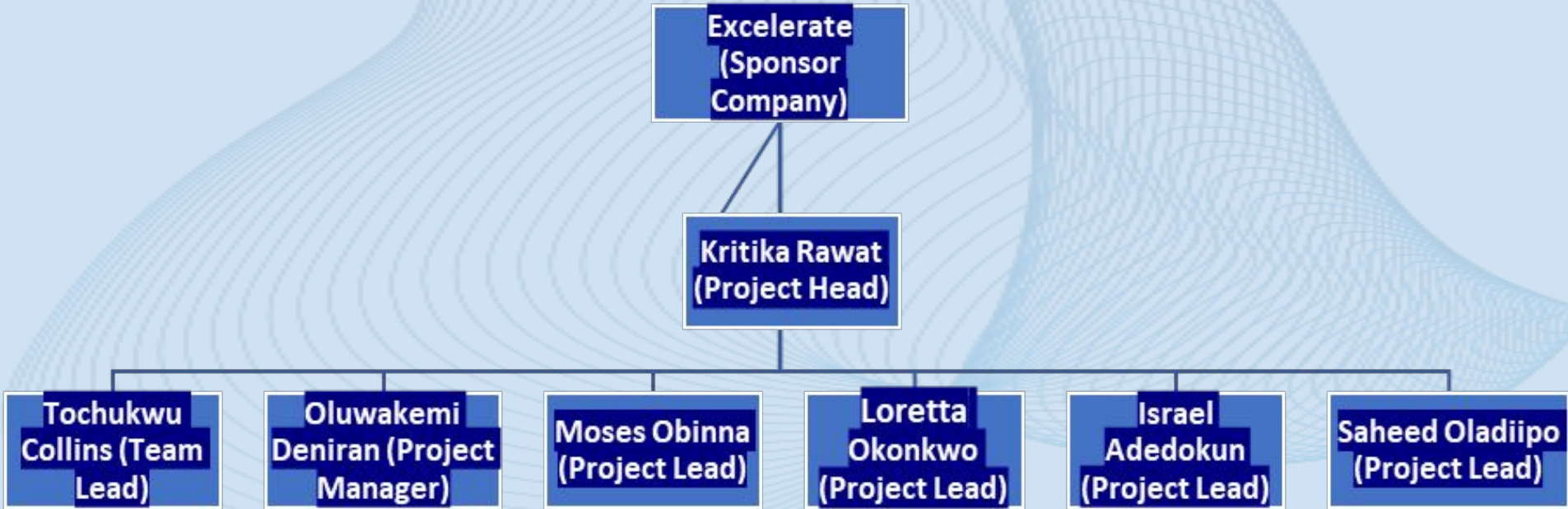
1. Selection of data visualizations that support the recommendations.
2. Refined the visualization design based on best practices.

Week 3

Presentation Design:

1. Outline and build a compelling presentation.
2. Refine the design of the slides based on best practices.
3. Export presentation to share with stakeholders.

The Team





WHAT IS SUPERHERO U?

Projected Facebook Ad Campaign Analysis

The Superhero U competition offers a unique opportunity for students to harness their creative potential on a global stage. By participating, students gain access to a platform that showcases their talents to a worldwide audience.

- ❑ Employed a "**Link Click**" ad. format characterized by an image and specific components.
- ❑ **Profile Link:** Integrated profile image and name, directing users to **Global Shala's** profile.
- ❑ **Descriptive Text:** Engaging content spotlighting crucial event details and advantages.
- ❑ **Image:** Visual element establishing a connection to the Superhero U website.
- ❑ **Engagement Buttons:** Included like, comment, and share buttons to stimulate user interaction.
- ❑ **Segments:** Executed precise ad targeting for "interns" and "educators/principals" audiences.

Central Role:

Core platform for social interaction.

Content sharing across diverse demographics.

Networking opportunities for individual and businesses.

Advertising and Promotion:

Targeted campaigns to reach specific audiences.

Tools for individuals, businesses, and organizations

Functionality:

Messaging: Direct communication between users.

Events: Creating and managing gatherings.

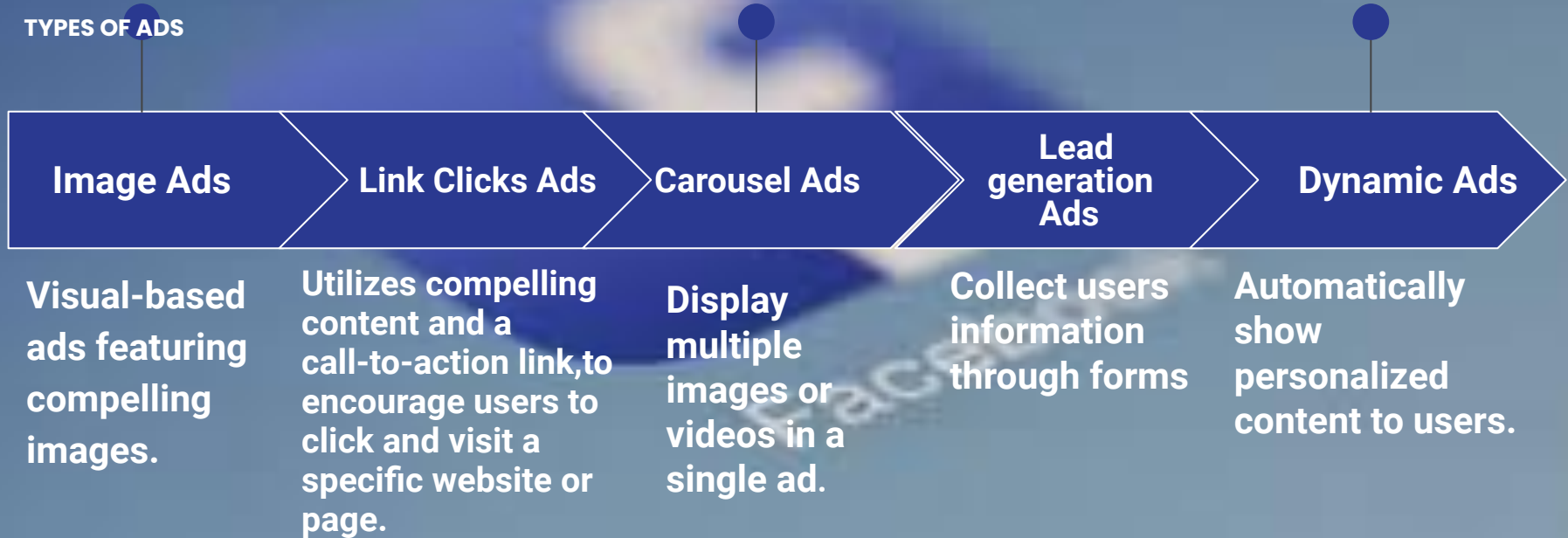
Marketplace: Buying and selling goods locally.

Live Streaming: Real-time video broadcasts

FACEBOOK ADS

They are Paid promotional content shown to tailored audiences, encompassing diverse formats such as images, videos, carousels, and link click ads.

TYPES OF ADS



OVERVIEW OF AD CAMPAIGNS KPI

The following are some examples of key performance indicators (KPIs): age, geography, CTR, amount spent per INR, CPR, reach, frequency, impressions, CPC, clicks, unique CTR, and unique link clicks. This thorough analysis provided a multidimensional perspective on campaign efficacy in various places.

- ❑ **Reach:** People who saw the ad at least once.
- ❑ **Impressions:** The total time the ad was on screen.
- ❑ **Frequency:** The average number of time each person saw the ad.
- ❑ **Unique Links Click:** The percentage of times people clicked on the ad
- ❑ **Click Through Rate:** $\text{Total number of link clicks} / \text{total number impressions}$
- ❑ **Cost per Click:** $\text{The total amount spent} / \text{total number of clicks}$.
- ❑ **Cost per Result:** $\text{Total amount spent} / \text{total number of unique click links}$.

Overview of Superhero U Ad Campaigns

Campaign ID	Geography	Unique Link Clicks (ULC)
Campaign 2	Group 2 (Australia, Canad..	1,595
Campaign 8	Nigeria	1,073
Campaign 6	India	987
Campaign 7	Nepal	518
Campaign 1	Group 1 (Australia, Canad..	420
Campaign 5	Ghana	237
Campaign 11	USA	126
Campaign 4	Canada	112
Campaign 9	UAE	88
Campaign 10	UK	57
Campaign 3	Australia	44

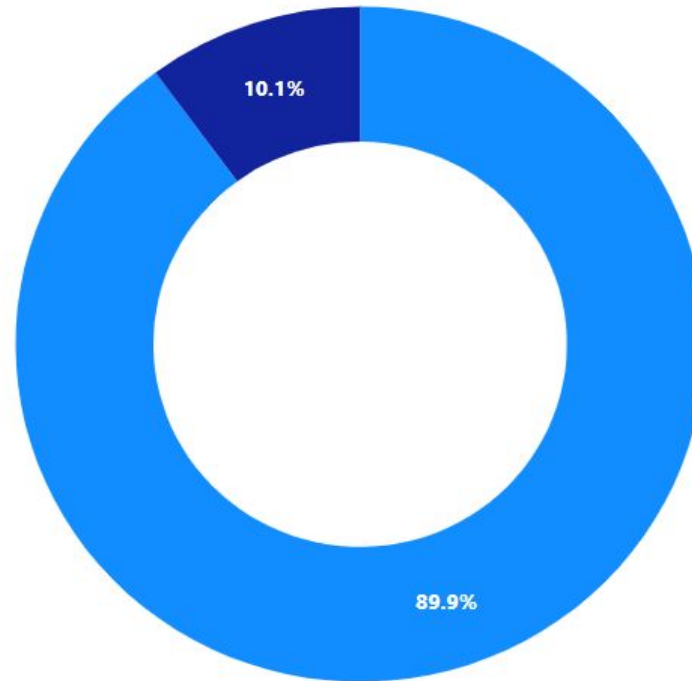
The table above shows an overview of all of the Superhero U ad campaigns run by the Marketing team

Clicks by Audience

Audience

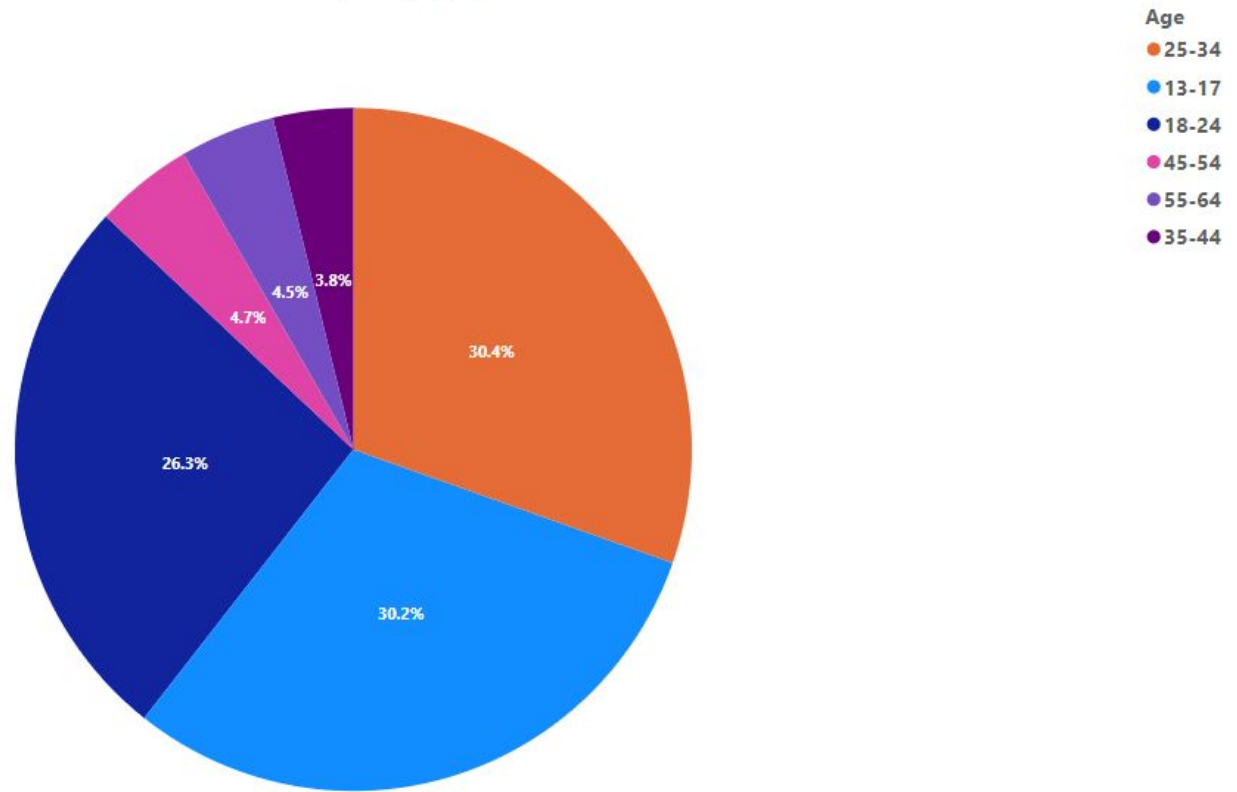
● Students

● Educators and Principals



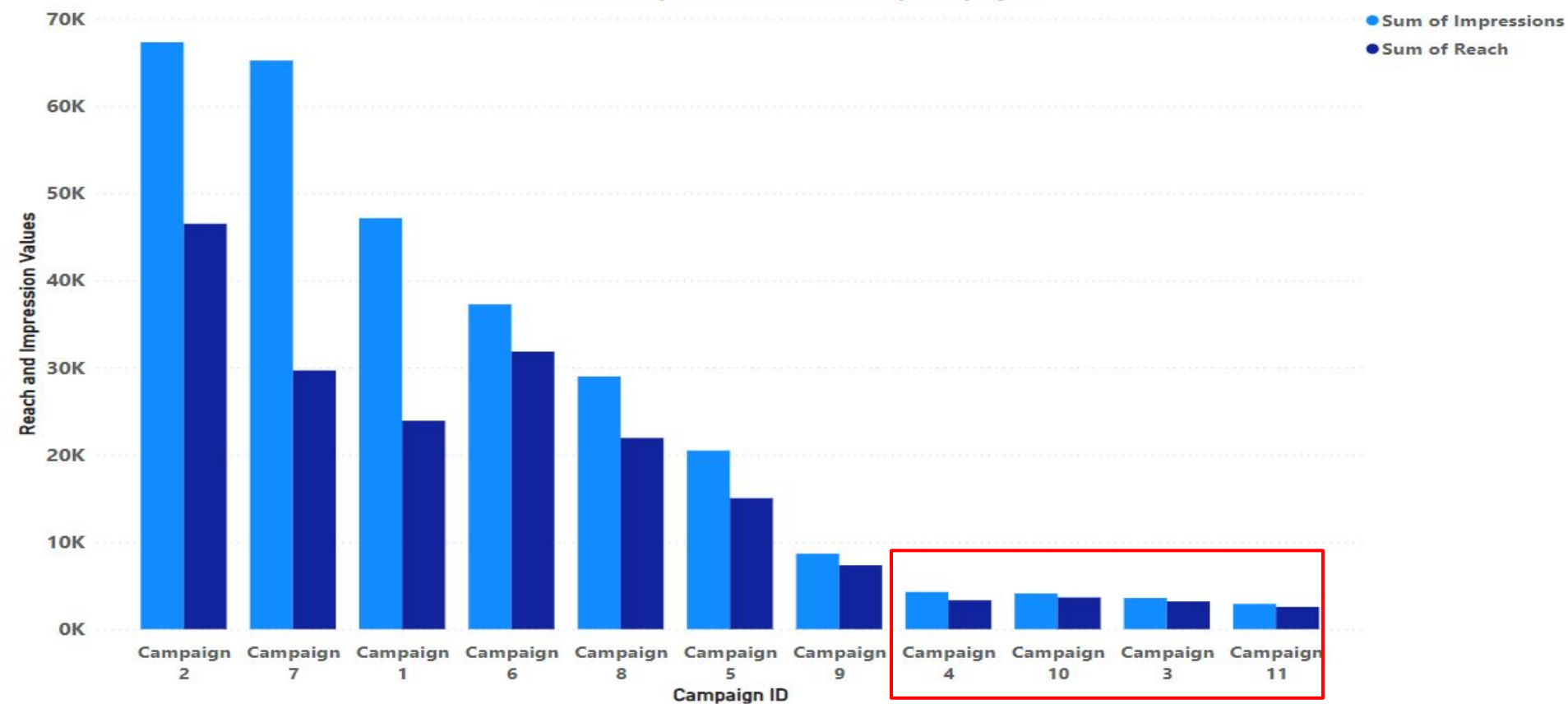
The analysis of the chart reveals that students formed a majority of the click by audience with a whopping 89.9% of the total clicks while the Educators and Principals contributed a 10.1% of the total clicks by audience .

Frequency by Age



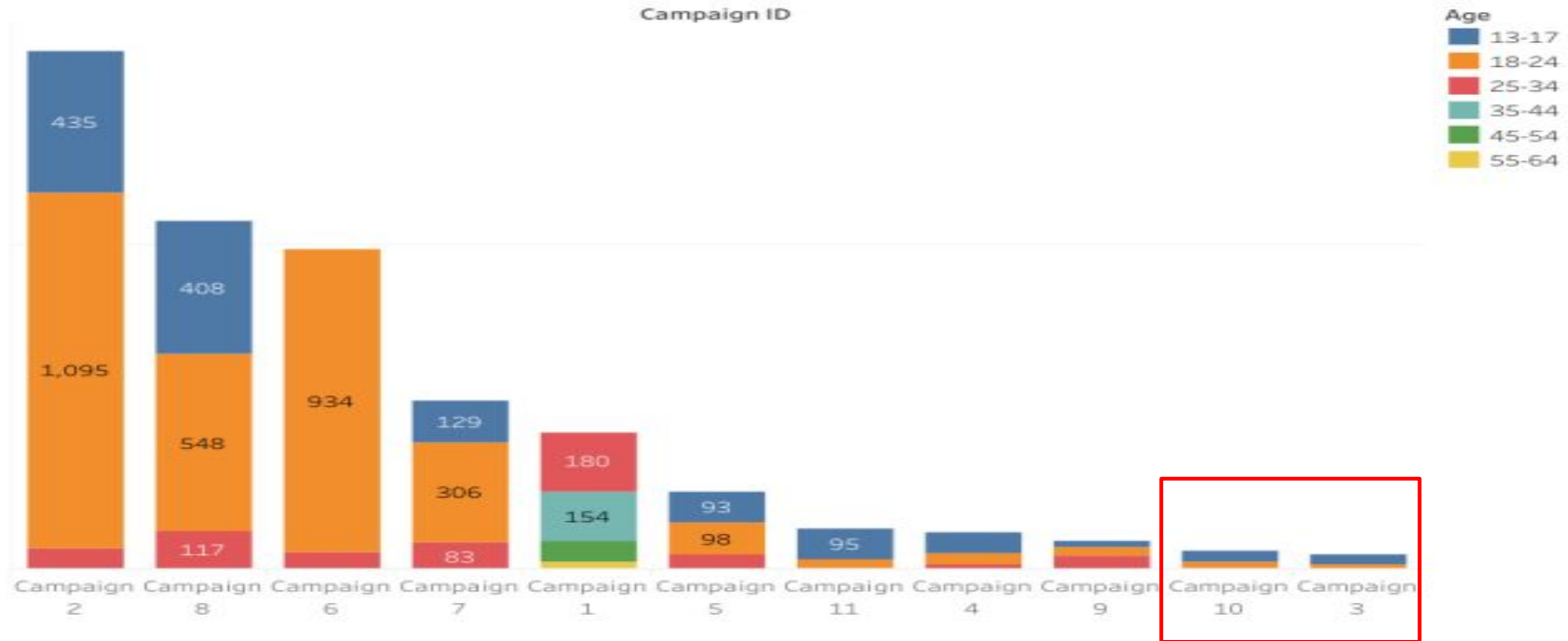
The analysis of the chart reveals that the age range with the highest frequency is 25-34 (with 30.4%) closely followed by age range 13-17 and 18-24 with 30.2% and 26.3% of the total frequencies respectively.

Chart of Impressions and Reach by Campaign ID



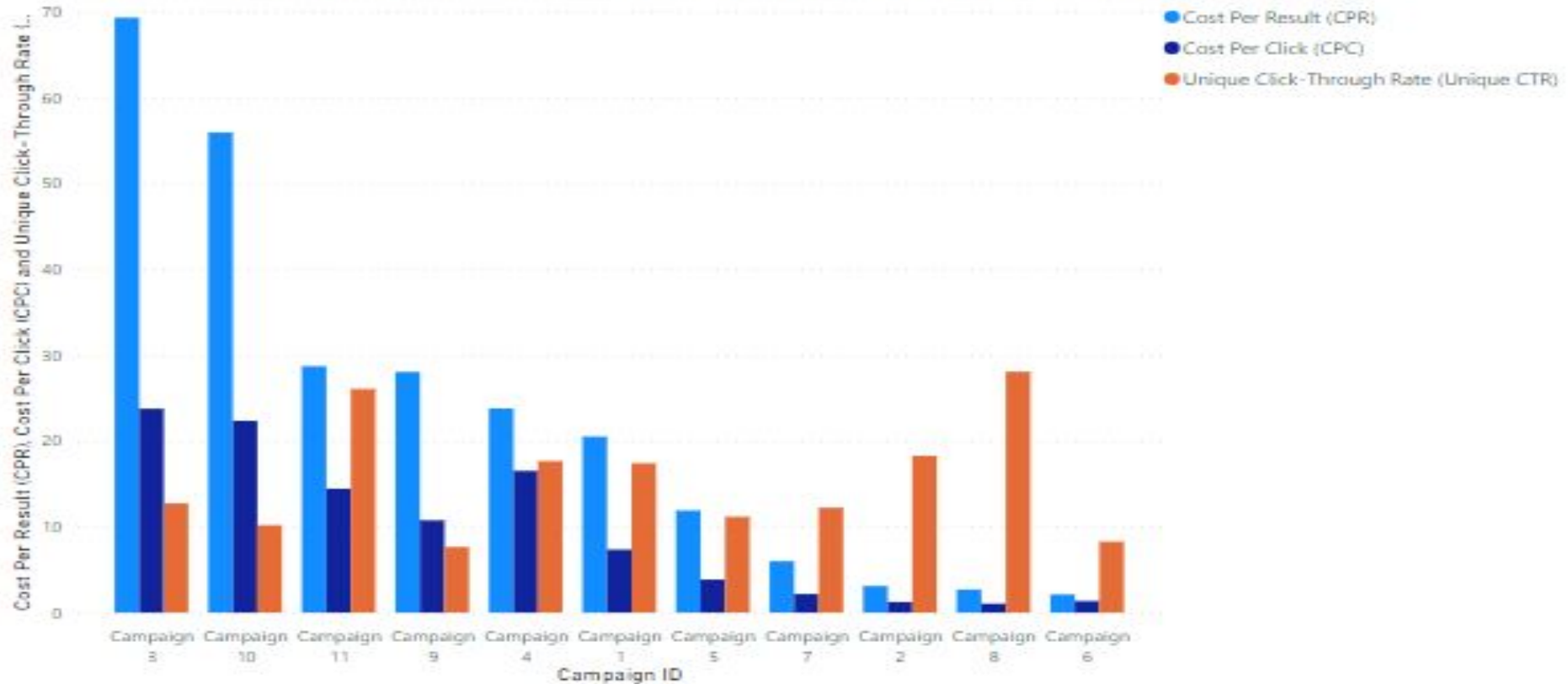
In the context of the provided chart, Campaigns 3, 4, 10 and 11 demonstrate notably lower reach and impression metrics, indicating a comparatively reduced level of exposure and engagement within the observed data.

Unique-link click of Campaigns by Age



- ❑ Campaign 3 has the least Unique-link click closely followed by Campaign 10 which means Campaign 3 and 10 have the minimum percentage of people who saw the ad and clicked on them and may result to discontinuing Campaign 3 and 10.

Cost Per Result (CPR), Cost Per Click (CPC) and Unique Click-Through Rate (Unique CTR) by Campaign ID



The analysis of the chart reveals that Campaign 3 exhibits the highest Cost per Result (CPR), closely followed by Campaign 10. Additionally, Campaign 3 also records a relatively elevated Cost Per Click (CPC), with the Unique Click-Through Rate (CTR) trailing behind Campaign 10 in the presented data.

Findings and Recommendations

Finding/ Recommendation 1

- Engagement by Educators is very low at 10% clicks.
- Utilize strategic AI-driven techniques for targeted campaigns at Educators and Principals

Finding/ Recommendation 2

- Campaign 3 has the least Unique-link click closely followed by Campaign 10.
- The marketing team should discontinue Campaign 3 and 10.

Finding/ Recommendation 3

- Campaign 3 and 10 have the highest CPR and CPC. They also have relatively low Unique-CTR.
- The marketing team should discontinue Campaign 3 and 10

Conclusion

In conclusion, re-allocating funding from Campaigns 3 and 10 to Campaigns 2, 6, 8 would be profitable since they have highest Unique Link Clicks and lowest Cost Per Results.

THANK YOU!