



# Superhero U Ads Analysis

SLU DV Group 6(B)



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# Team Members

## Team Lead

Shaikh sufiyan Ahmed

## Project Managers

Rishabh Adhikari

Kumarjit Shill

## Project Lead

Abhijeet Kumar

## Project Scribe

Priyanka Hote

## Others

EswarSai Kiran

Shashank Sandhya

Kunal dixit

Lakshay Nagpal



# About Superhero U



An endeavour to empower  
imaginative and fervent  
young minds.

Influenced by the UN's  
mission "to promote  
prosperity while protecting  
the planet".

Competitive event ,targeted  
towards providing an  
encouraging and equal  
educational opportunity to  
the budding stars.

# 4 I's of Superhero U



## IMAGINE

yourself as social entrepreneur... passionate about solving a real-world challenge... who would you be? What problem are you solving? How will you solve it? Complex modern challenges require innovation, drive, and a spark of superpowers! to solve in a unique and imaginative way.



## ILLUSTRATE

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



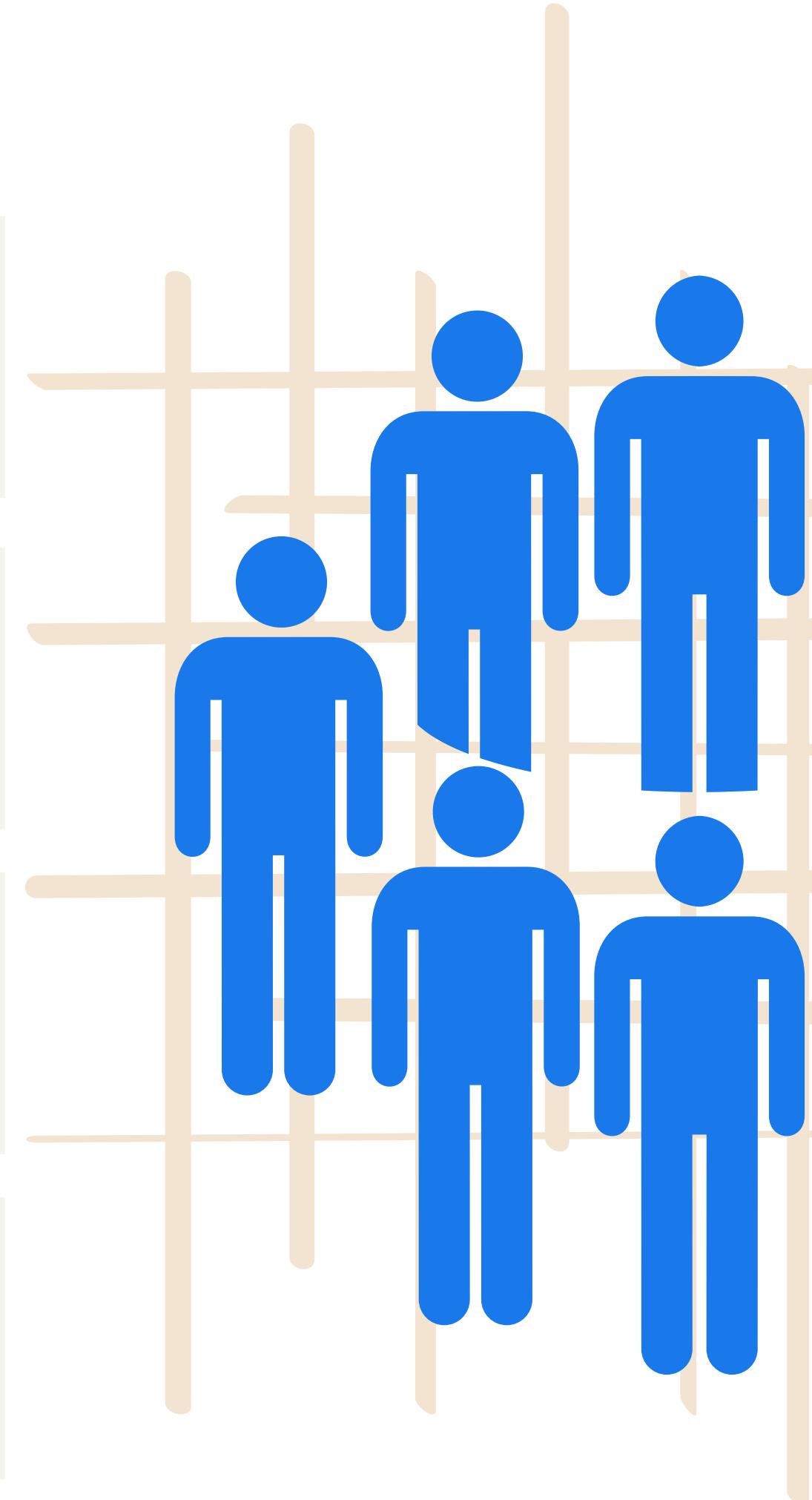
## INNOVATE

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



## INSPIRE

creativity, in yourself and among your peers!



# Goals of Superhero U

PEOPLE



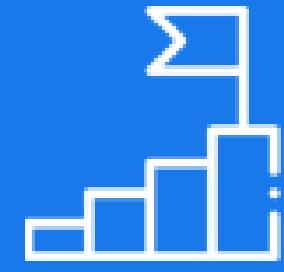
PEACE



PARTNERSHIPS



PROSPERITY



PLANET



## Inspirations

- UN Global Impact
- UN Sustainable Development
- UN Women

## Collaborations

- United Nation
- Northeastern University
- GlobalShala

# Facebook Ads

Facebook Ads is an online advertising platform that allows businesses and individuals to promote their products, services, or content to a highly targeted audience.



## Key Features

Business  
Goal

Targeted  
Reach

Ad Formats

Budget  
Control

Ad Placement

Performance  
Tracking

A profile picture and profile name that links to GlobalShala's profile page.

An image that, in this case, links to the Superhero U website.



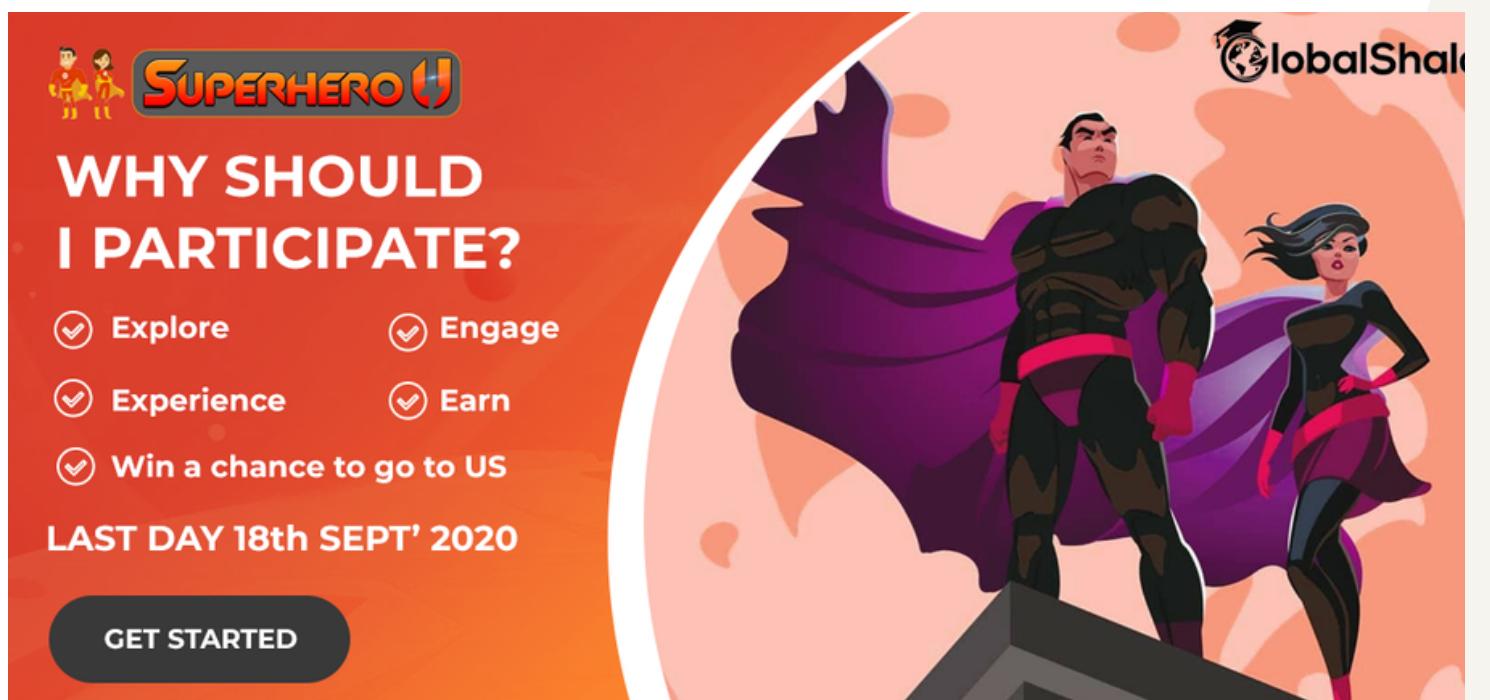
Some descriptive text.

Buttons to like, comment, and share the ad

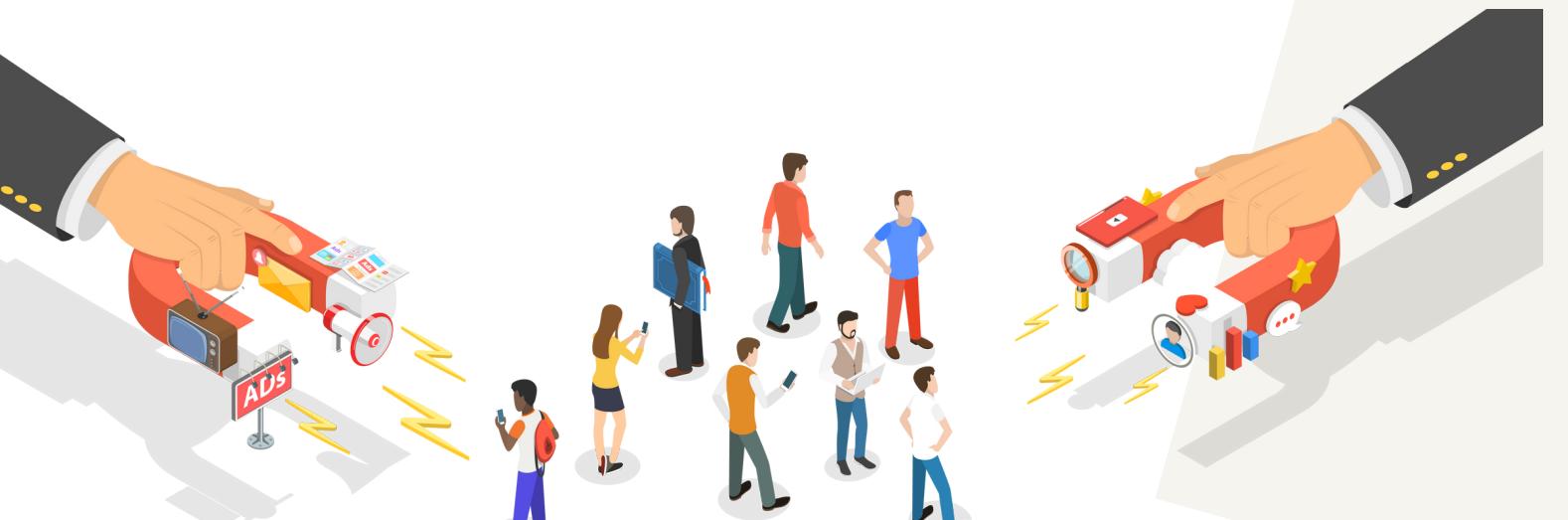
# Audiences

# Superhero U Ads Campaigns

## Educators and Principals

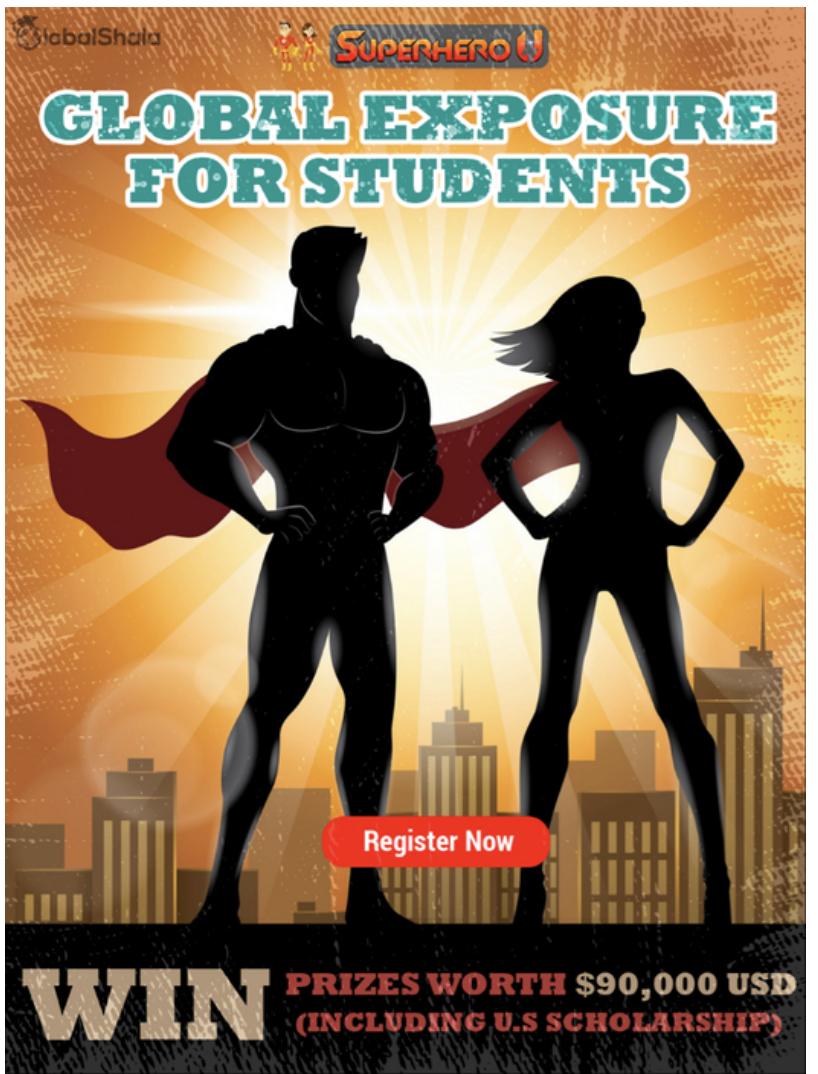


|               |  |
|---------------|--|
| Campaign ID   | Campaign 1   |
| Campaign Name | SHU_6 (Educators and Principals)   |
| Age           | 25-64  |
| Geography     | Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan, United States |



# Audiences

## Students

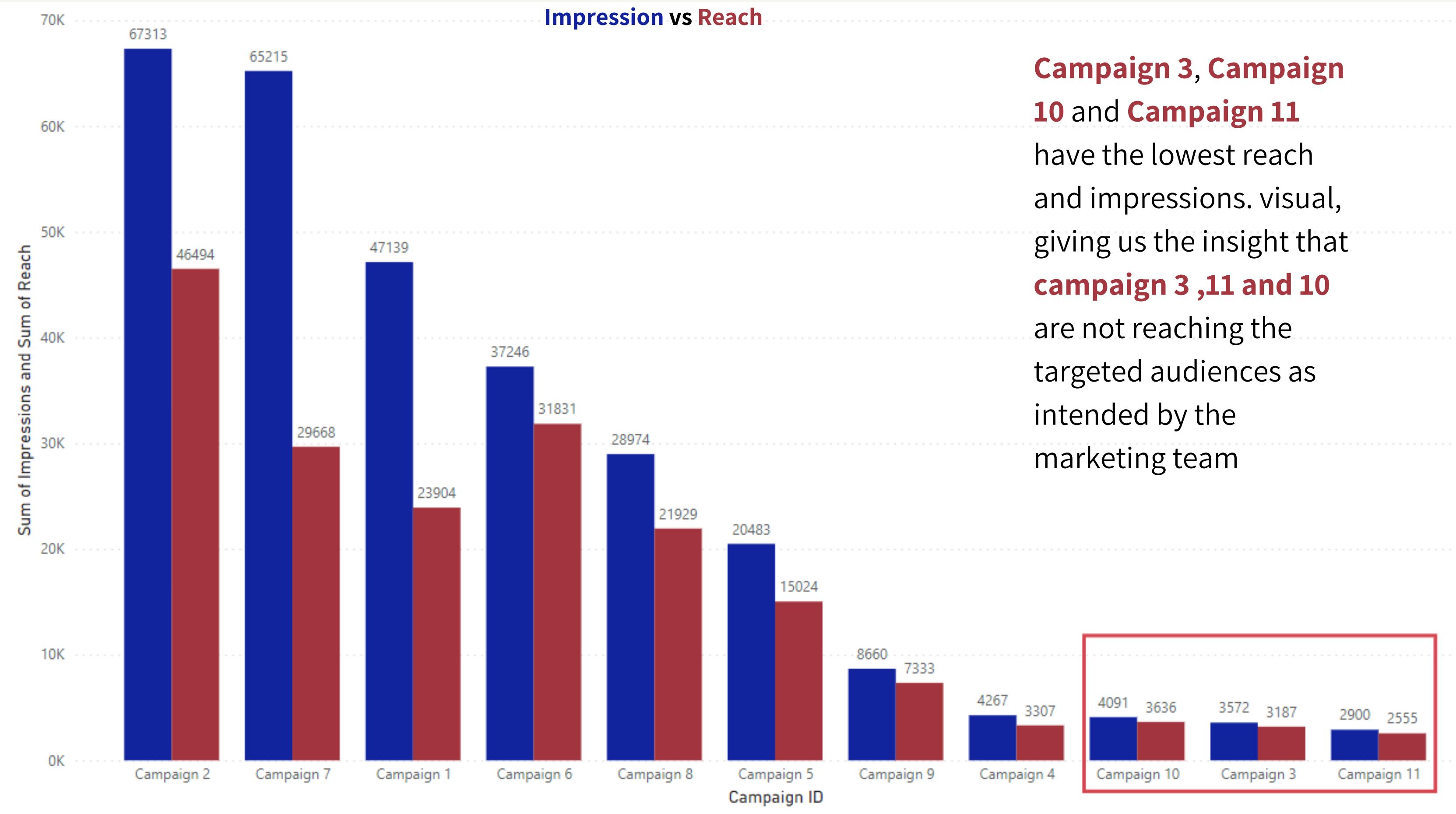


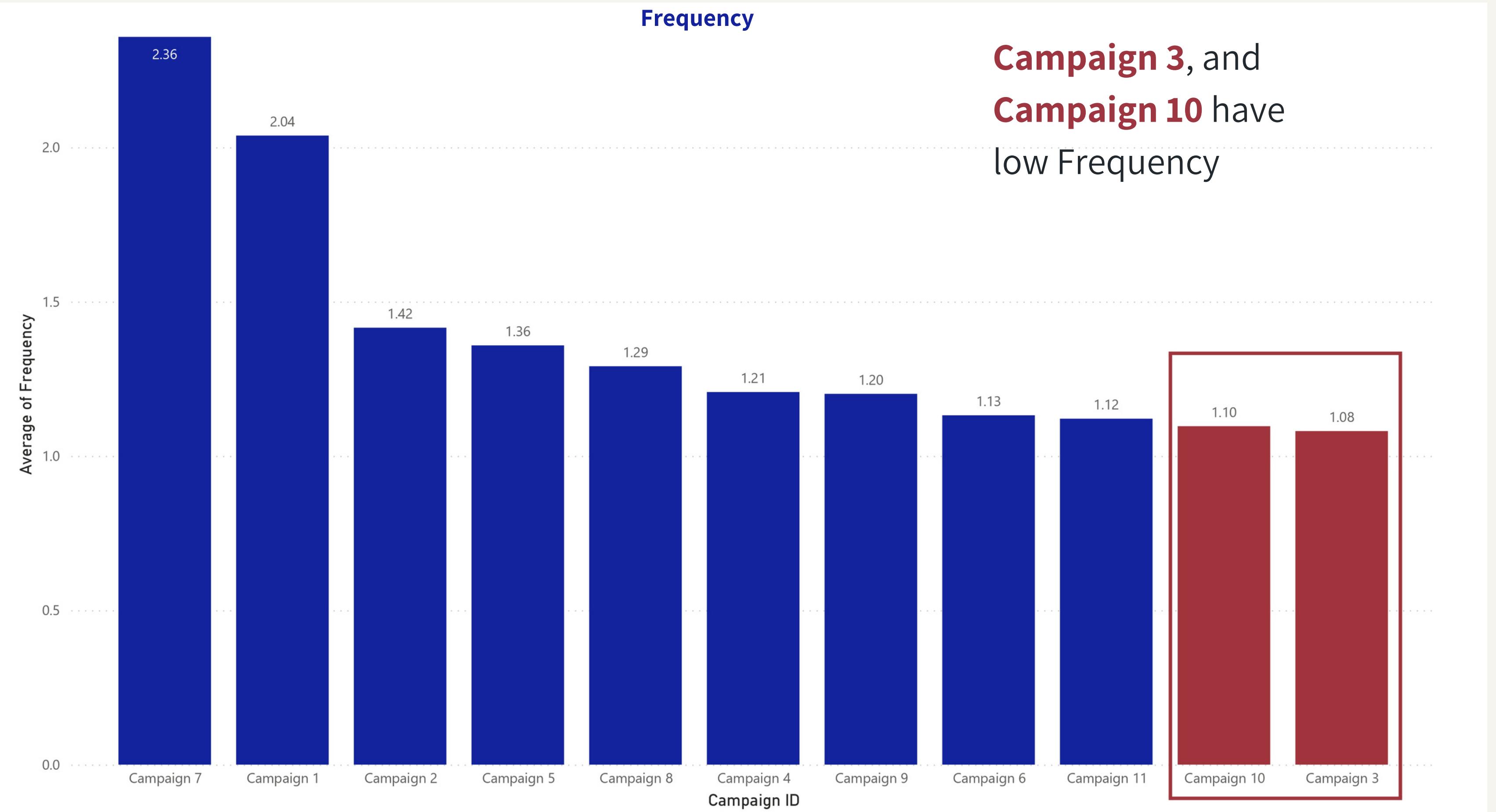
# Superhero U Ads Campaigns

| Campaign ID | Campaign Name                            | Age   | Geography   |
|-------------|--|-------|---|
| Campaign 2  | SHU3_ (Students Apart from India and US) | 13-34 | Australia, Canada, United Kingdom, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, Taiwan |
| Campaign 3  | SHU_Students(Australia)                  | 13-34 | Australia   |
| Campaign 4  | SHU_Students (Canada)                    | 13-34 | Canada  |
| Campaign 5  | SHU_Students(Ghana)                      | 13-34 | Ghana   |
| Campaign 6  | SHU_Students (India)                     | 18-34 | India   |
| Campaign 7  | SHU_Students(Nepal)                      | 13-34 | Nepal   |
| Campaign 8  | SHU_Students (Nigeria)                   | 13-34 | Nigeria   |
| Campaign 9  | SHU_Students(UAE)                        | 13-34 | UAE   |
| Campaign 10 | SHU_Students(UK)                         | 13-34 | UK  |
| Campaign 11 | SHU_Students (USA)                       | 13-34 | USA   |

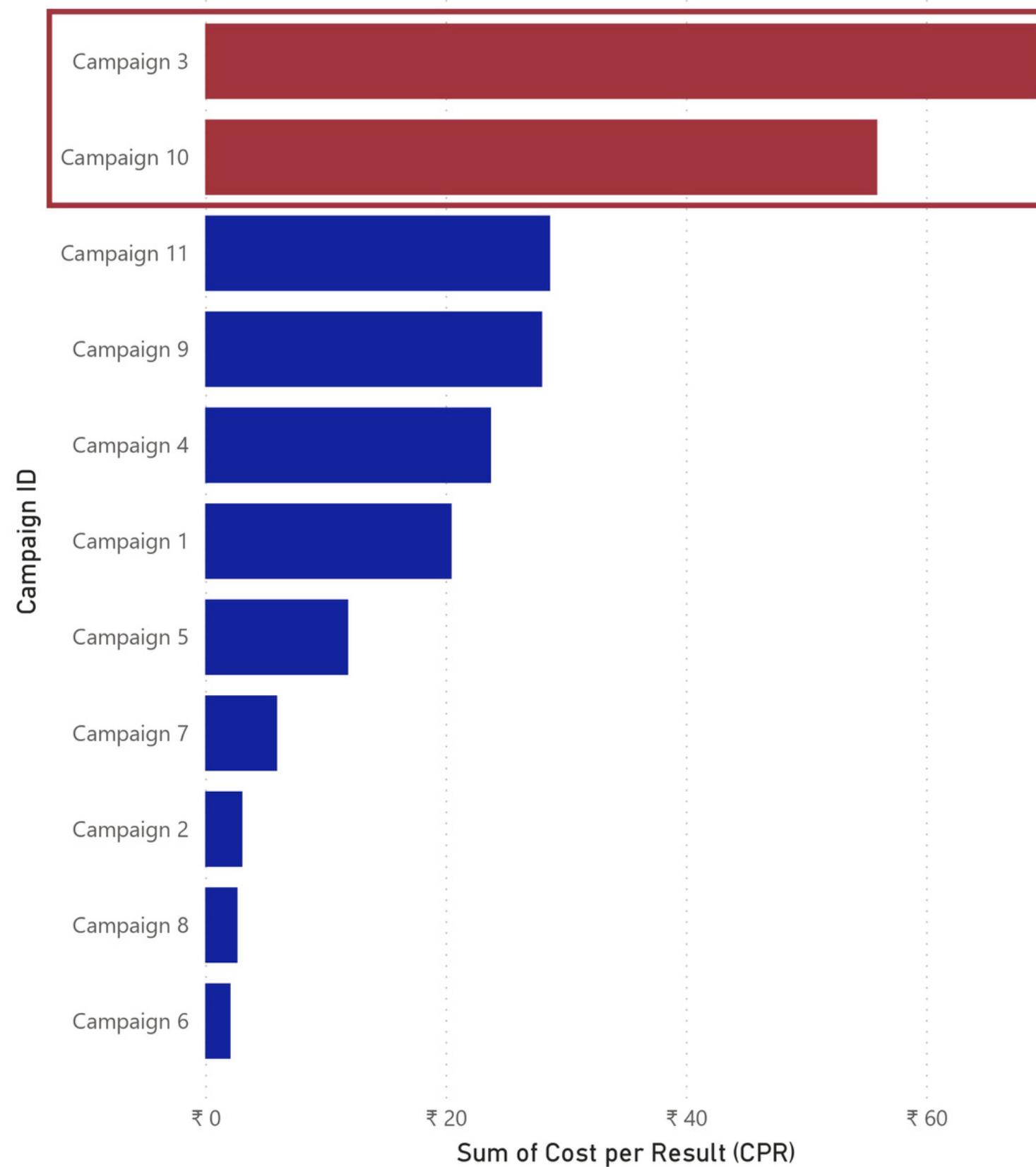
# Visualizations



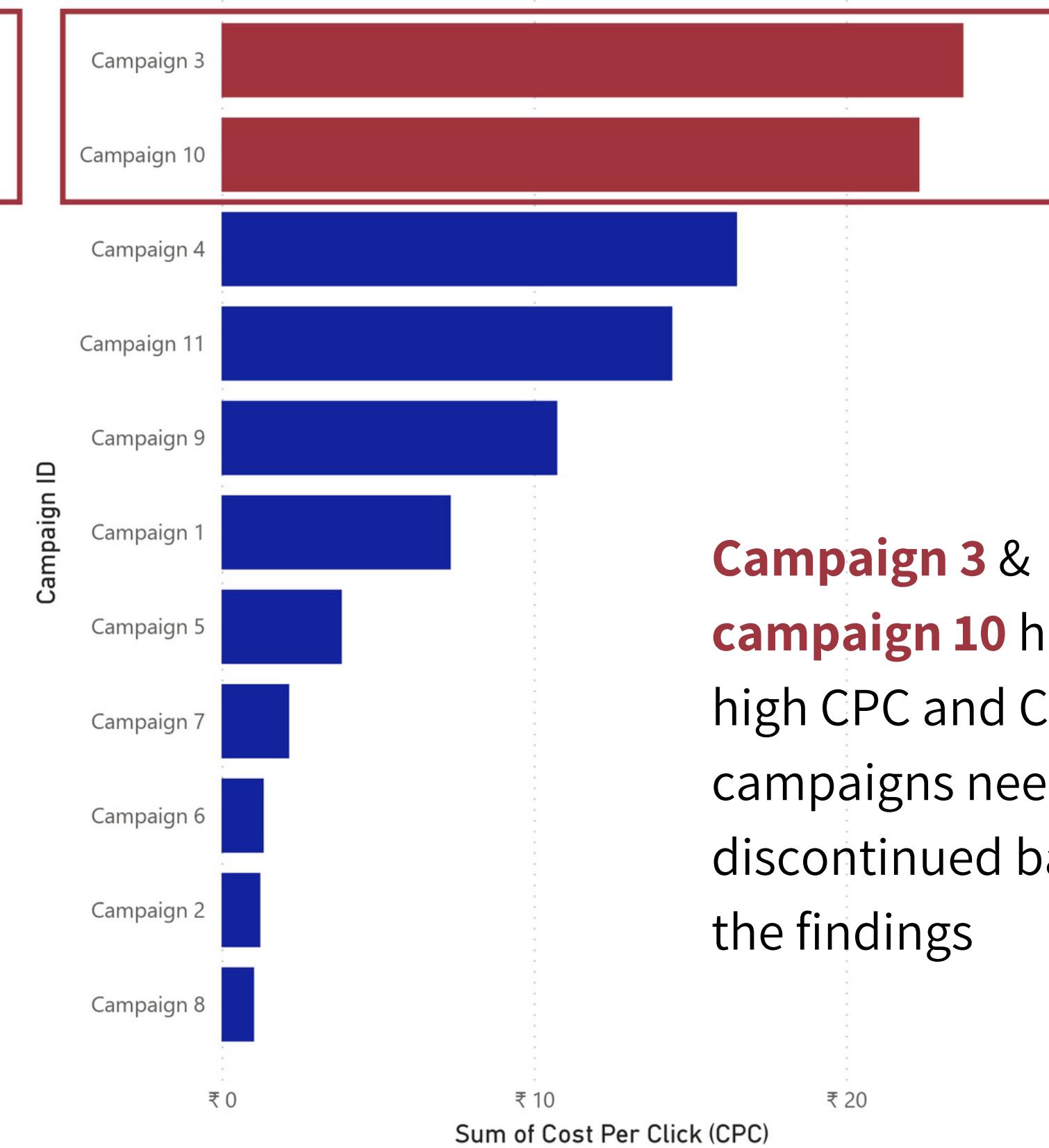




Cost per Result (CPR) by Campaign ID

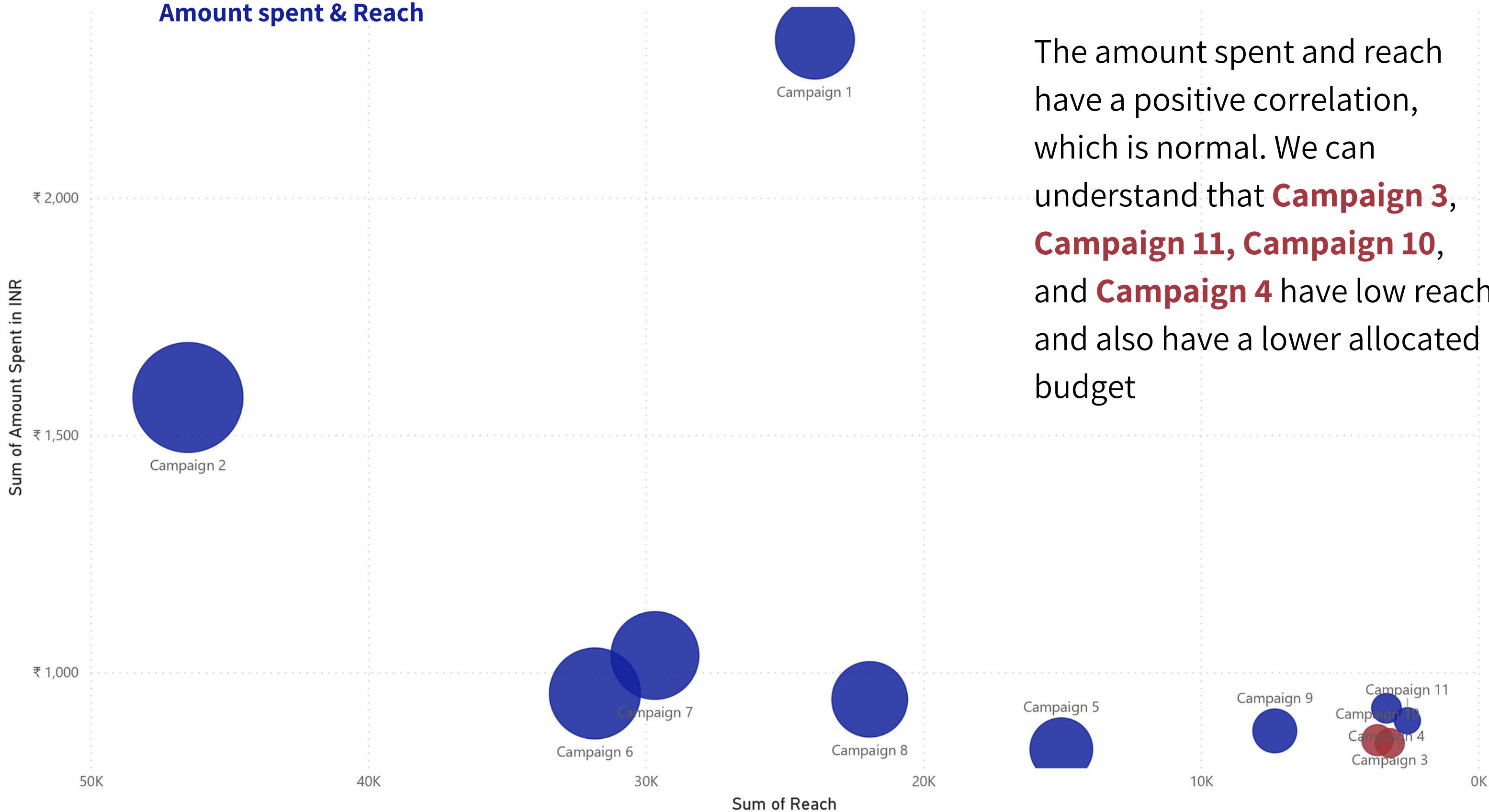


Cost Per Click (CPC) by Campaign ID



**Campaign 3 & campaign 10 have high CPC and CPR. campaigns need to be discontinued based on the findings**

## Amount spent & Reach



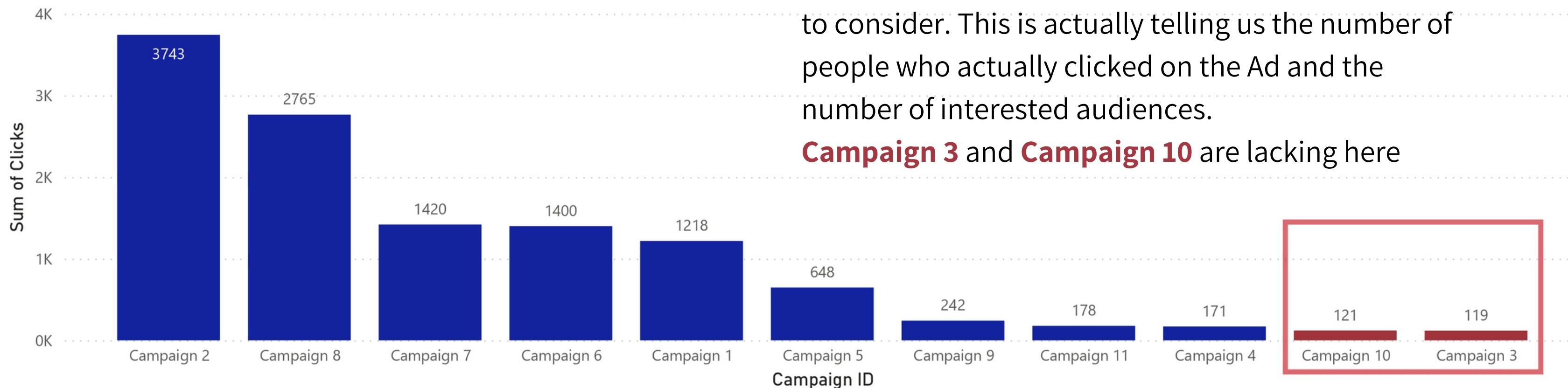
The amount spent and reach have a positive correlation, which is normal. We can understand that **Campaign 3, Campaign 11, Campaign 10, and Campaign 4** have low reach and also have a lower allocated budget.

| Campaign ID | 13-17 | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 |
|-------------|-------|-------|-------|-------|-------|-------|
|-------------|-------|-------|-------|-------|-------|-------|

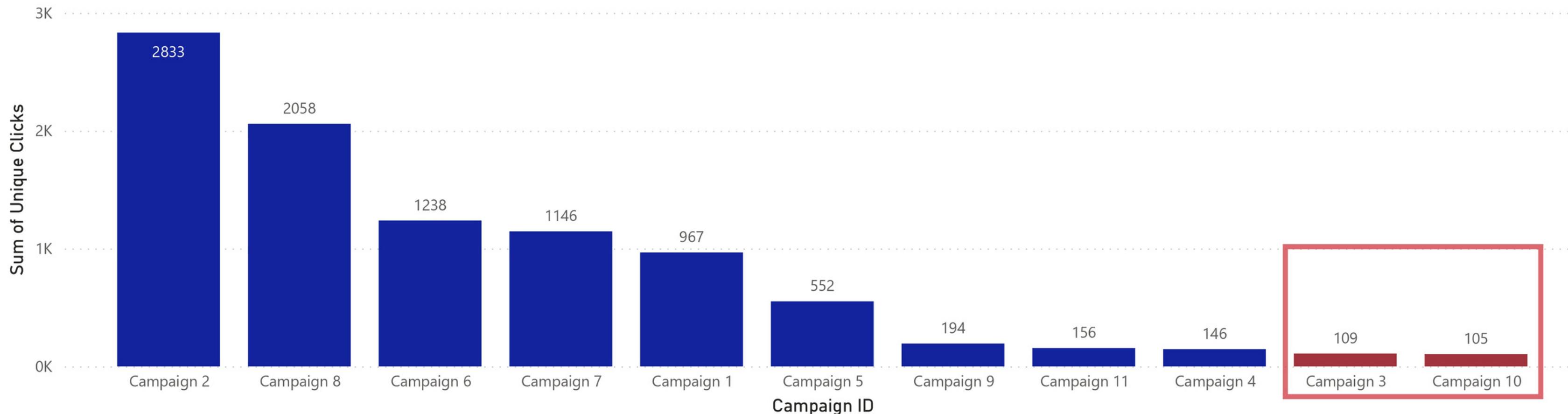
|             |       |       |       |      |      |     |
|-------------|-------|-------|-------|------|------|-----|
| Campaign 1  |       |       | 11387 | 8761 | 2867 | 889 |
| Campaign 10 | 2557  | 741   | 338   |      |      |     |
| Campaign 11 | 2159  | 305   | 91    |      |      |     |
| Campaign 2  | 14753 | 29675 | 2066  |      |      |     |
| Campaign 3  | 2271  | 704   | 212   |      |      |     |
| Campaign 4  | 2330  | 759   | 218   |      |      |     |
| Campaign 5  | 5355  | 5952  | 3717  |      |      |     |
| Campaign 6  |       | 30110 | 1721  |      |      |     |
| Campaign 7  | 6145  | 18900 | 4623  |      |      |     |
| Campaign 8  | 8516  | 11027 | 2386  |      |      |     |
| Campaign 9  | 1579  | 2862  | 2892  |      |      |     |

- Campaign 6 in Age made up 15.94% of Sum of Reach.
- 18-24 had the highest total Sum of Reach followed by 13-17 and 25-34.
- Considering the visuals Campaign 3 is the one which is performing not very well when age groups are considered. Along with this campaign 11 is also having the minimum reach.

### Clicks by Campaign ID



### Unique Clicks by Campaign ID



Amount Spent in INR in different Locations

| Campaign 1    |                 |                       |                  |                       | Campaign 7       | Campaign 6   |
|---------------|-----------------|-----------------------|------------------|-----------------------|------------------|--------------|
| Canada ₹2.33K | Nigeria ₹2.33K  | United Kingdom ₹2.33K |                  |                       | Nepal ₹1.04K     | India ₹0.96K |
| Ghana ₹2.33K  | Pakistan ₹2.33K | United States ₹2.33K  | Australia ₹2.33K |                       | Campaign 8       | Campaign 4   |
| Campaign 2    |                 |                       |                  |                       |                  |              |
| Canada ₹1.58K | Nepal ₹1.58K    | Nigeria ₹1.58K        | Taiwan ₹1.58K    | United Kingdom ₹1.58K | USA ₹0.90K       | UAE ₹0.88K   |
| Ghana ₹1.58K  | Niger ₹1.58K    | Pakistan ₹1.58K       | Thailand ₹1.58K  | Australia ₹1.58K      | Australia ₹0.85K | Ghana ₹...   |
|               |                 |                       |                  |                       | UK ₹0.86K        | Campaign 5   |
|               |                 |                       |                  |                       | Campaign 3       |              |

Amount Spent on Campaign 11 is more in when compared to Campaign 3 and Campaign 5.

The results of campaign 5 are better than those of Campaign 11,Campaign 10 and Campaign 3

# Conclusion

Considering the analysis, we recommend Marketing and Finance team of GlobalShala to **discontinue Campaign 3 and Campaign 10** for **cost - cutting** by taking into account that these two have -

Lowest Reach

Lowest  
Impression

Lowest Clicks &  
Unique Clicks

Lowest Unique  
CTR

Lowest  
Frequency

Highest CPC

Highest CPR



Questions?



Thank  
You

