



GlobalShala



# MARKETING AD Performance Analysis



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# SUPERHERO U EVENT



IMAGINE

GlobalShala



**SUPERHERO U**



INNOVATE



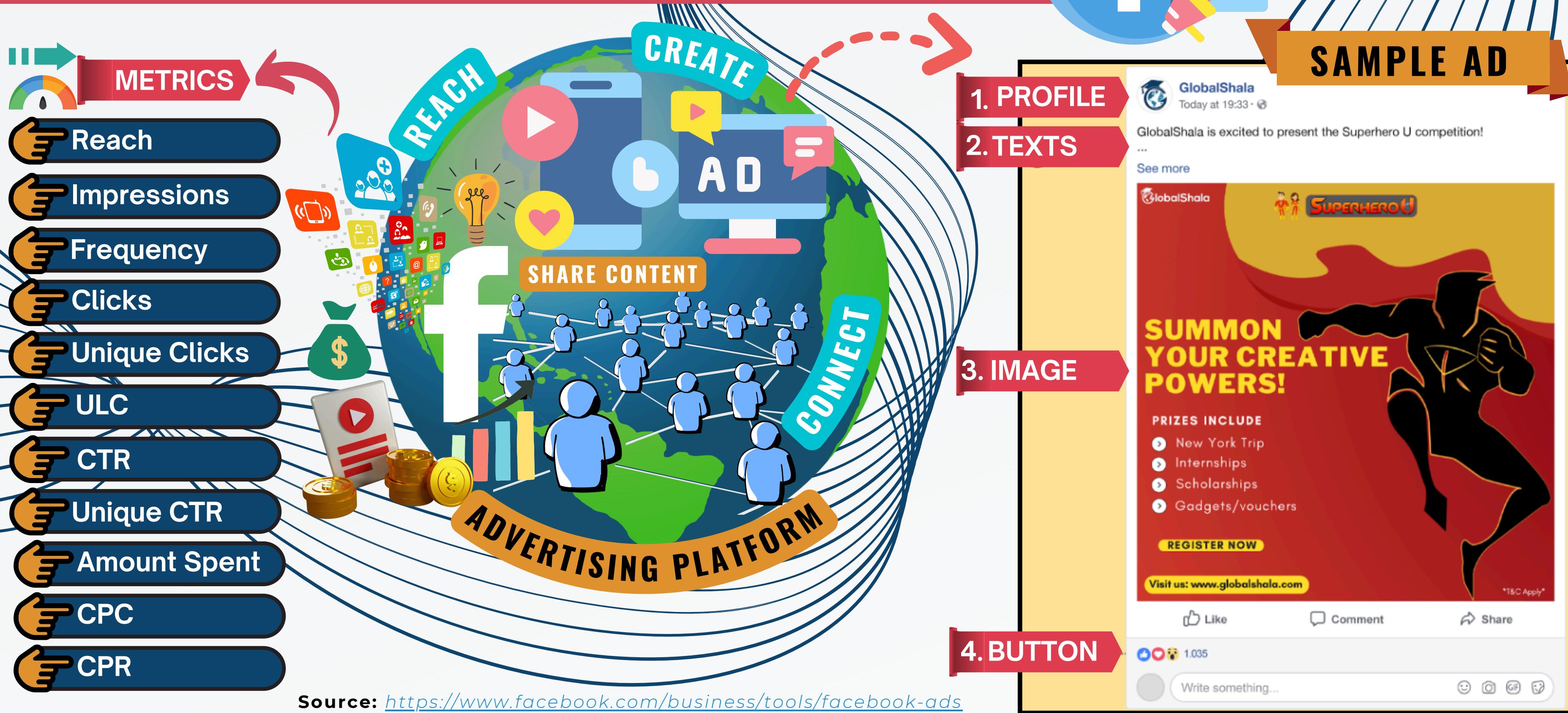
ILLUSTRATE



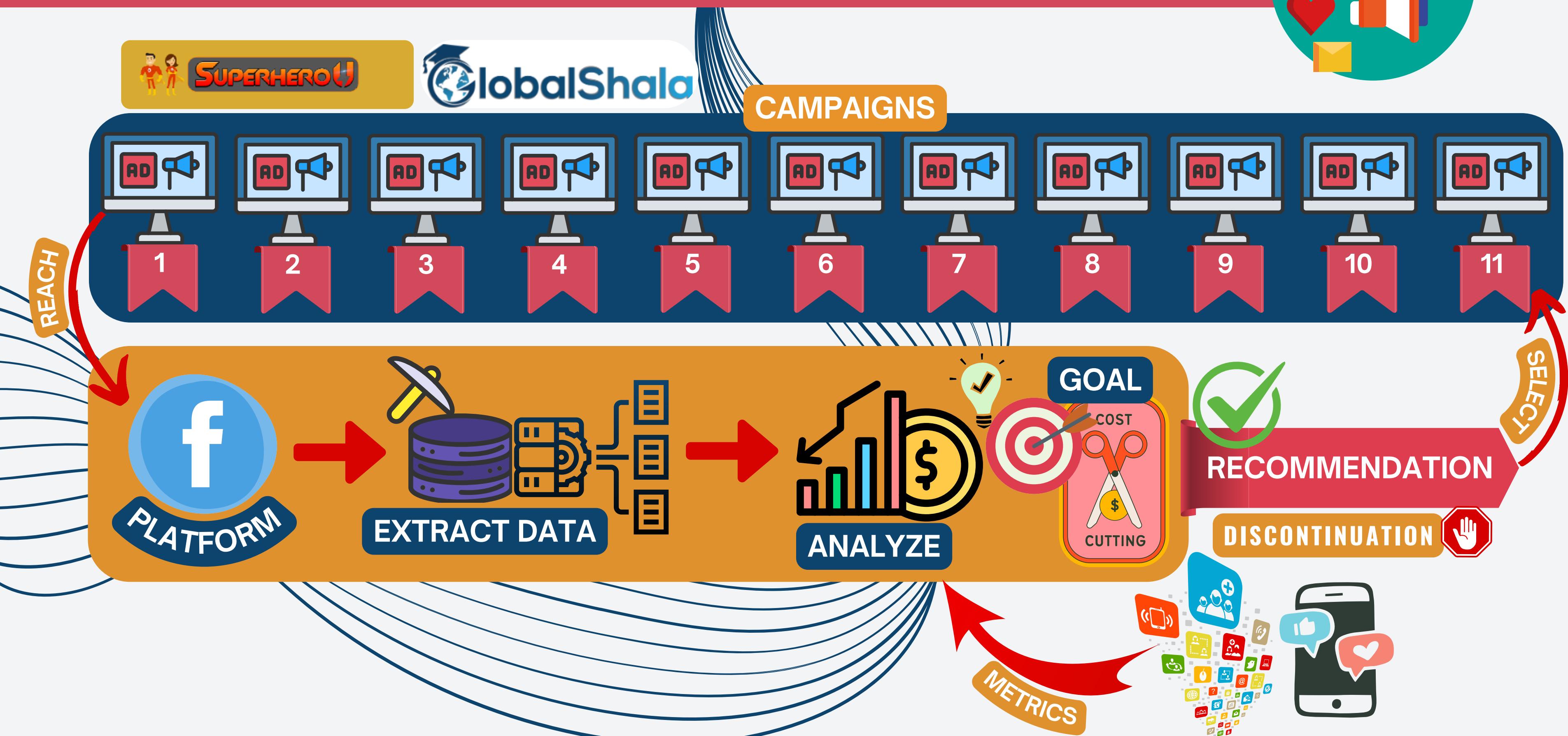
INSPIRE



# ABOUT FACEBOOK ADS



# CAMPAIGN ADS OVERVIEW

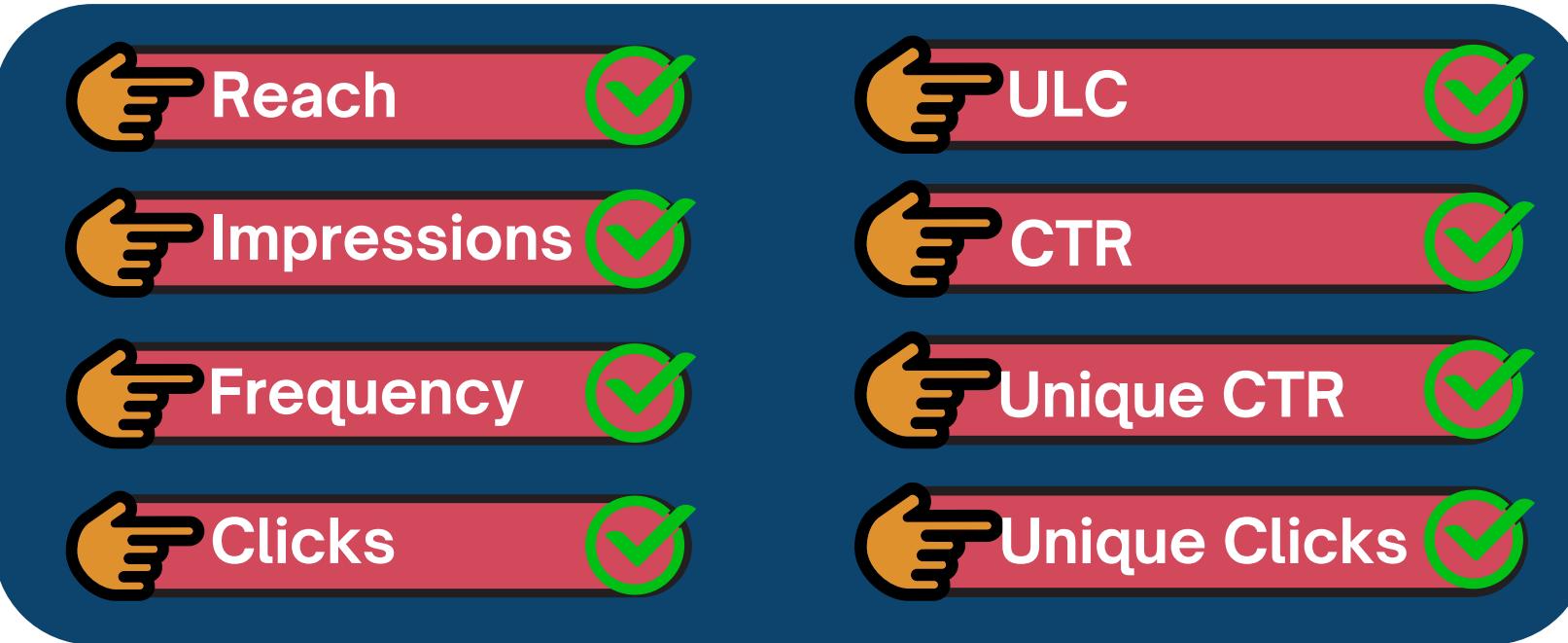
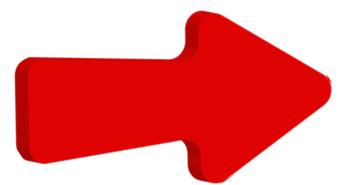




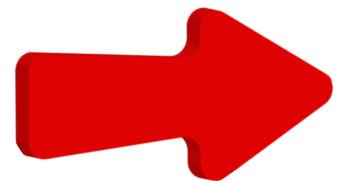
# DISCONTINUATION METRICS



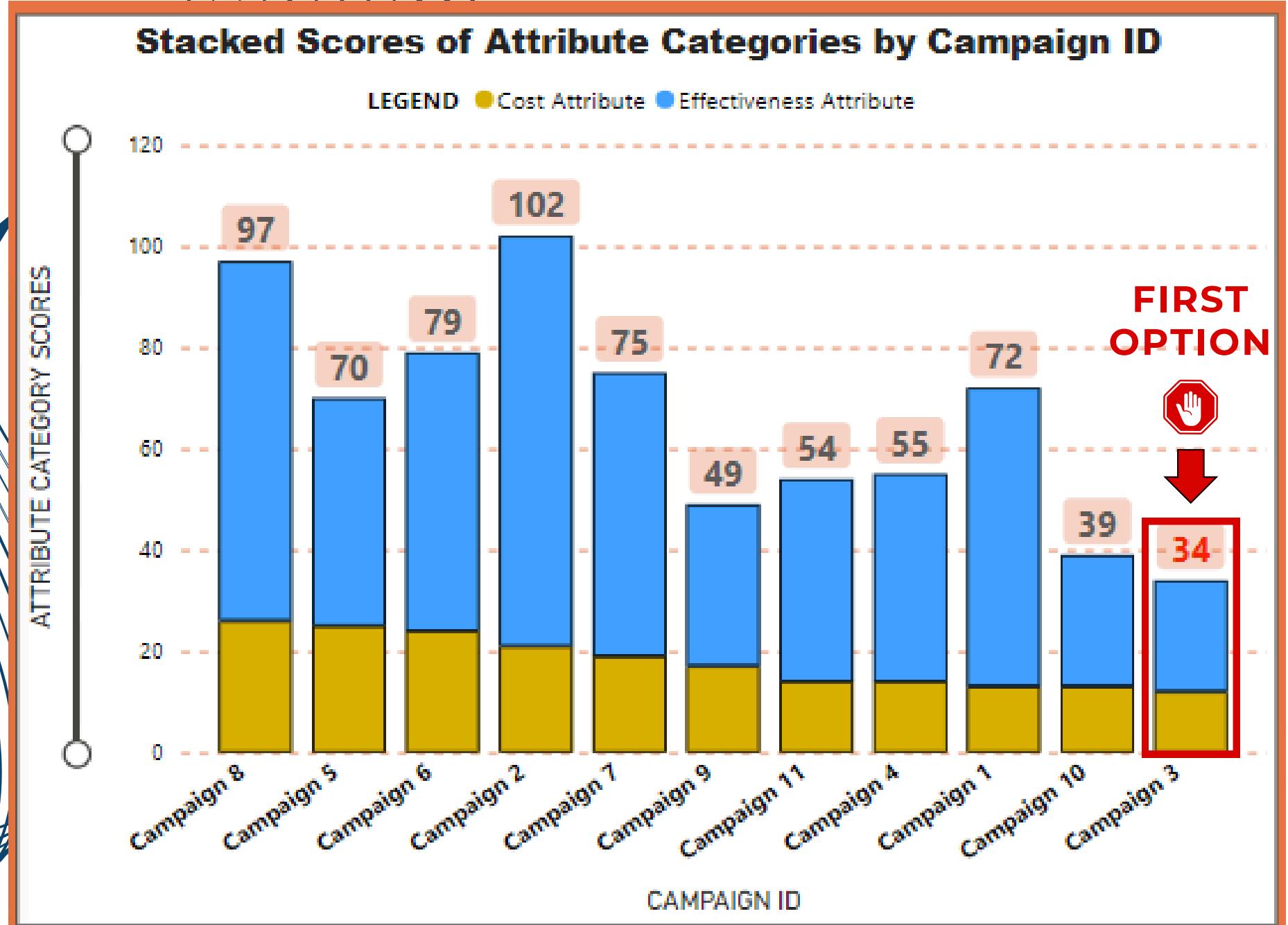
EFFECTIVENESS



COST CONTROL



# DISCONTINUATION RECOMMENDATION



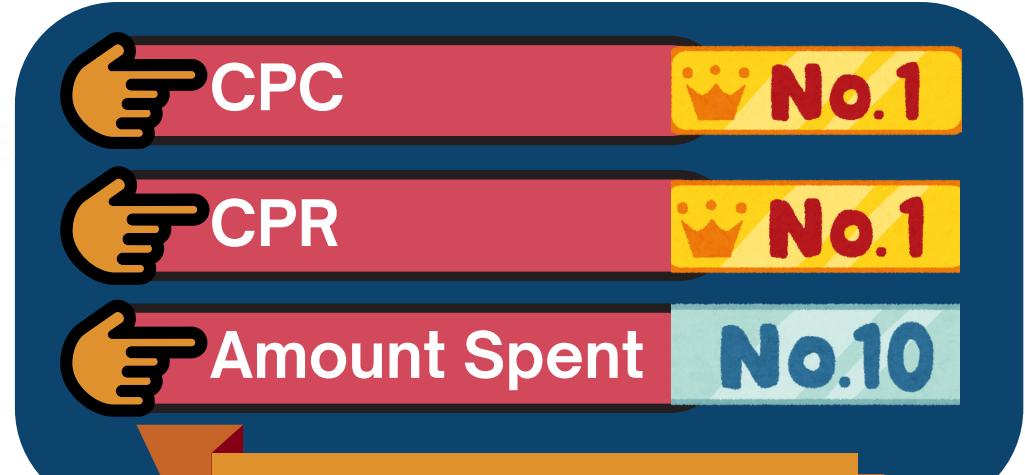
The graph shows that **Campaign 3** has the **LOWEST COMPOSITE SCORE** and the most likely recommended for discontinuation.

SOURCE: [Interactive Dashboard](#)

## CAMPAIGN 3 RANKING PER KPI



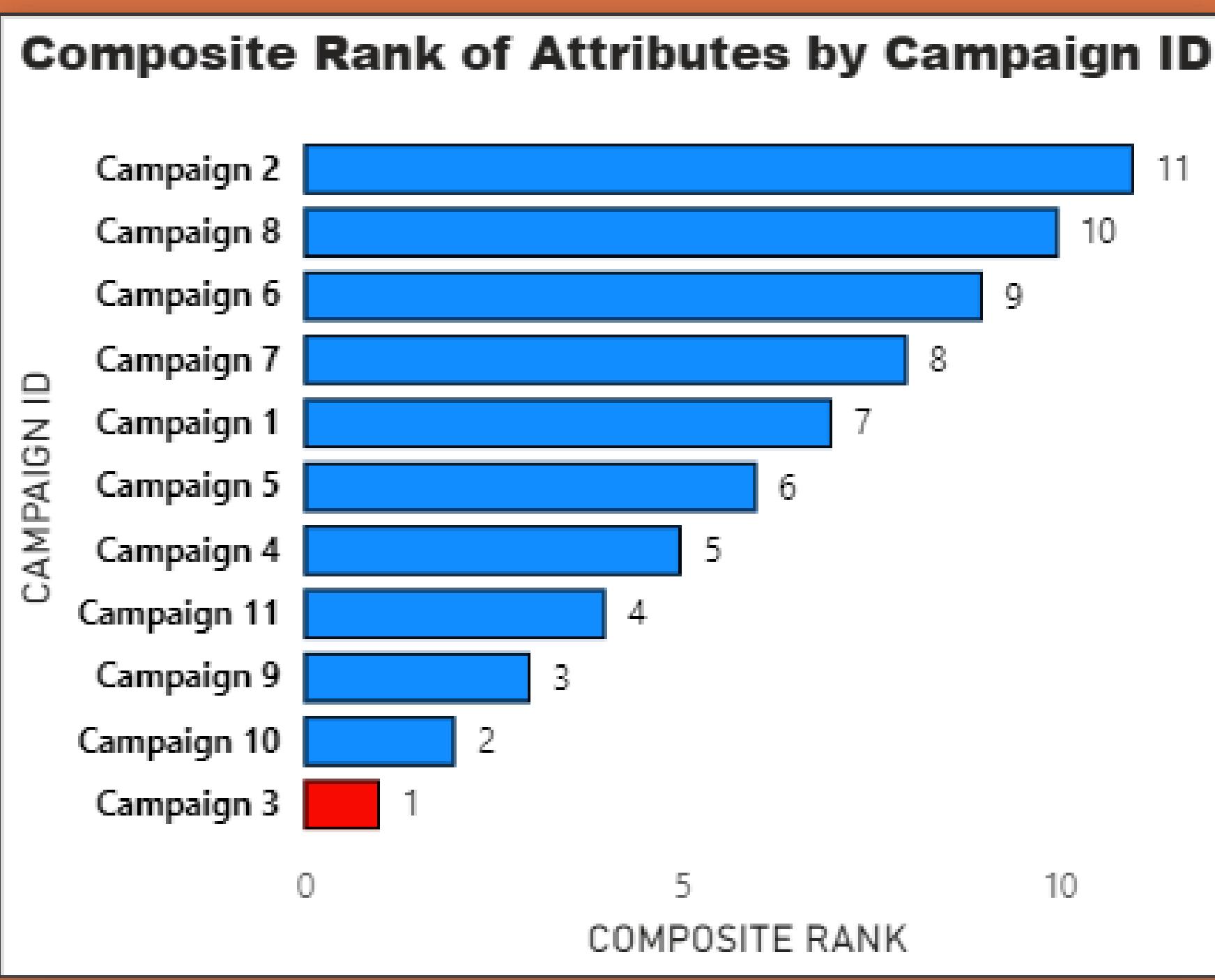
EFFECTIVENESS



COST CONTROL

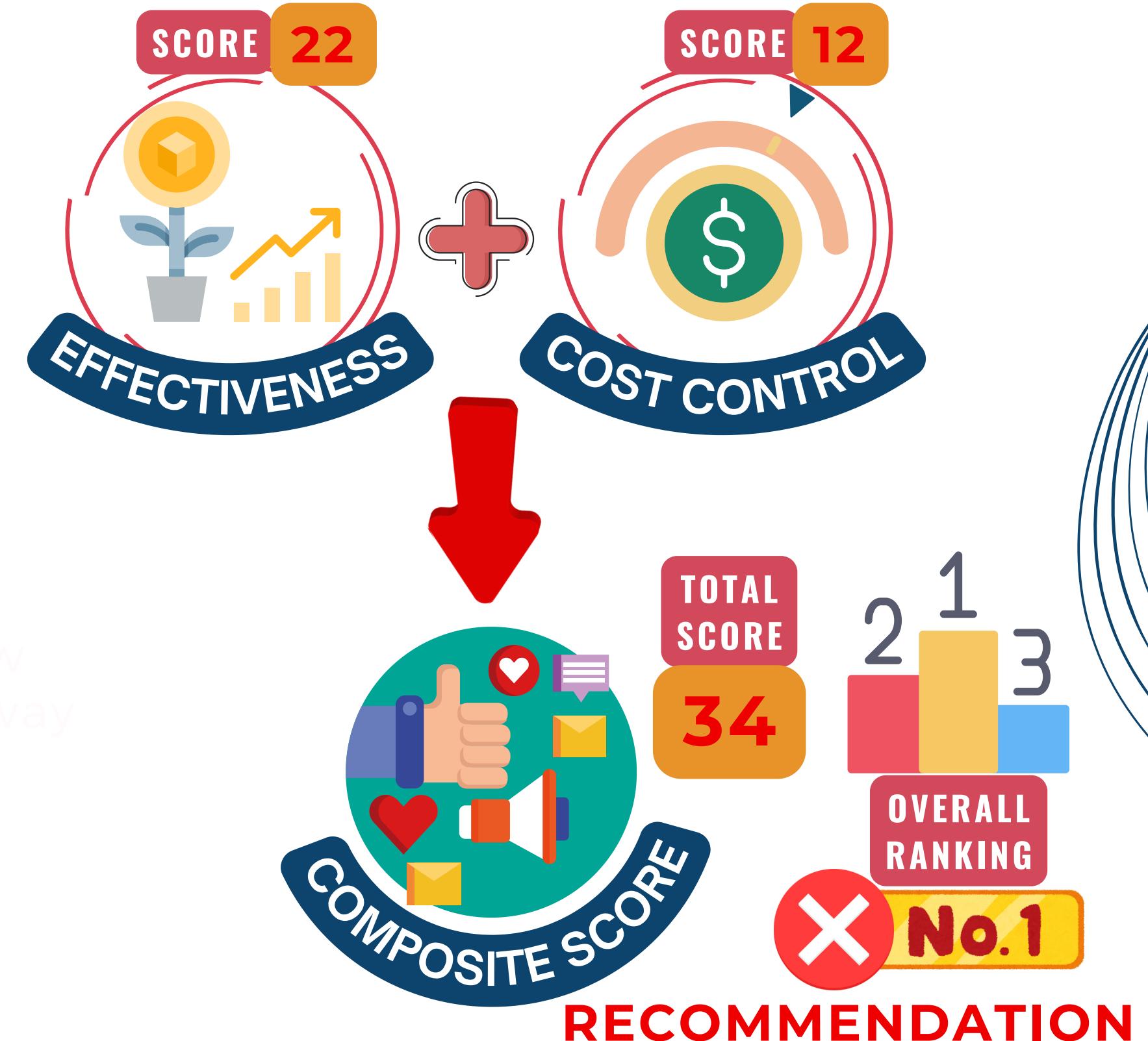


# CAMPAIGN FOR DISCONTINUATION



The graph shows that **Campaign 3** has the **HIGHEST RANK** for discontinuation recommendation.

SOURCE: [Interactive Dashboard](#)



# CONCLUSION AND RECOMMENDATION

