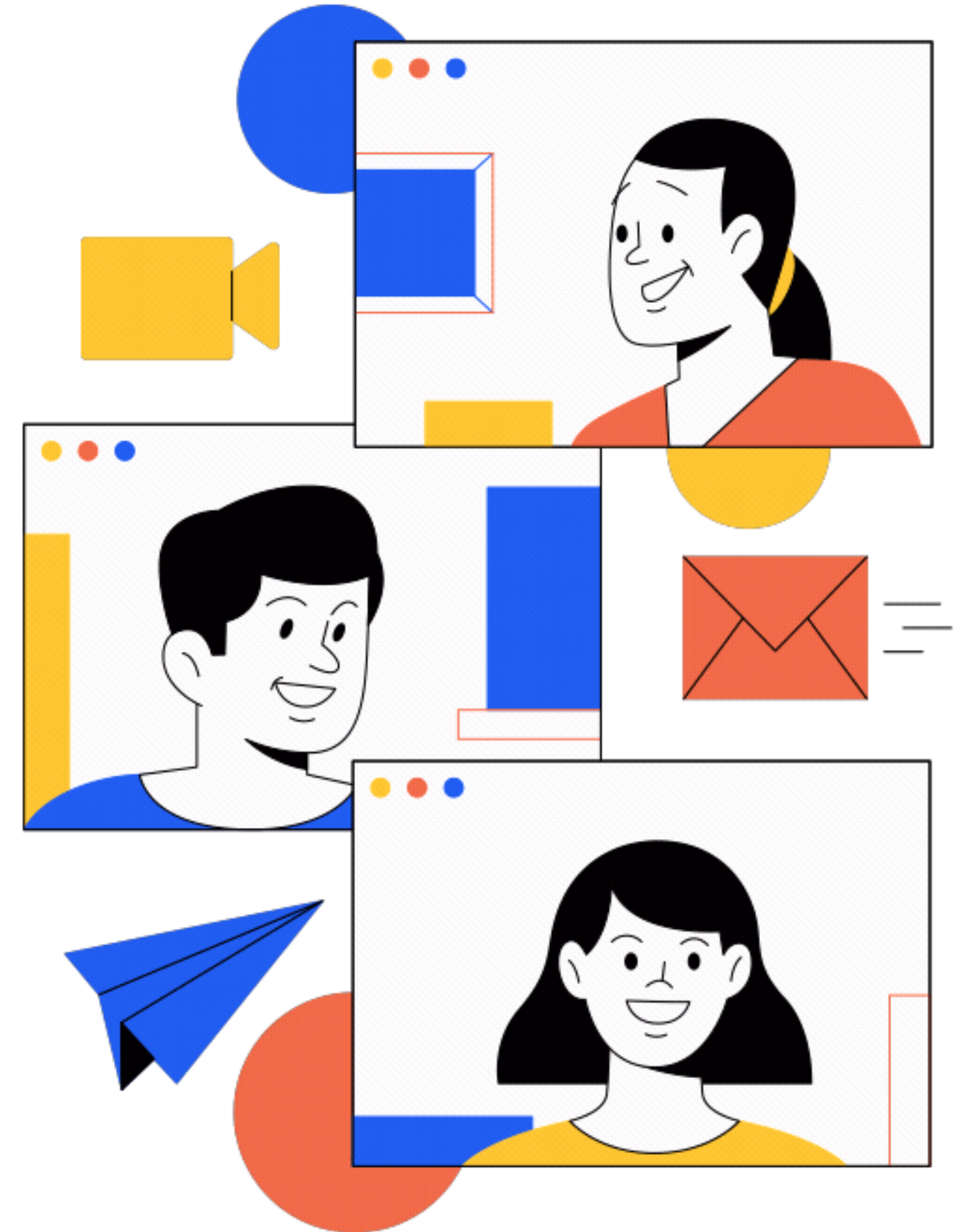# GlobalShala AD Campaign Unveiled :

A Data Driven Perspective

INTRODUCTION

Welcome to this exclusive presentation where our specific objective, which we'll delve into upcoming slides, is to strategically eliminate the least performing ad campaign among all Facebook ad campaign by GlobalShala business and the advertising which is all about the Superhero U event. To optimize our advertising budget, enhance return on investment (ROI), and ensure that every amount spent on Facebook ads counts. Get ready for insights that will change your approach to Facebook ad Campaigns.

THE TEAM

Chetna Sadhwani
Project Lead

Madhavi K
Team Lead
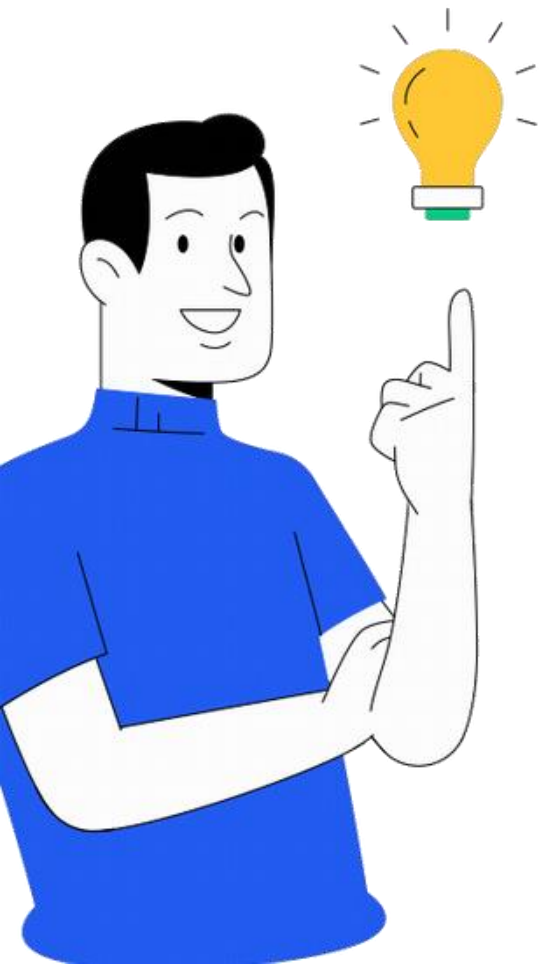
Sahithya Nyalakonda
Project Manager

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Project Manager

Zaid Mohd
Project Scribe

Mandar Borkar
Project Scribe

SUPERHERO U EVENT

Empowering Youth through Innovation

Superhero U is an initiative aimed at nurturing innovation and inventiveness among our youth. Inspired by the UN's mission to promote prosperity while protecting the planet, this competitive event empowers young minds to use their skills and creativity. Superhero U provides equal educational opportunities and encourages participants to address social problems outlined by the SDGs (Sustainable Development Goals).

Inspiring Innovative Thinking

Promoting Global Citizenship

Unveiling Socially Conscious Superheroes

By exploring the Superhero Concept within the Superhero U event, participants are not only challenged to think creatively but also to become agents of change, using their imagination and innovation to contribute to a better world. This unique approach fosters a sense of responsibility and empowerment among the youth, making Superhero U a distinctive and impactful initiative.

About GlobalShala

Our Platform Empowers And Rewards Learners
Inspired by the United Nations Sustainable Development Goals, we embrace global collaborations to connect learners with opportunities to make a good world better!

Express	Explore	Experience	Engage
yourself through participating in creative and exciting **competitions** and events.	the world by accessing both **macro and micro scholarships** to achieve your educational dreams.	through hands-on learning via **internships** in domestic as well as global platforms.	in your areas of interest through knowledge and experiential learning to **earn badges and certificates**.

Competition Rounds

Rise of the Hero (Preliminary)	Battle Begins (Semi-final)	Ultimate Showdown (Final)
What is the name of your superhero? Why is the selected theme important in today's scenario? What will your superhero be up against?	Based on the selected theme, tell us more about the kind of challenges that your superhero will face?	Tell us about how your superhero is going to solve your select social challenges.

CAMPAIGN OVERVIEW

In our presentation for the Superhero U event Campaigns at Saint Louis University, we have provided a comprehensive overview of the campaigns conducted across different demographics and geographies. These campaigns were designed to engage with specific target audiences, including educators, students, and various age groups.

Our analysis will highlight the key performance metrics, including Click-Through Rate (CTR), Cost Per Click (CPC), and Cost per Result (CPR), for each campaign. We have identified the Most Successful and Worst campaigns based on these metrics and delve into the factors contributing to their success.
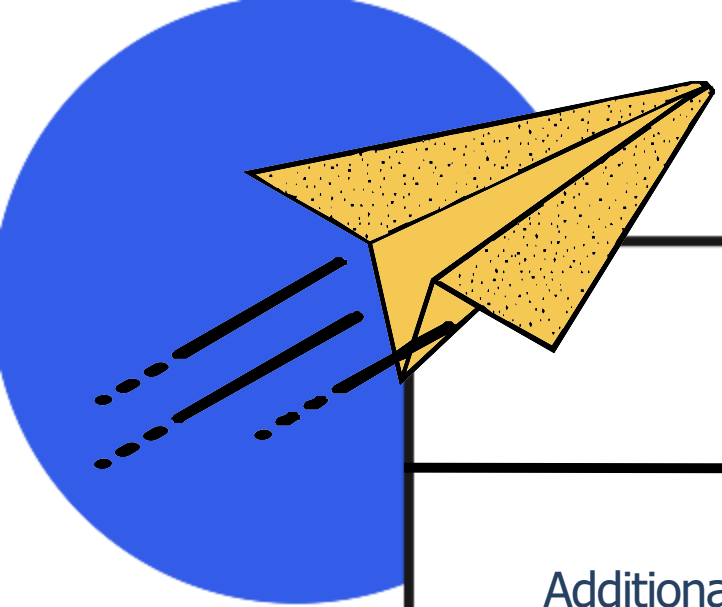
Click-Through Rate (CRT)	Cost per Result (CPR)	Cost per Click
Unique Click-Through Rate	Unique Link Clicks	Impressions

Additionally, we will address challenges faced in underperforming campaigns and propose strategies for improvement. This presentation aims to provide valuable insights into campaign effectiveness, guiding future marketing efforts for the Superhero U event.

Ad Campaigns	Target Audience	Reach	Unique Click-Through Rate (Unique CTR)	Amount Spent in INR	Unique Link Clicks (ULC)	Cost Per Click (CPC)	Cost per Result (CPR)
Campaign 1	Educators and Principals	23904	17.41420593	2333.33	420	7.34210979	20.51358417
Campaign 2	Students Apart from India and US)	46494	18.27548412	1579.02	1595	1.24230873	3.095367974
Campaign 3	Students(Australia)	3187	12.72951642	850.68	44	23.7644527	69.33092327
Campaign 4	Students (Canada)	3307	17.65913239	923.96	112	16.51272523	23.79089724
Campaign 5	Students(Ghana)	15024	11.17901958	837.78	237	3.85102435	11.90151042
Campaign 6	Students (India)	31831	8.27522019	955.21	987	1.34886143	2.112165597
Campaign 7	Students(Nepal)	29668	12.22923314	1035.24	518	2.16672779	5.99072658
Campaign 8	Students (Nigeria)	21929	28.07812666	942.78	1073	1.04272427	2.689640361
Campaign 9	Students(UAE)	7333	7.65000612	876.26	88	10.75425815	28.04989842
Campaign 10	Students(UK)	3636	10.18933173	856.67	57	22.35550725	55.94683333
Campaign 11	Students (USA)	2555	26.06362544	897.68	126	14.43860509	28.71429335

FACEBOOK ADS

Ways of collecting Data on Facebook ADs

What Facebook Knows

The social network gathers all sorts of data from its users, such as age, friends and interests, but it also collects information outside its website.

Type of phone
Mobile app developers can send ads for their apps based on mobile-phone model and operating system.

Where you shop
Retailers can target their customers by matching mailing lists with Facebook's network.

Public data
Readily available information such as car registration are matched with users.

Retail purchases
Some purchases are linked through loyalty programs culled by third-party data firms.

Browsing history
Third-party tracking companies can identify certain websites you've visited.

Source: the company

The Wall Street Journal

AD is created and its target goal is achieved by getting more website visitors. Specific age groups and geographic locations are selected to advertise. Facebook metrics are used to understand the performance of the Ad campaign.
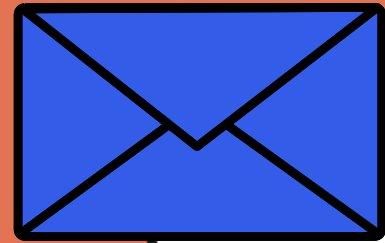
Impressions	Frequency	Reach

Link Click	Unique Link Clicks

Facebook Ads are created to target users based on their demographic location, profile and their search history. After Ad creation,people set budget and bid for each click or thousand impressions that an ad will receive.

A basic image ad by Globalshala for SuperheroU event is examined beside. It consists of different parts :

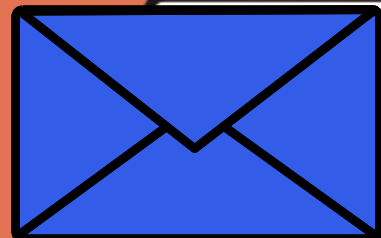|		
Profile Picture	**Profile Name**	**Descriptive Text**

|	
Image Links	**Reactions**

ANALYTICAL SUGGESTION

Campaign 3 exhibits poor performance in terms of both cost per result and reach to audience where cost invested for reaching to the audience results significantly low. While Campaign 6 out performs in this regards making it the most cost efficient compared to Campaign 3 an uneconomical choice.
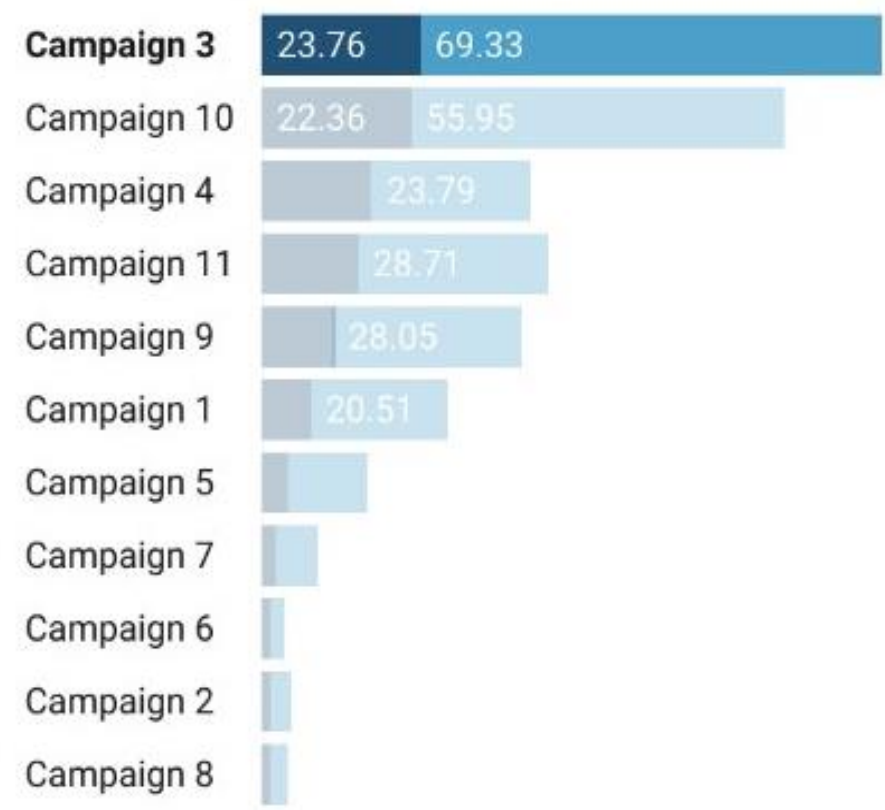
Sum of Cost per Result

Campaign 3
₹ 69.33

Campaign 4
₹ 9.44
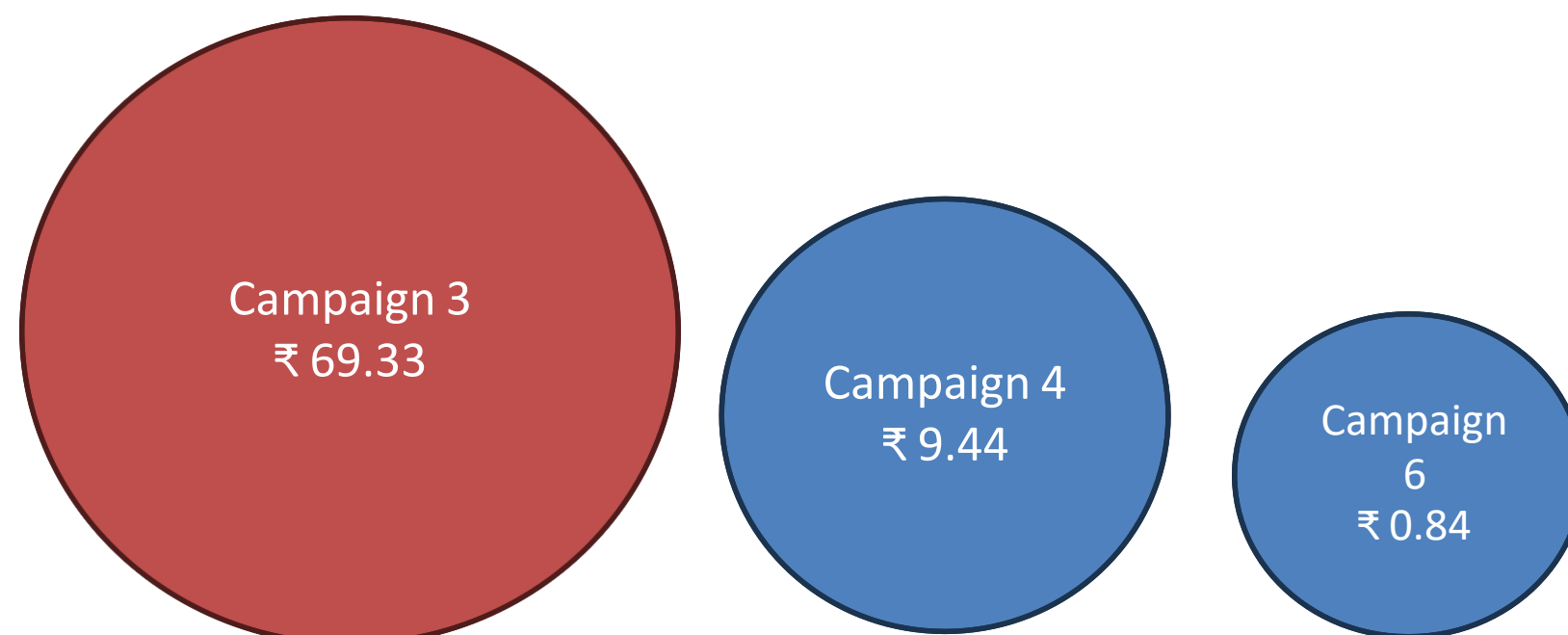
Campaign 6
₹ 0.84

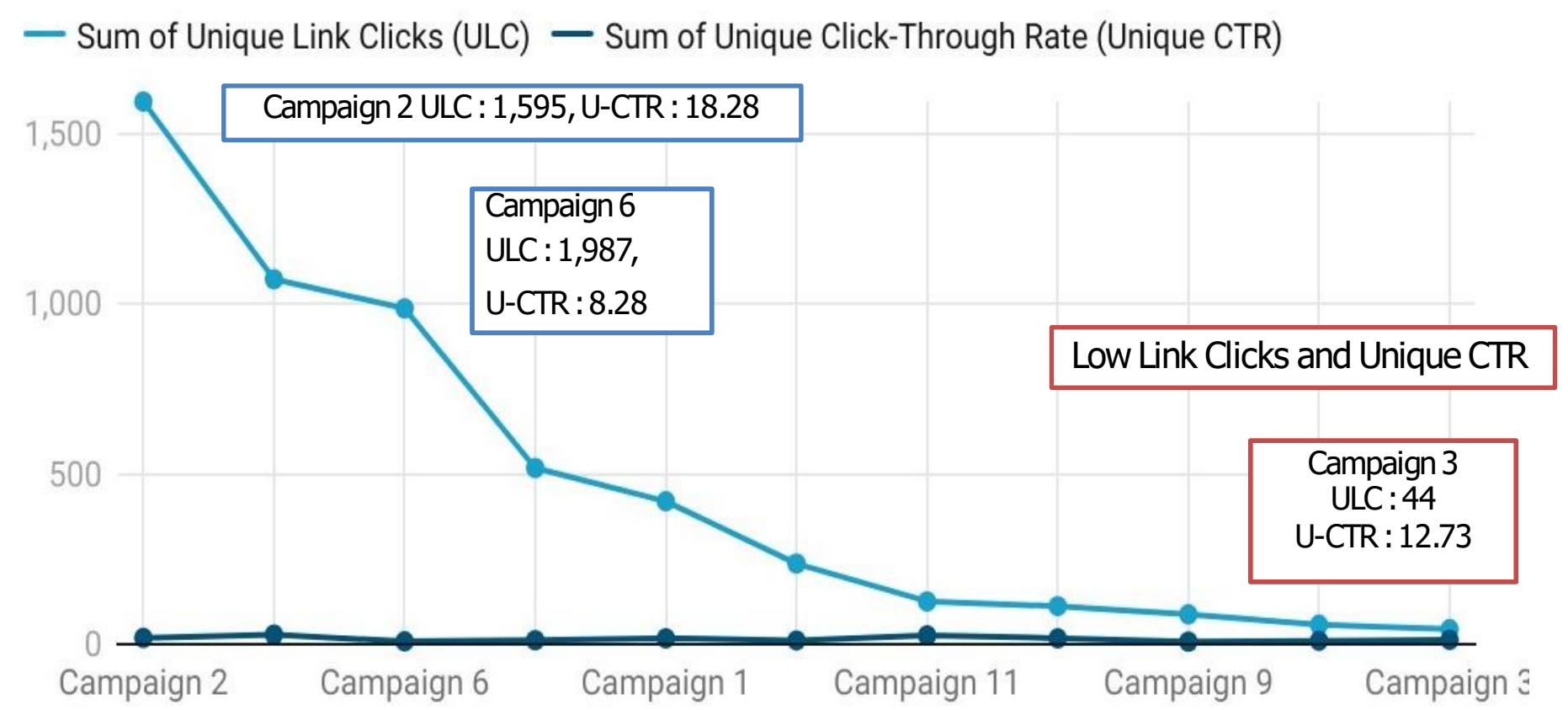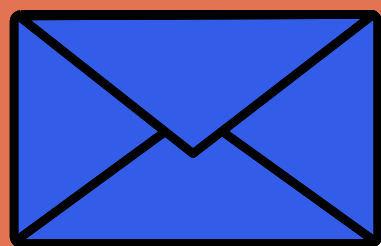## Sum of Reach By Campaign 3

1 out 60 People
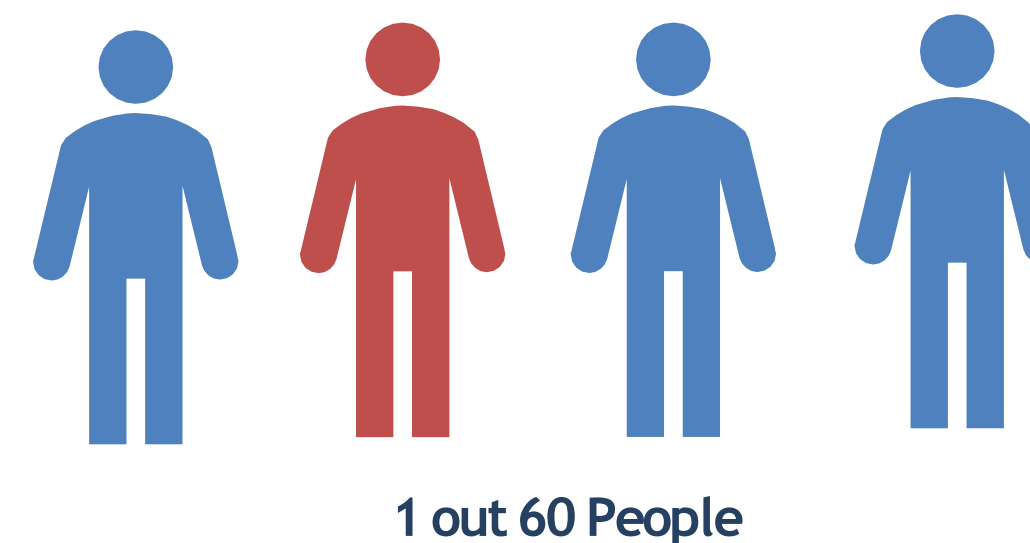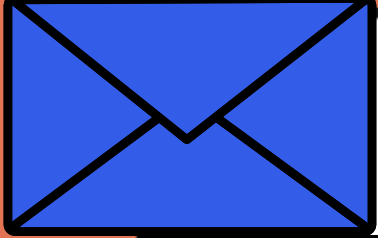
According to the sum of Cost per Click (CPC) and Cost per Result (CPR) Campaign 3 has consumed a significant amount of investment than any other campaign and failed to at being cost effective for capturing young audience which was intended this make it a poor performer.
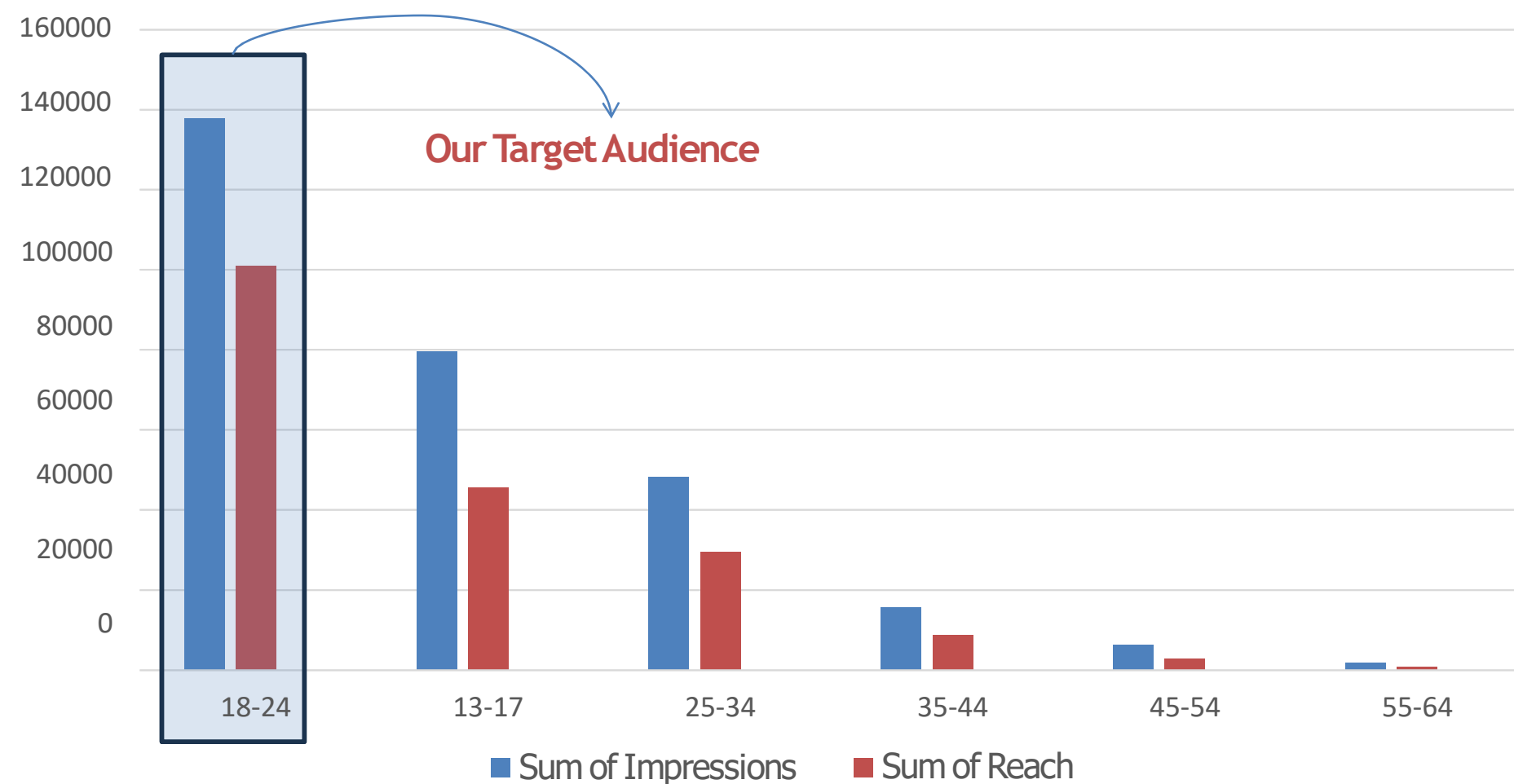
Sum of cost per click and cost per result

Campaign	CPC	CPR
Campaign 3	23.76	69.33
Campaign 10	22.36	55.95
Campaign 4		23.79
Campaign 11		28.71
Campaign 9		28.05
Campaign 1		20.51
Campaign 5		
Campaign 7		
Campaign 6		
Campaign 2		
Campaign 8		

Sum Unique Link Clicks and Unique Click-through Rate

— Sum of Unique Link Clicks (ULC) — Sum of Unique Click-Through Rate (Unique CTR)

Campaign 2 ULC : 1,595, U-CTR : 18.28

Campaign 6
ULC : 1,987,
U-CTR : 8.28

Low Link Clicks and Unique CTR

Campaign 3
ULC : 44
U-CTR : 12.73

1,500

1,000

500

0

Campaign 2   Campaign 6   Campaign 1   Campaign 11   Campaign 9   Campaign 3

The investments made in bringing youth are higher (from the below Bar graph), where Campaign 3 has completely lost at capturing the targeted audience at minimum cost.

Sum of Impressions and Sum of Reach

Our Target Audience

160000

140000

120000

100000

80000

60000

40000

20000

0

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

■ Sum of Impressions   ■ Sum of Reach

Sum of Frequency by Age

■ **25-34** (30%)   ■ **13-17** (30%)   ■ **18-24** (26%)
■ **45-54** (4.7%)   ■ **Other** (8%)

Other
8%

45-54
4.7%

25-34
30%

18-24
26%

13-17
30%
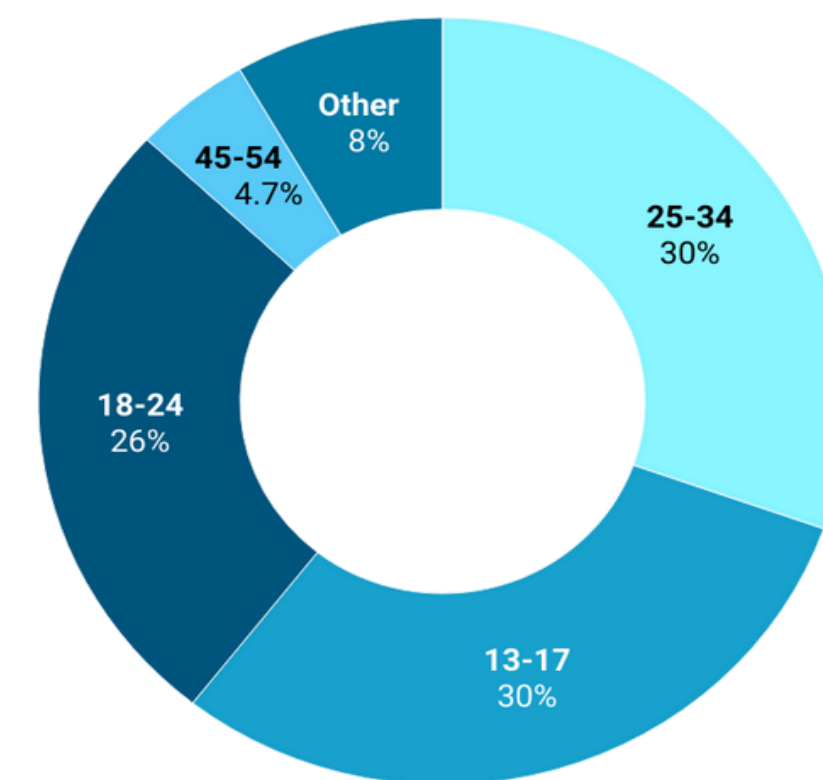
Created with Datawrapper

CONCLUSIONS

In conclusion of our thorough evaluation of all our Facebook ad campaign, **Campaign 3** emerges as the clear choice for selection and elimination as:

➢ Our analysis has uncovered that campaign 3 ranks as the weakest link among all our Facebook ad campaigns.

➢ To optimize advertising budget and maximize returns ,It's clear that we must bid farewell to campaign 3.

THANK YOU!