



PERFORMANCE INSIGHTS: Superhero U AD CAMPAIGNS

Presented by – SLU DV Group 11

Meet The Team



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What is Superhero U?



"Superhero U" is a dynamic social entrepreneurship event rallying participants to creatively address real-world challenges tied to the UN's Sustainable Development Goals. By assuming superhero personas, participants present innovative solutions through diverse mediums like writing, art, and film, fostering inspiration, collaboration, and positive change for a better future.



Facebook Ads: Reach Your Audience, Boost Results.

Facebook Ads is a powerful advertising platform that lets businesses create and display targeted ads to a specific audience on Facebook, Instagram, and Messenger. Customize your message, reach potential customers based on demographics and interests, and track performance with real-time analytics. Elevate your marketing strategy with Facebook Ads.

Facebook Ads Workflow:



Campaign Setup: Define objectives

Ad Set Creation: Choose audience, budget, placements.

Audience Targeting: Define demographics, interests, behavior.

Ad Creation: Design ads

Bid Strategy: Set bid for ad placement.

Ad Review: Facebook approves ads.

Ad Placement: Display on Facebook, Instagram, more.

Monitoring: Real-time tracking and optimization.

Reporting: Metrics like clicks, impressions, conversions

Project Phases



**UNDERSTANDING
THE PROBLEM**



**DATA COLLECTION
AND PREPARATION**



**EXPLORATORY
DATA ANALYSIS**



**GENERATING
INSIGHTS**



**DEVELOPING
VISUALS**

Overview of Ad campaigns

Campaign ID	Reach	Impressions	Unique Clicks	Unique Link Clicks (ULC)	Amount Spent in INR	Cost Per Click (CPC)	Cost per Result (CPR)
Campaign 1 Total	23904	47139	967	420	₹ 2,333.33	₹ 7.34	₹ 20.51
Campaign 2 Total	46494	67313	2833	1595	₹ 1,579.02	₹ 1.24	₹ 3.10
Campaign 3 Total	3187	3572	109	44	₹ 850.68	₹ 23.76	₹ 69.33
Campaign 4 Total	3307	4267	146	112	₹ 923.96	₹ 16.51	₹ 23.79
Campaign 5 Total	15024	20483	552	237	₹ 837.78	₹ 3.85	₹ 11.90
Campaign 6 Total	31831	37246	1238	987	₹ 955.21	₹ 1.35	₹ 2.11
Campaign 7 Total	29668	65215	1146	518	₹ 1,035.24	₹ 2.17	₹ 5.99
Campaign 8 Total	21929	28974	2058	1073	₹ 942.78	₹ 1.04	₹ 2.69
Campaign 9 Total	7333	8660	194	88	₹ 876.26	₹ 10.75	₹ 28.05
Campaign 10 Total	3636	4091	105	57	₹ 856.67	₹ 22.36	₹ 55.95
Campaign 11 Total	2555	2900	156	126	₹ 897.68	₹ 14.44	₹ 28.71
Grand Total	188868	289860	9504	5257	₹ 12,088.61	₹ 104.82	₹ 252.14

Parameters used to derive results



Reach

The number of people who saw your ads at least once.

Amount Spent

Total cost of the campaign in Indian rupee (₹).

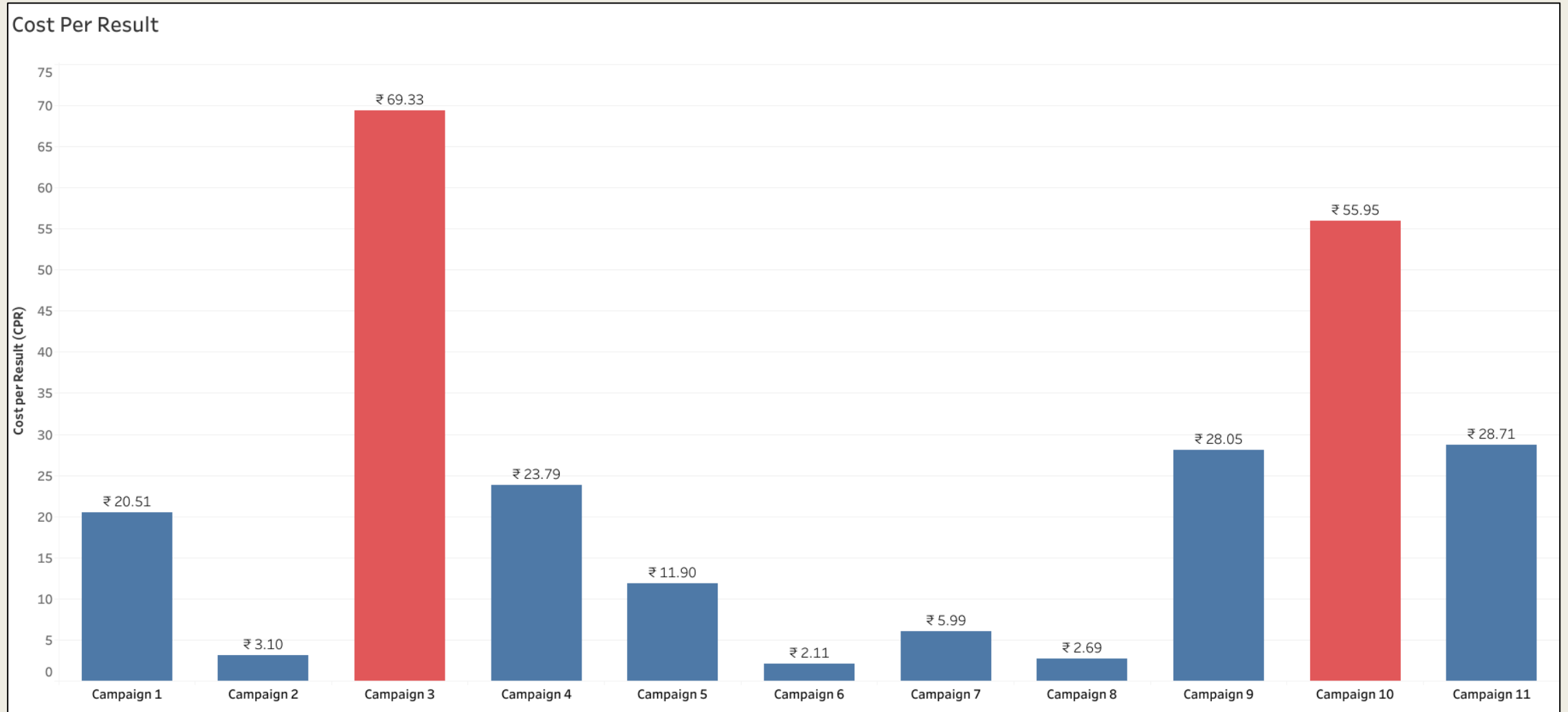
Unique Link Clicks

The percentage of times people saw the ad and then clicked on it

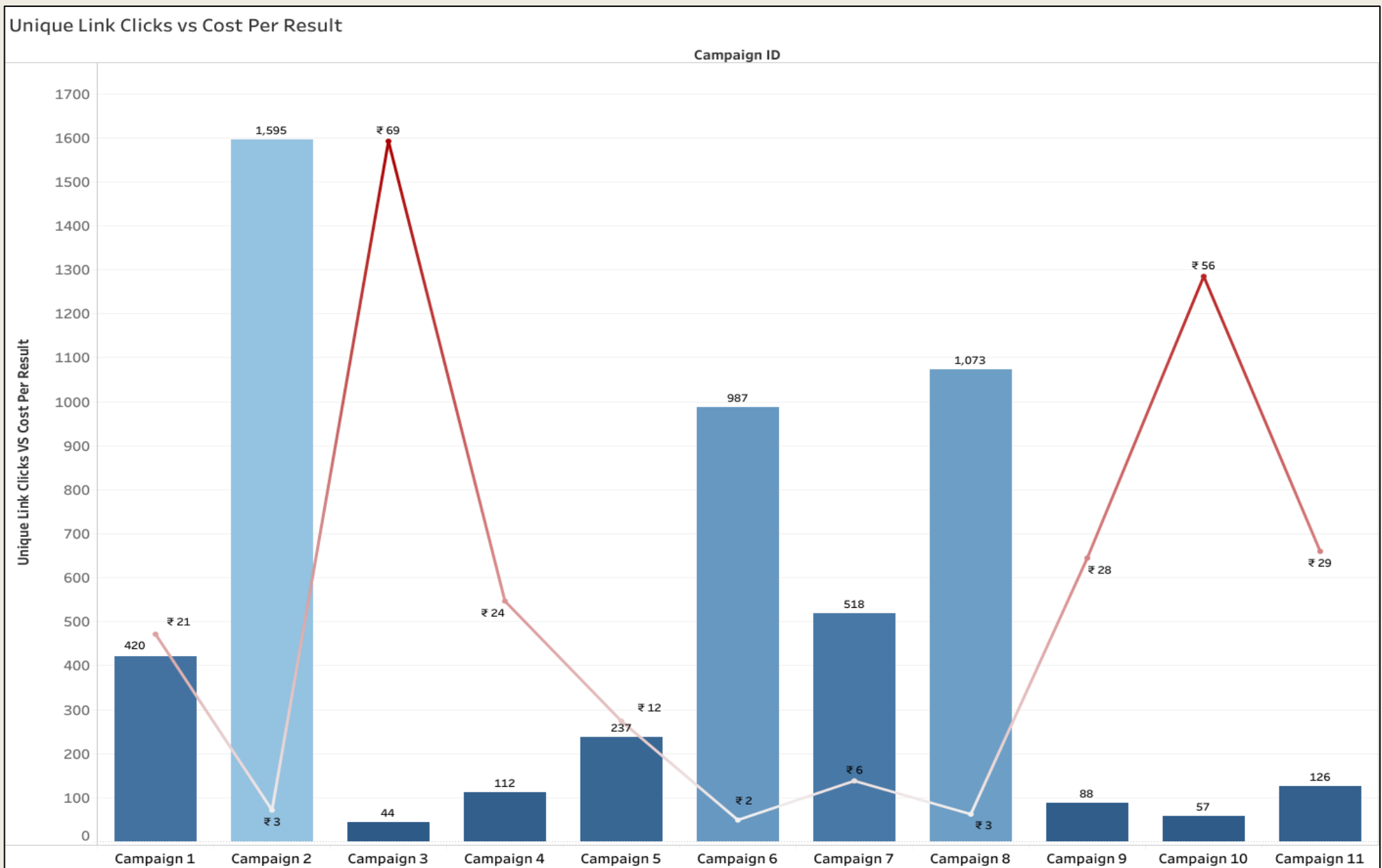
Cost Per Result

Amount of money spent on average to achieve a specific desired outcome.

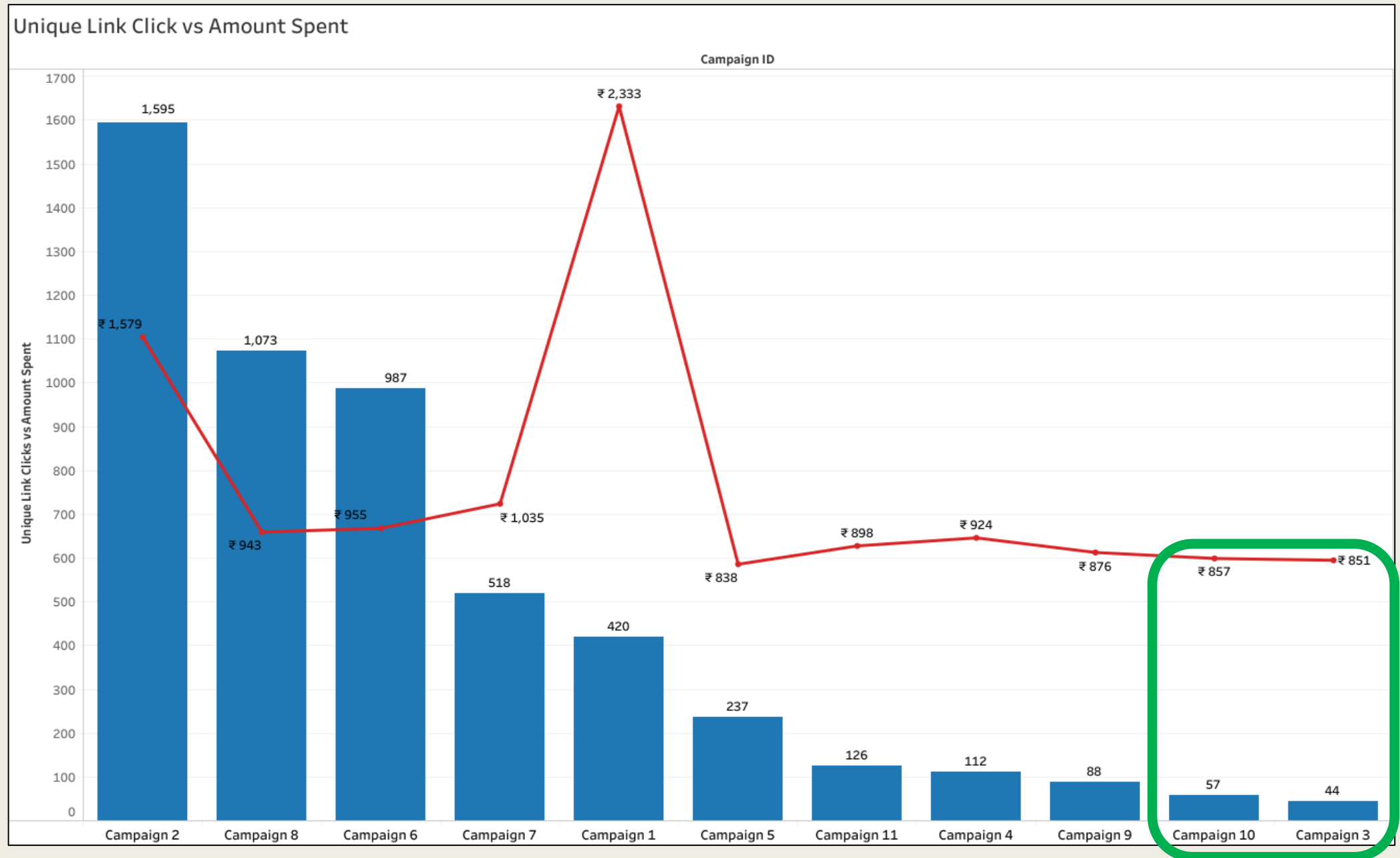
Unveiling Data's Story Through Graphics



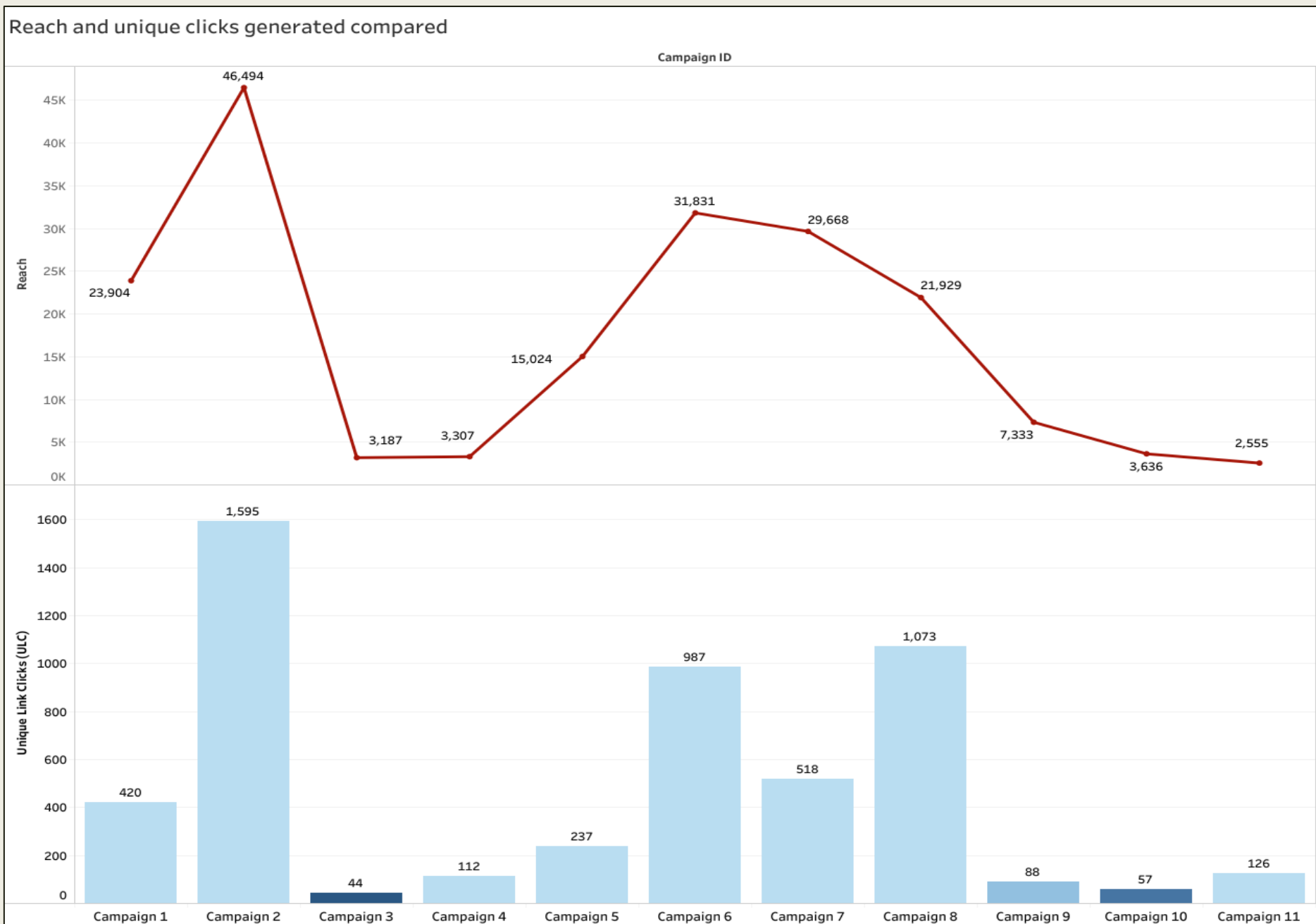
Comparing 11 Ad Campaigns, Spotlighting Top 2 High-Cost Performers.



Campaigns 3 and 10 exhibit the lowest performance in terms of unique link clicks.



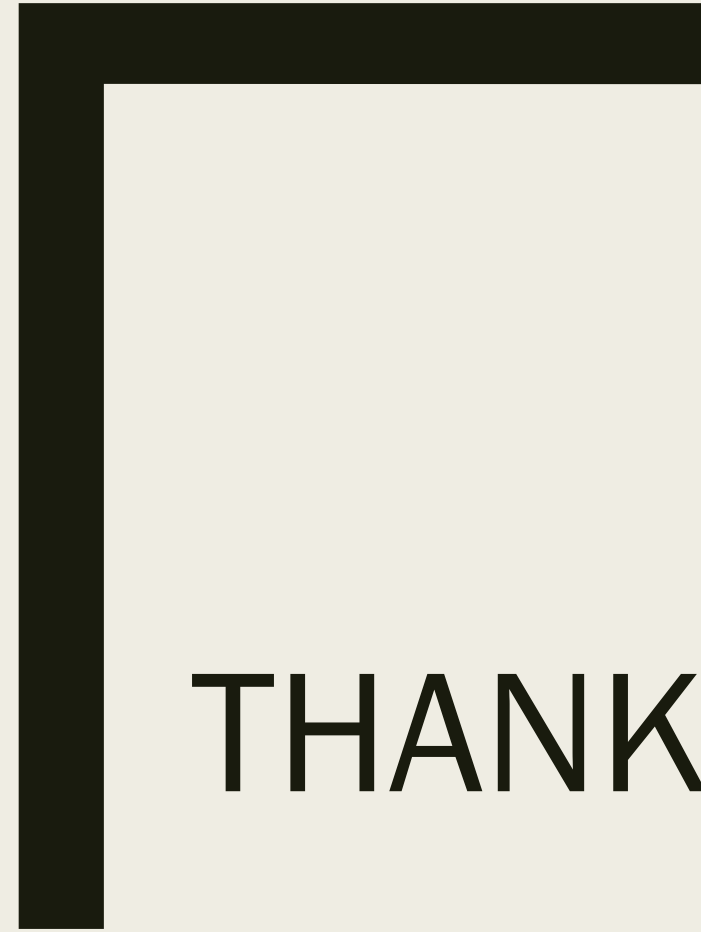
For the amount spent, campaign 10 and 3 have the least unique link clicks.



Campaign 3 and 10 have less reach while also having least clicks.

Conclusion

- In conclusion, the data analysis identifies campaigns 3 and 10 as consistent underperformers due to high costs and suboptimal reach.
- Campaign 3 is identified as the worst performer due to its high cost per result (69.33 INR), significantly surpassing the amount spent (890.68 INR).
- Campaign 10, despite having a decent reach; its cost per result (55.95 INR) exceeds the amount spent (856.67 INR).
- Discontinuing these campaigns would enhance resource allocation and overall effectiveness, aligning with the project's objectives.



THANK YOU