

An Analysis on SuperHeroU Ad Campaign

A Group-1 Presentation

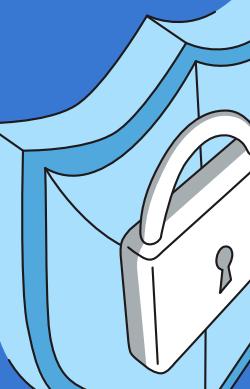
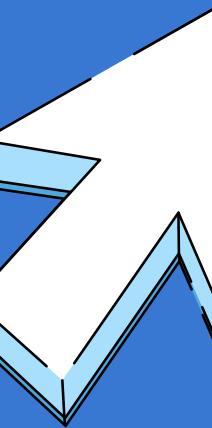
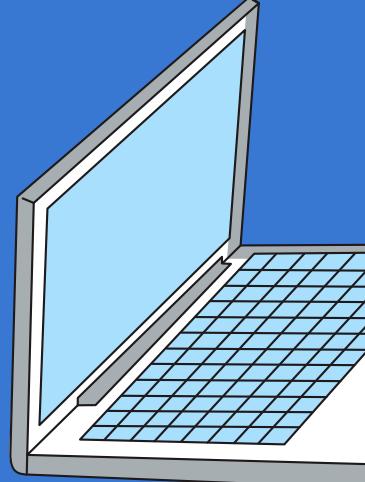
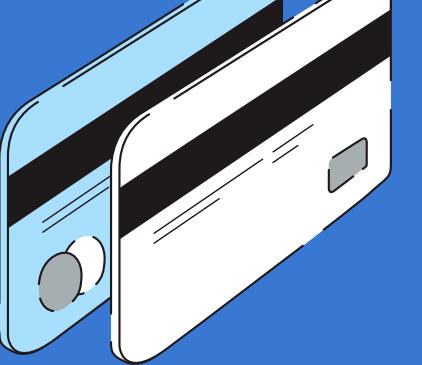
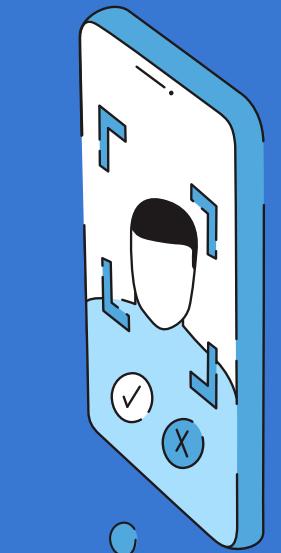
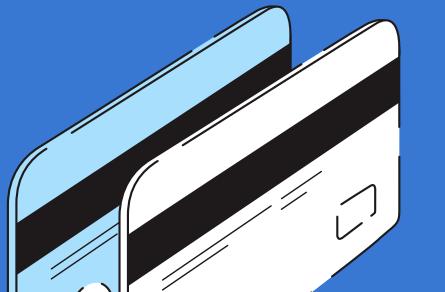
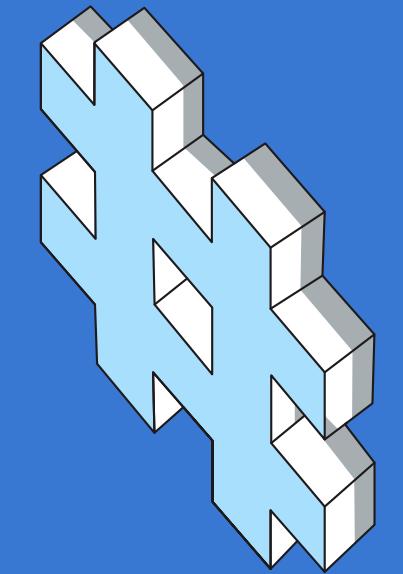
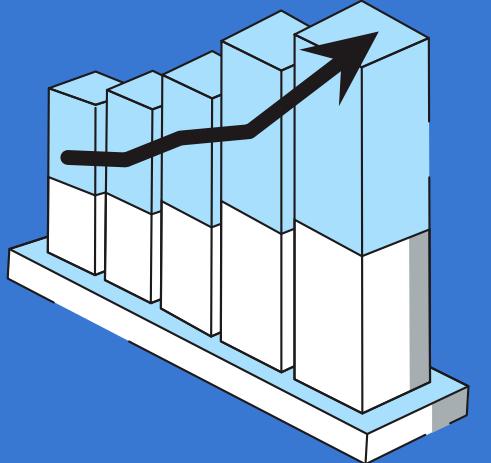




What is a Facebook Ad Campaign?

Because traditional forms of media need an upgrade

Facebook ad campaign refers to the process of creating, managing, and optimizing advertising efforts on the Facebook platform. Facebook provides a robust advertising system that allows businesses, organizations, and individuals to promote their products, services, or content to a targeted audience.

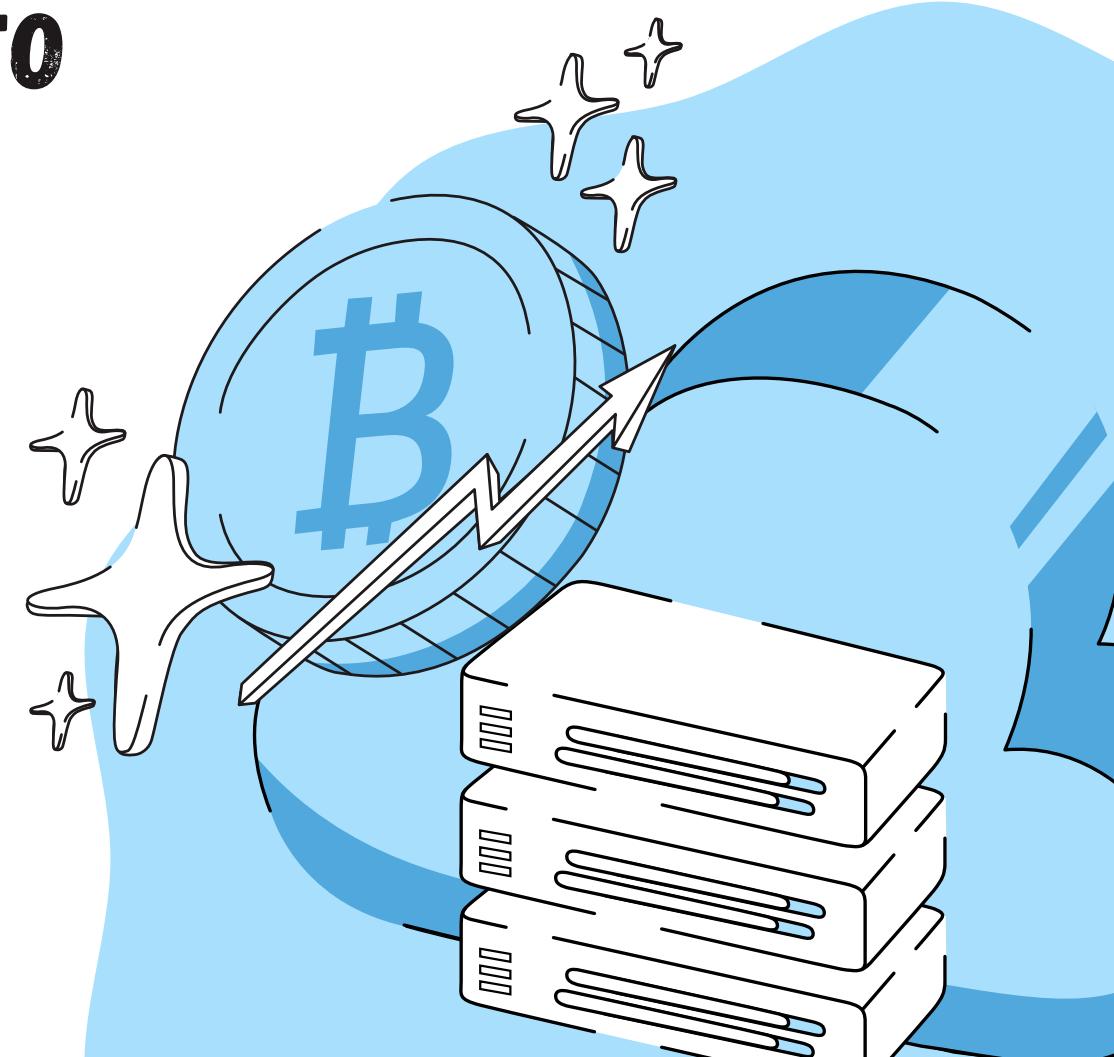
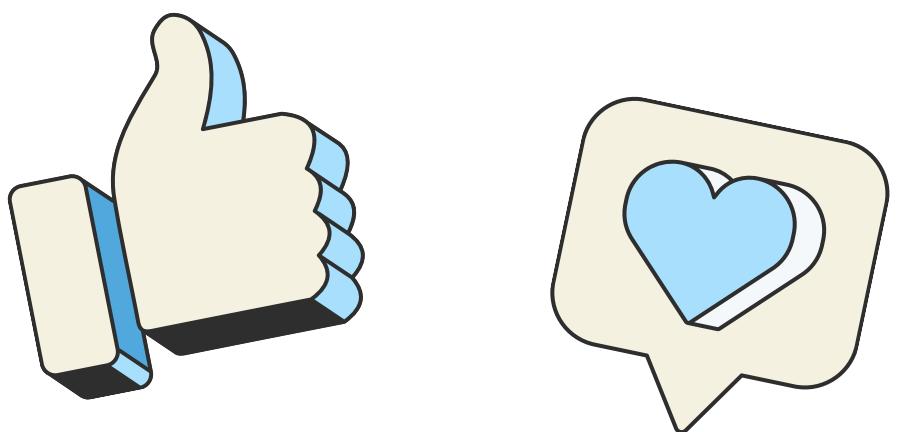
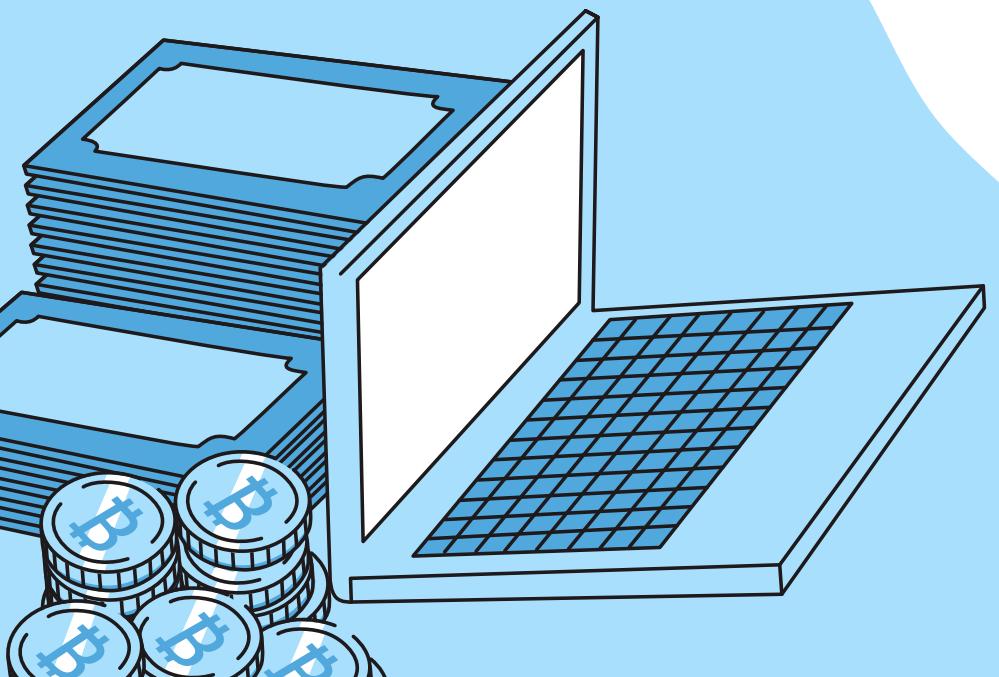
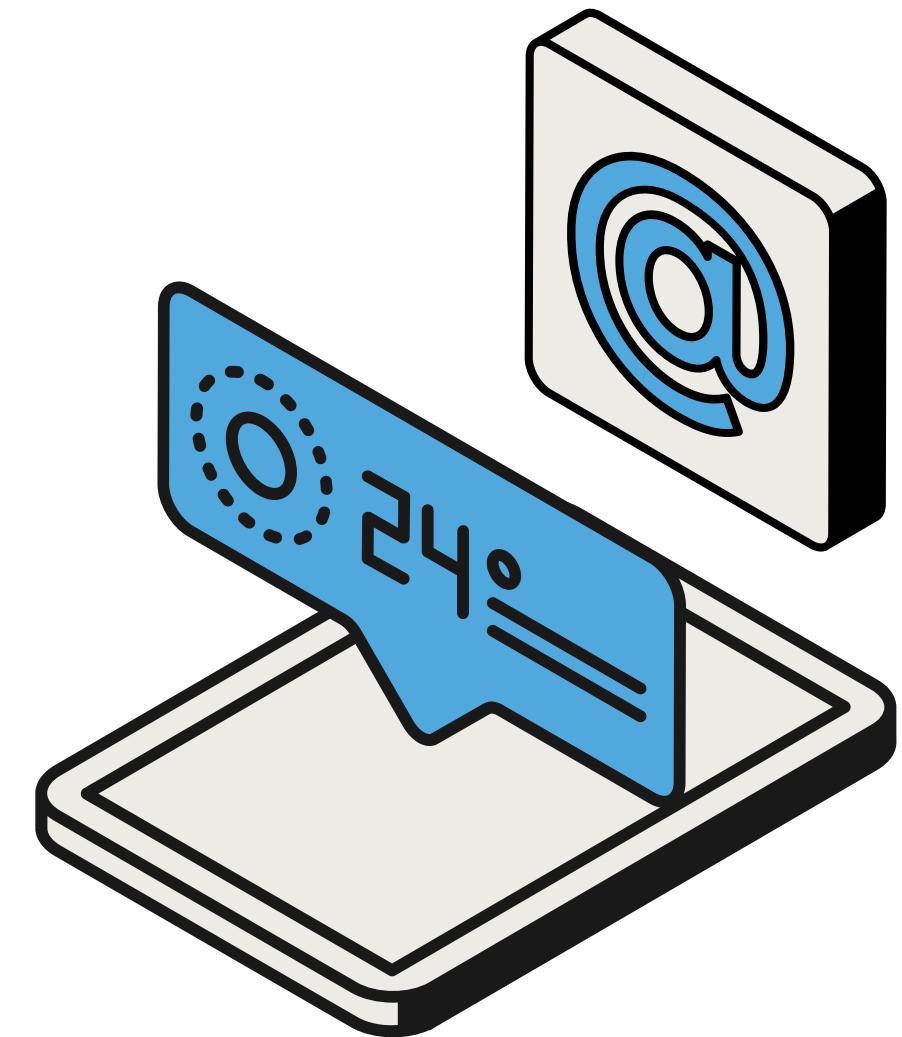




WHAT IS...

SUPERHERO U?

SUPERHERO U WAS AN INITIATIVE TO ENABLE CREATIVE AND ARDENT YOUNG MINDS TO MAKE THE GREATEST USE OF THEIR ABILITIES AND IMAGINATION. IT WAS DRIVEN BY THE DESIRE TO DEVELOP A SENSE OF INVENTION AND ORIGINALITY AMONG OUR CHILDREN. SUPERHERO U WAS A COMPETITIVE EVENT THAT AIMED TO GIVE UP-AND-COMING STARS AN ENCOURAGING AND FAIR EDUCATIONAL OPPORTUNITY. IT WAS INSPIRED BY THE UN'S PURPOSE "TO PROMOTE PROSPERITY WHILE PROTECTING THE PLANET."

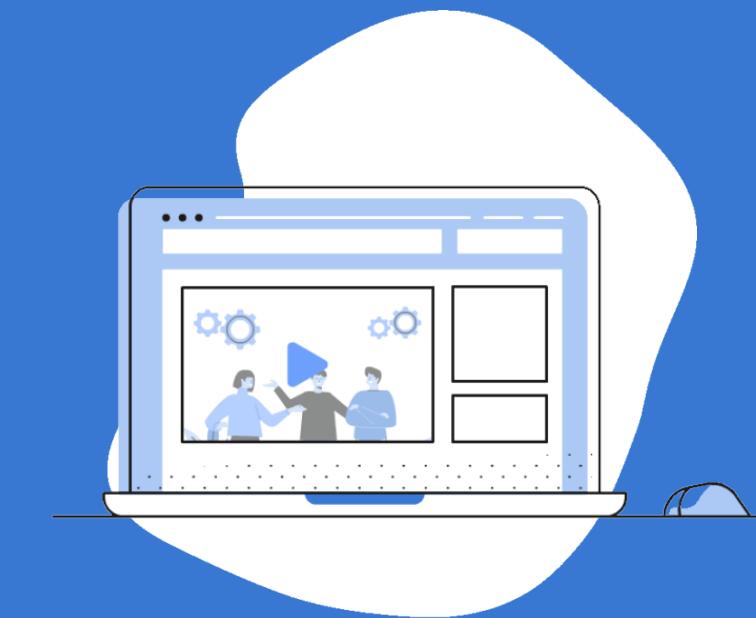


Problem



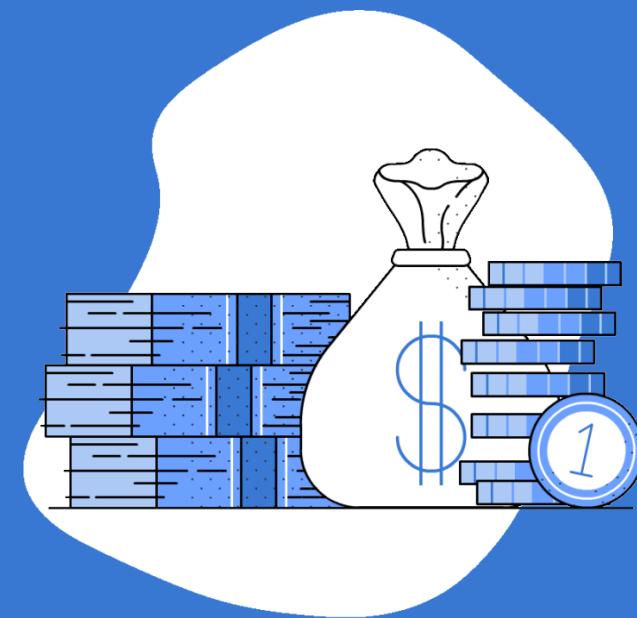
Ineffective

Some Ad Campaigns are not generating desired results in terms of the amount invested.



Low Engagement

Audiences are not actively responding or engaging with specific campaigns.



Costly

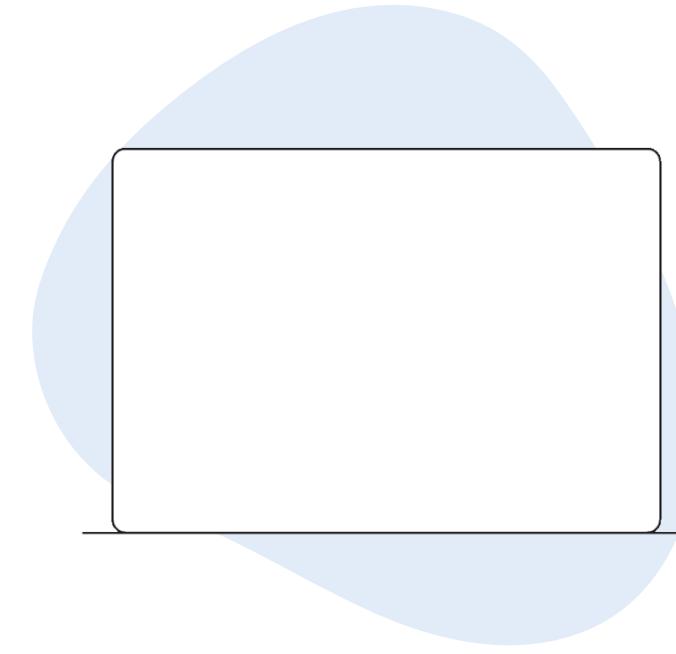
Certain campaigns are consuming a significant portion of the marketing budget.

Solution



Optimization

Identify and discontinue low performing campaigns to reduce costs.



Budget Reallocation

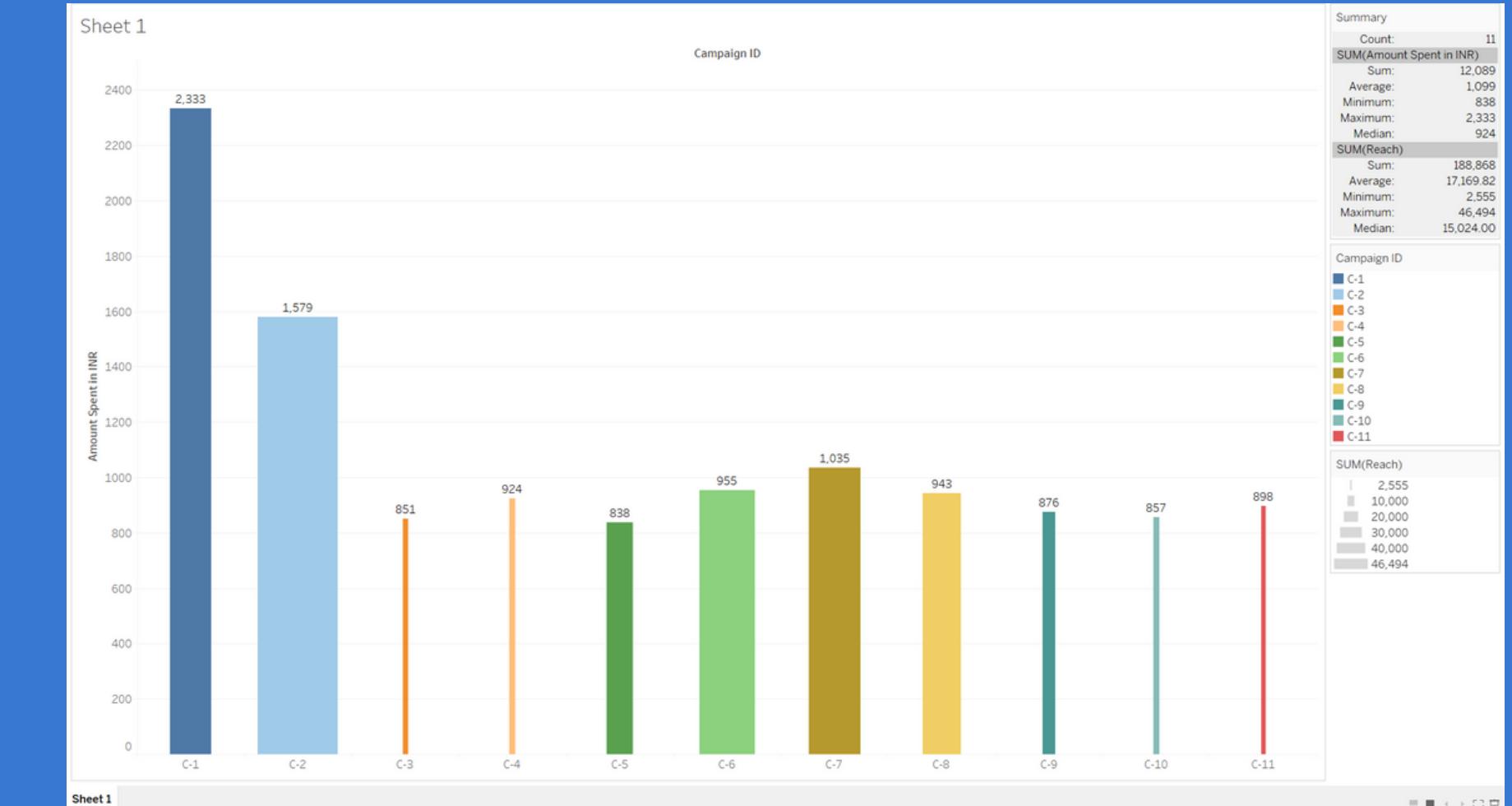
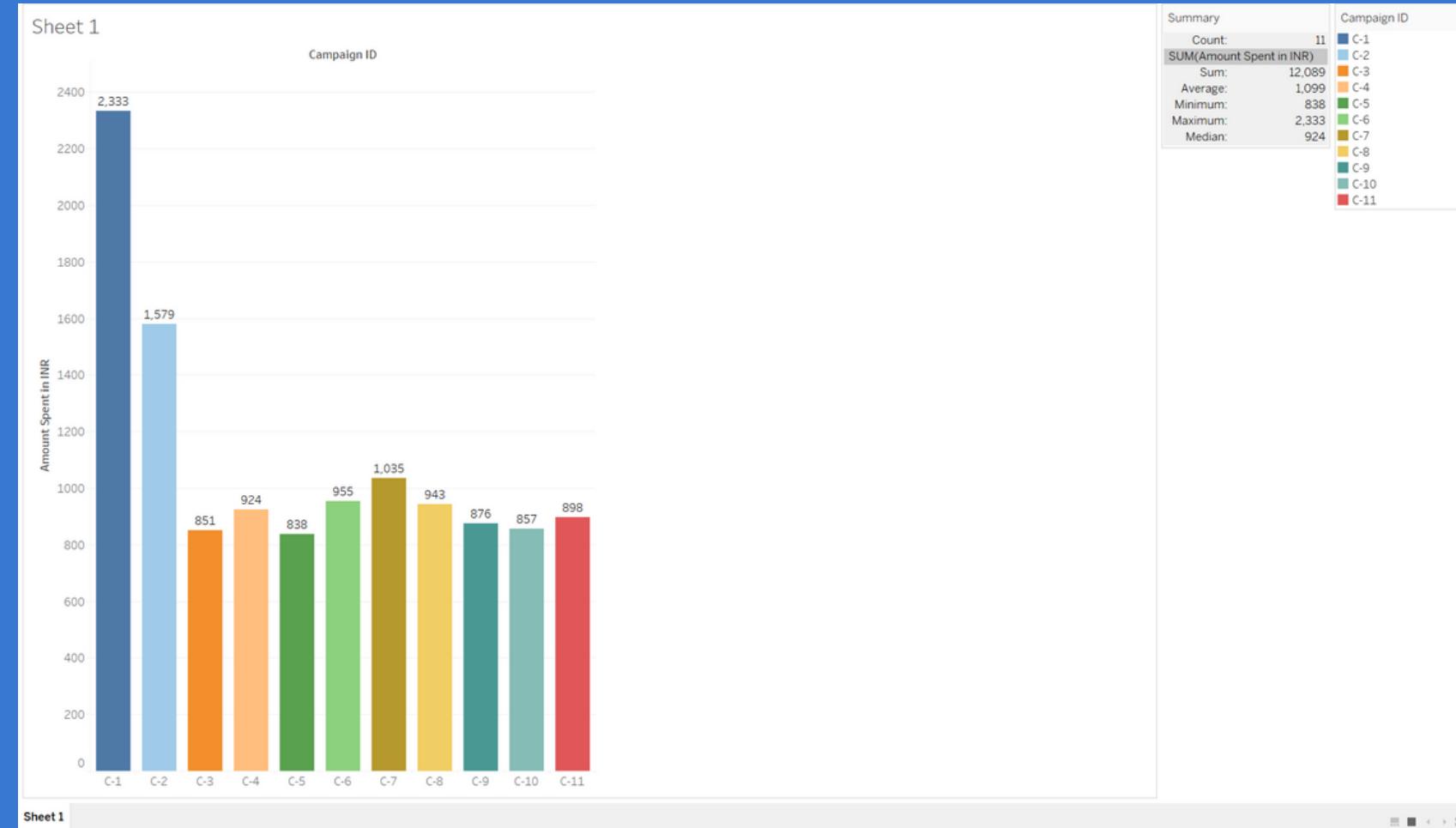
Shift funds from costly, low performing campaigns to more effective channels or strategies.



Targeting Refinement

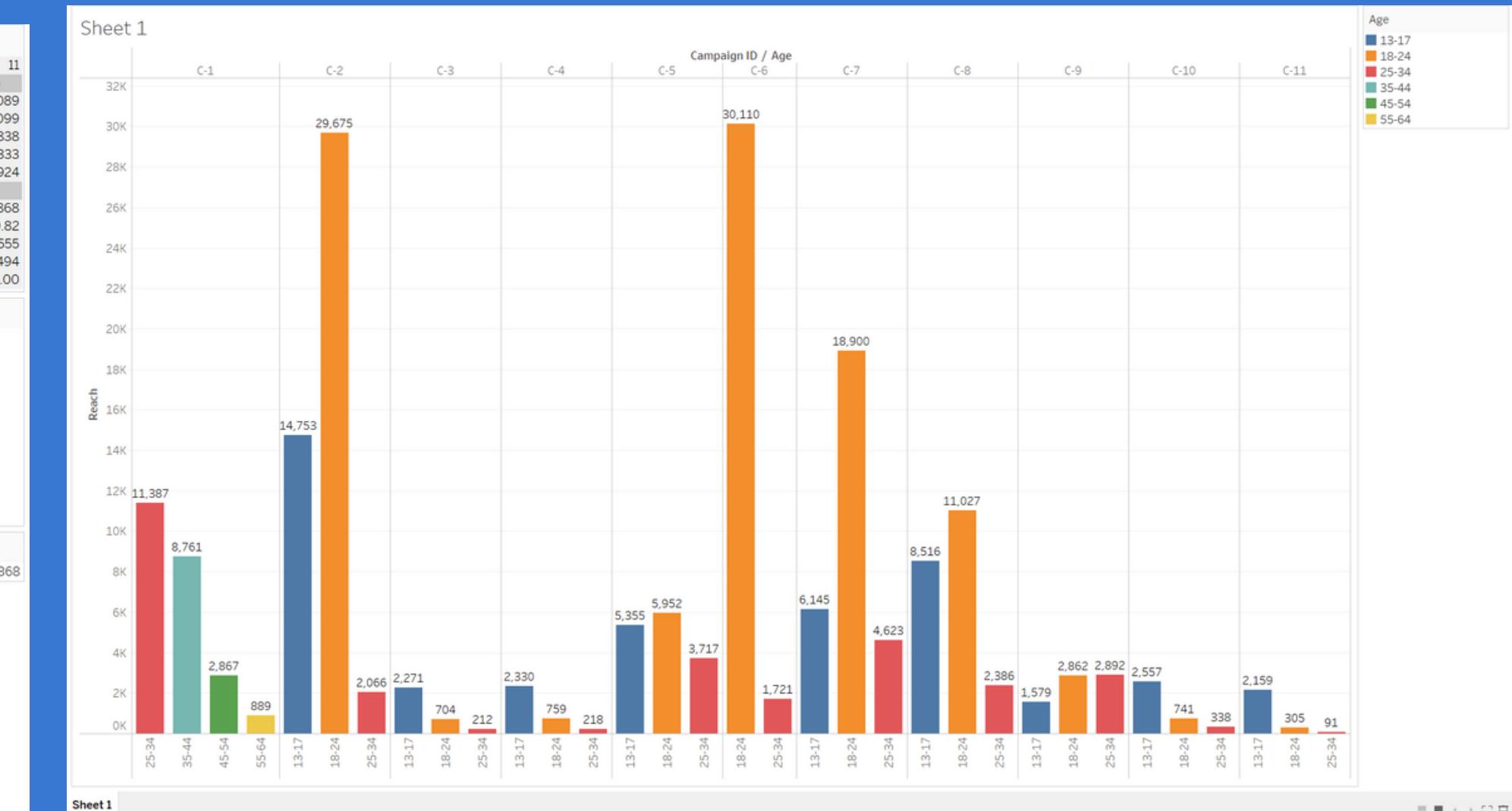
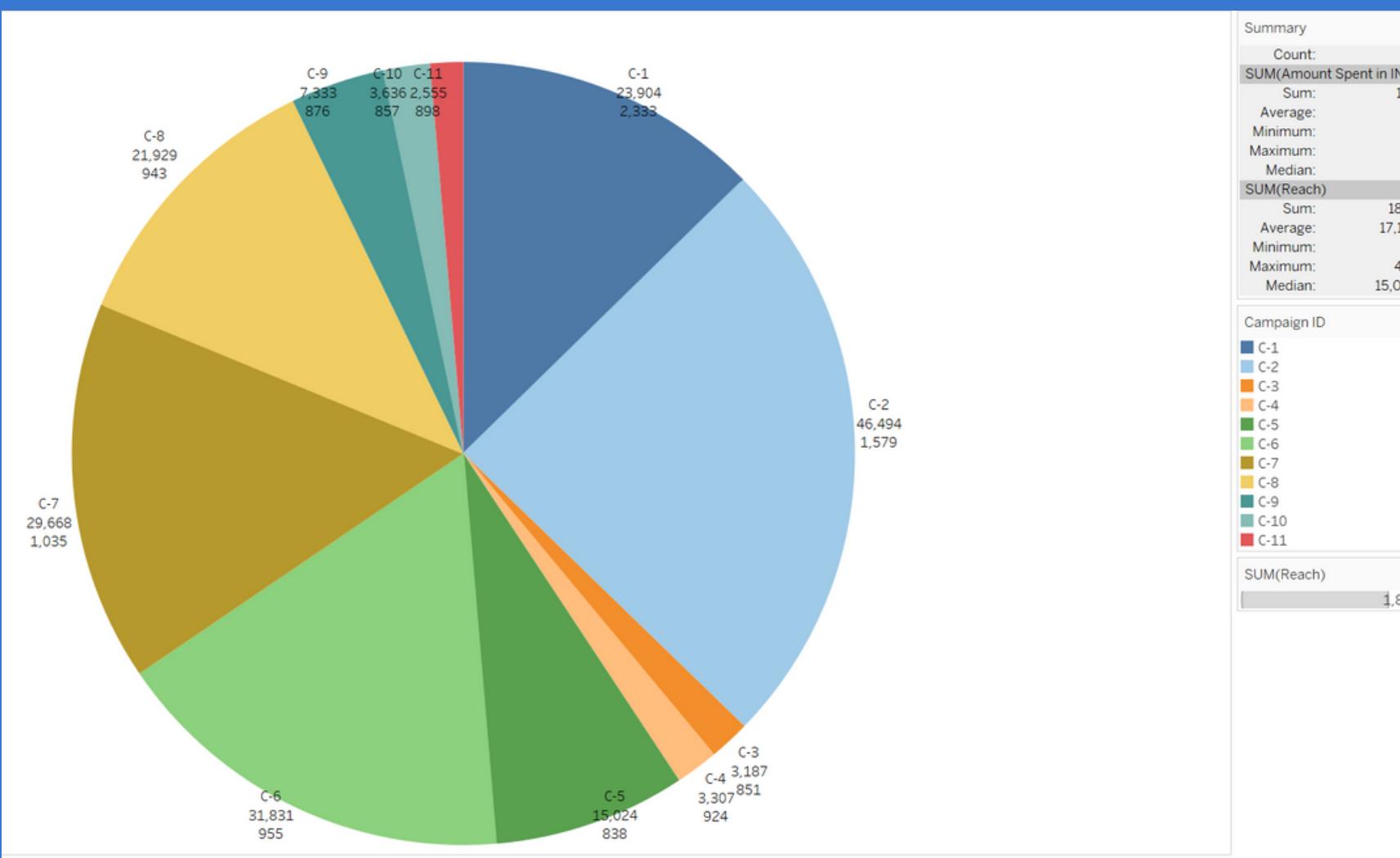
Refine targeting parameters to increase engagement and reach the right audience while reducing the costs.

Cost Visualization



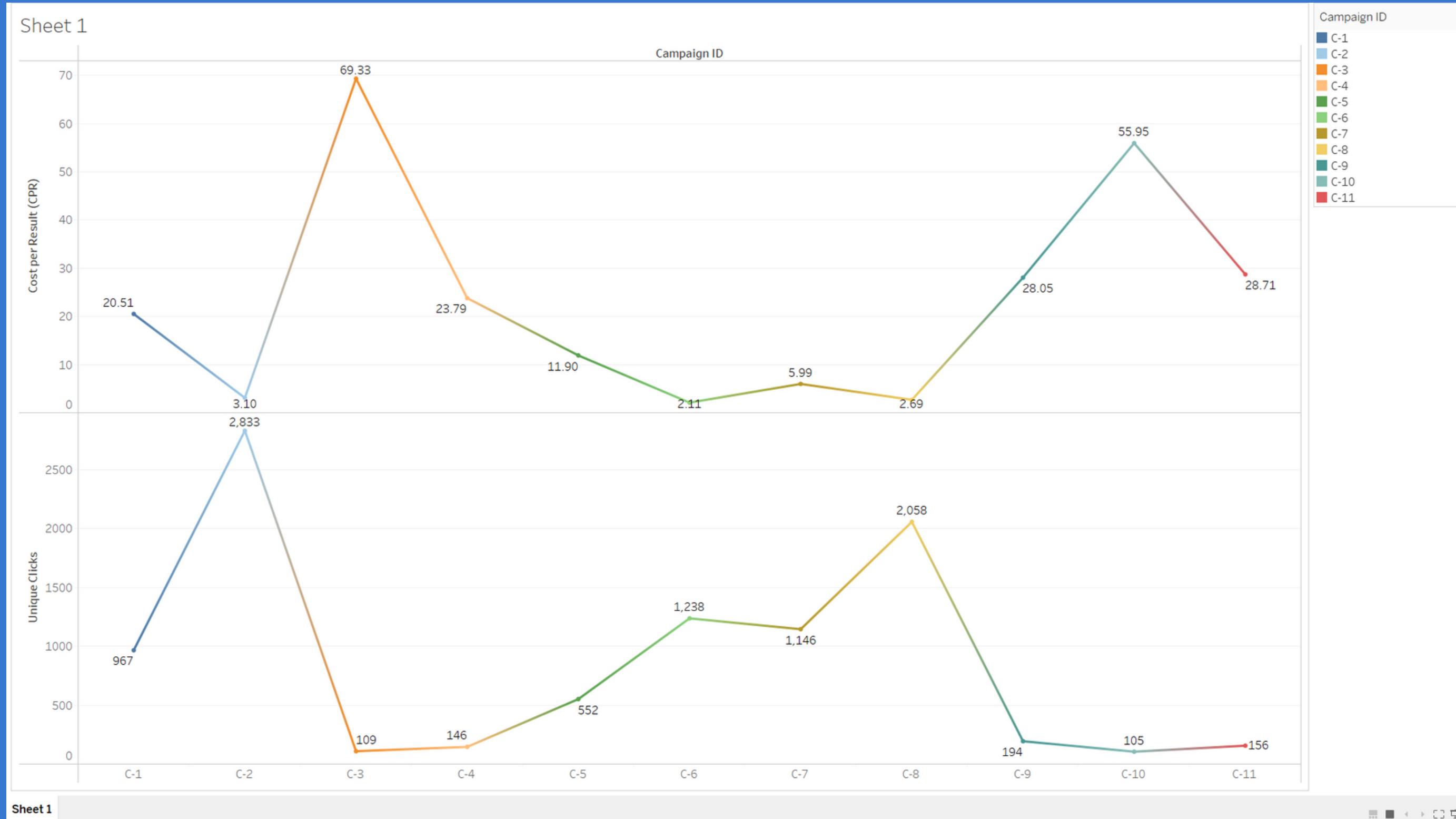
The average amount spent in all the campaigns is around 1100INR. And, the plots indicate that the Campaigns 3 & 10 have a notably low reach, yet they take up a significant amount of the marketing funds.

Reach Visualization



The Majority of the reach for all campaigns fall under 18-24 years age section and next place is take by 13-17 years age section. The reach from 18-24 years section is close to negligible in campaigns 3, 10.

Closer Look into Campaign Analysis



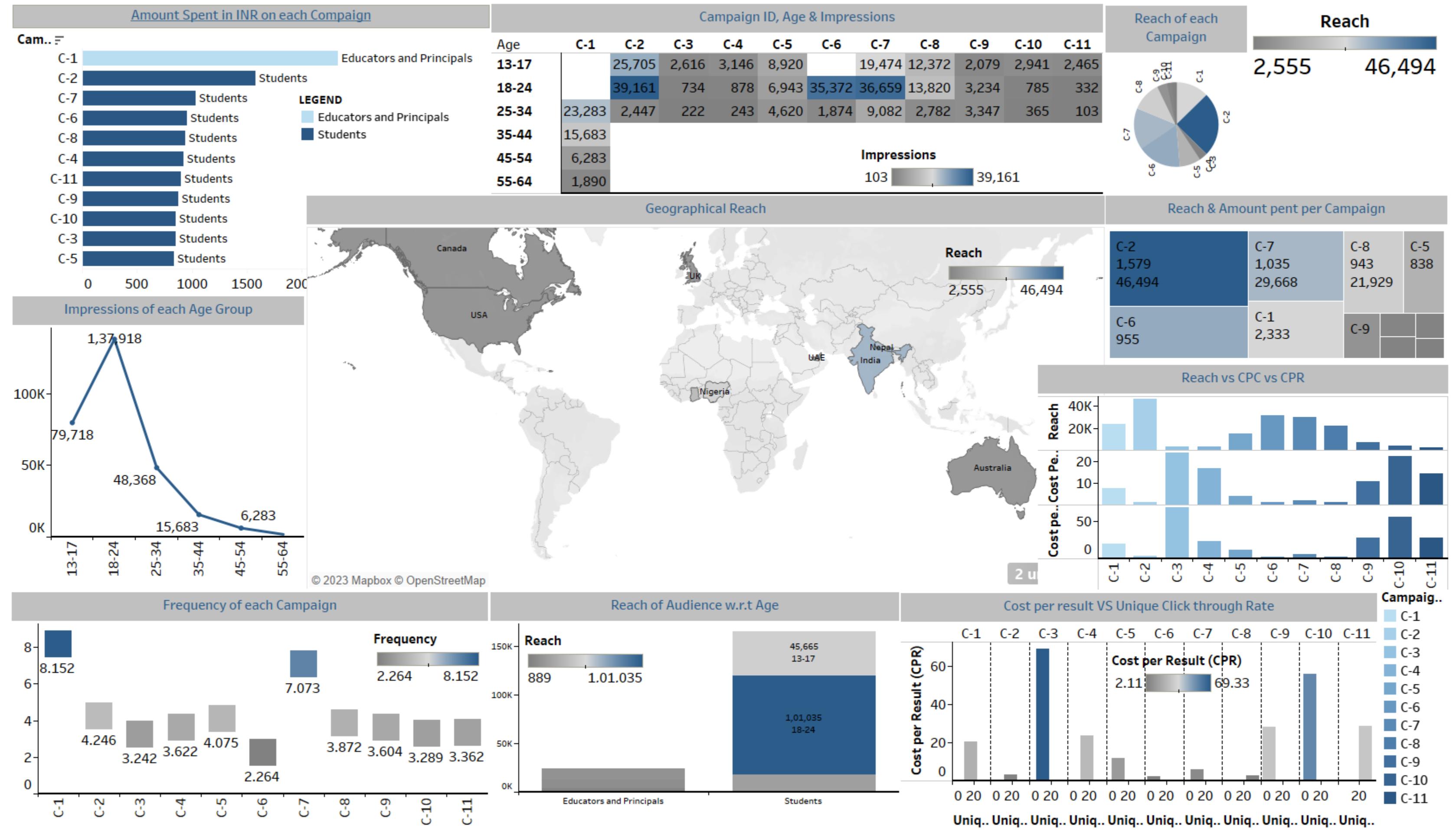
The Highest CPR observed in campaigns 3 & 10. Most profitable campaigns are 2 & 8 and the least profitable campaigns are 3 & 10 as their CPR is extremely high and unique click count is very low.

Closer Look into Campaign Analysis



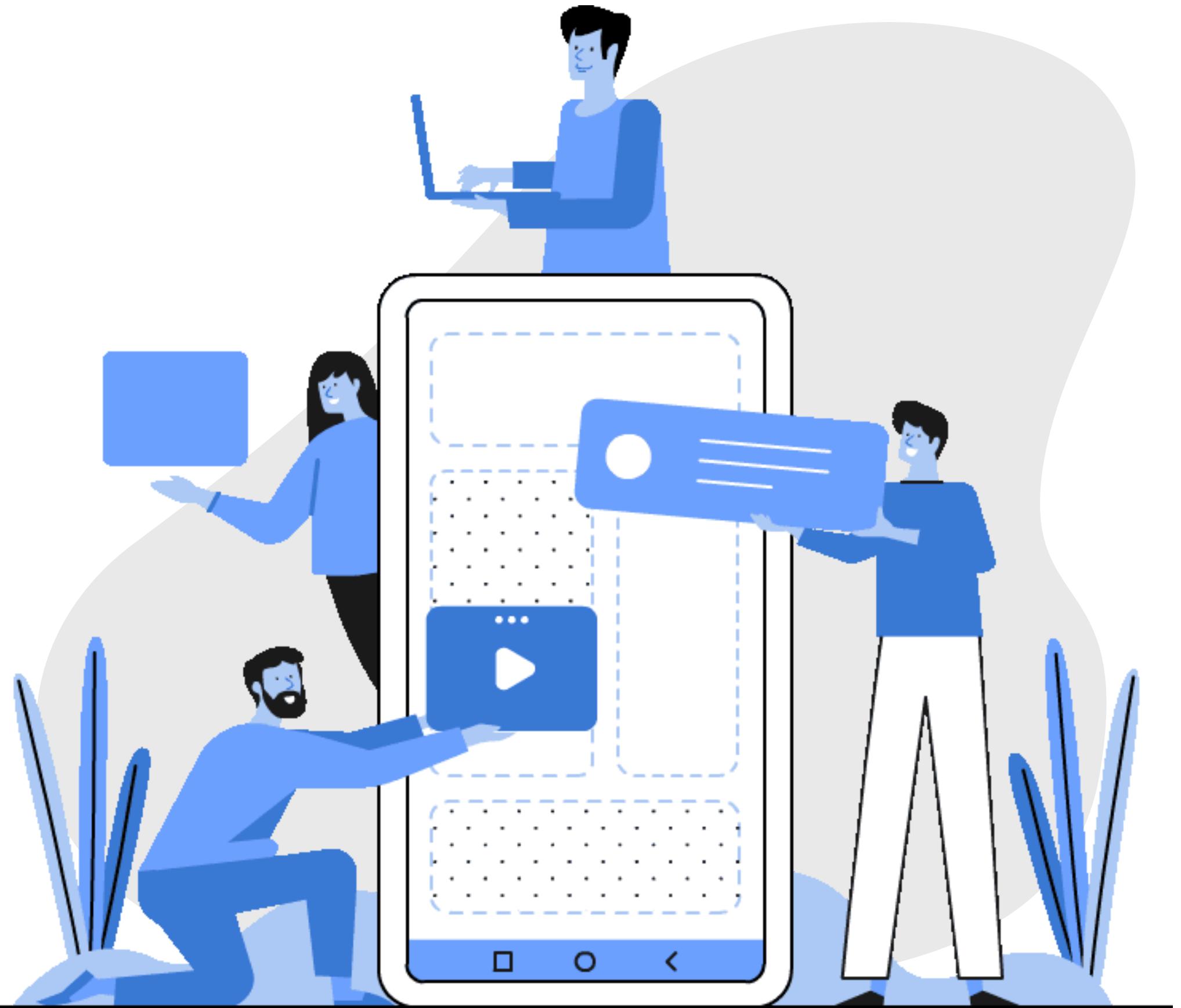
The campaigns 3 & 10 are observed to be of the lowest reach but also the highest Cost per click (CPC) and Cost per result (CPR) which makes them the least profitable campaigns and the most viable ones to be eliminated.

Intensive Campaign Analysis



14.5%

There is an Income boost of 14.5% with the elimination of campaigns 3 & 10.



Target Analysis

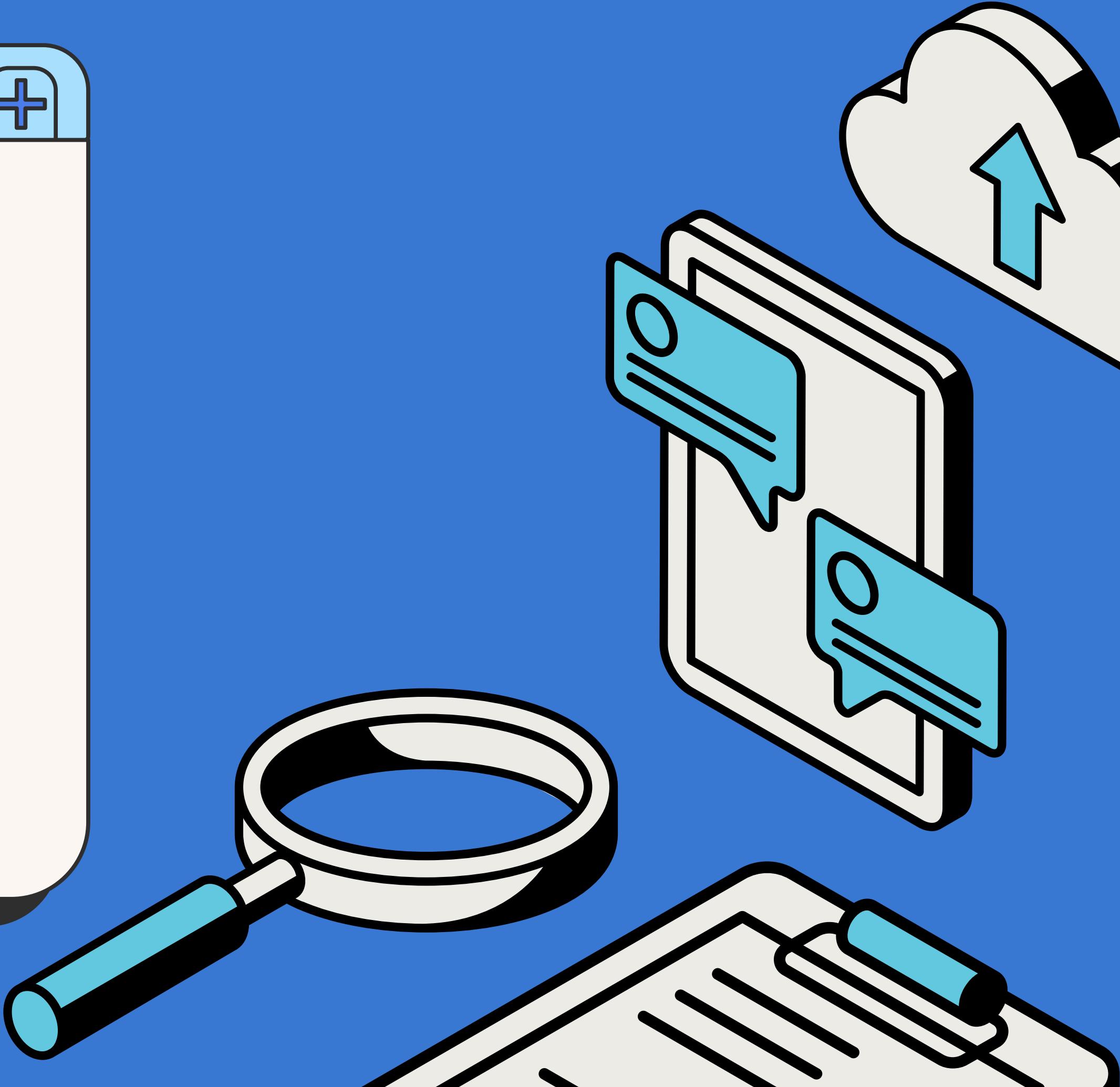
-  Reach and Impressions
-  Amount Spent
-  Cost Per Click (CPC)
-  Cost Per Result (CPR)



Conclusion

By looking into the consolidated data and numerous visualization models, it can be concluded that campaigns 3 & 10 are the ones to be eliminated.

Although Campaigns 3, 4, 10 & 11 all are majorly similar in terms of reach, cost per result and cost per click. But when it comes to making the call of which campaign to eliminate, we must be considering the overall amount spent on each of the campaign's execution and this indicates that eliminating campaigns 3 & 10 can collectively save up a larger amount than eliminating any of the other two campaigns.



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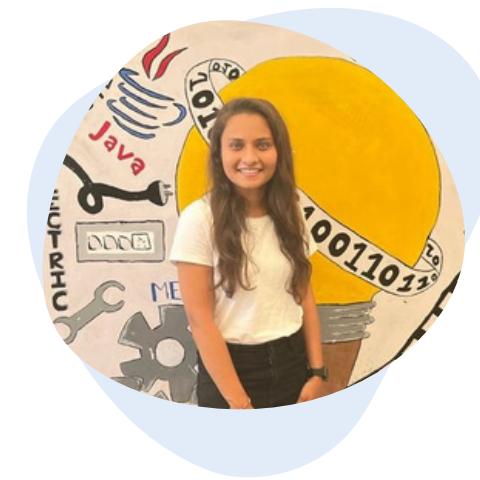


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