

Global Shala Superhero U Facebook AD Campaign Analysis

Presented by

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Superhero U is an event focused on inspiring young minds to explore their potential and make a positive impact on the world



Problem Statement

Analyze the performance of the ad campaigns we're running for the SUPERHERO U event. With several campaigns in play, our costs are climbing, and we need to identify which campaigns aren't delivering value so we can discontinue them and save costs.

Objective

This analysis aims to identify underperforming campaigns for discontinuation to reduce costs.

Key Performance Indicator

Total Reach



189K

Total Impression



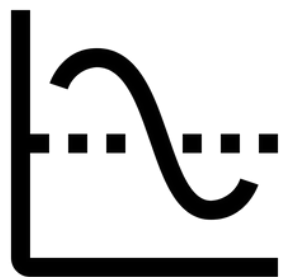
290K

Total Clicks



12K

Average Cost Per Click



4.81

Key Performance Indicator

Maximum CTR in %

29.56

Campaign 8

Maximum CPC

13.06

Campaign 3

Minimum CTR in %

6.69

Campaign 7

Minimum CPC

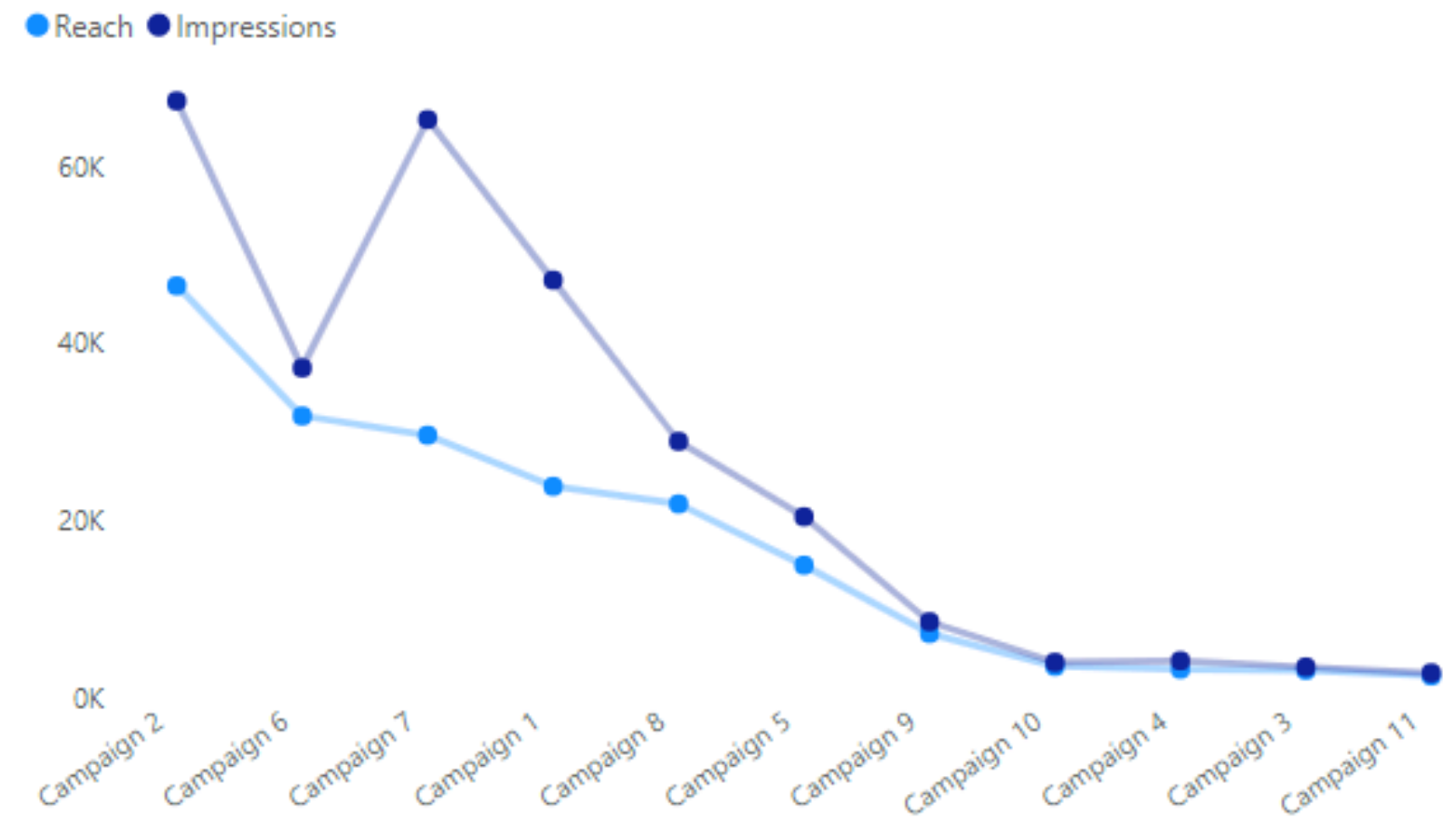
1.04

Campaign 8

Campaign Performance

Campaigns 2 and 7 have the highest impressions

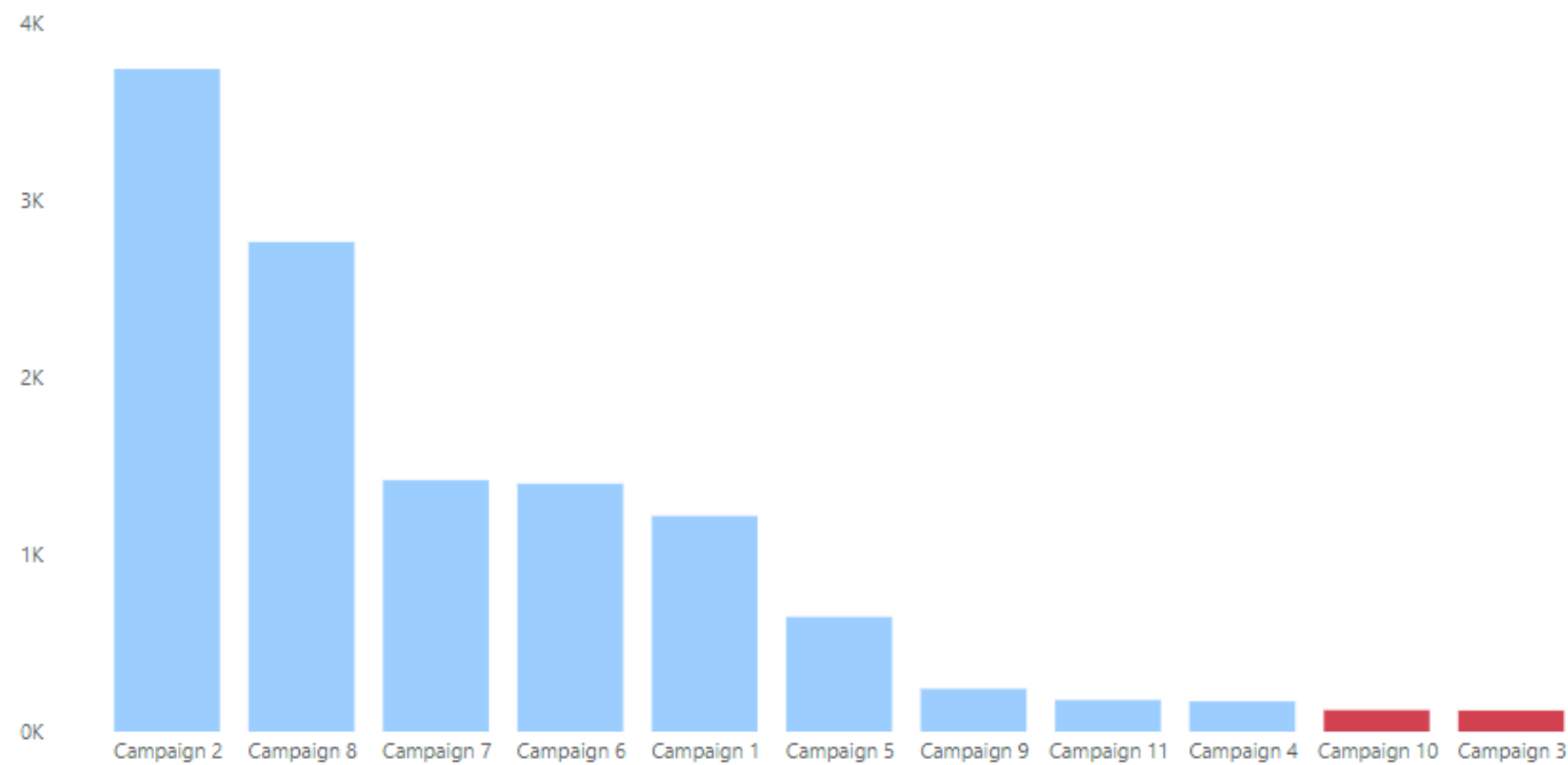
Campaigns 3 and 11 show minimal performance in both impressions and reach



Clicks by Campaign

Campaigns 2 and 8 have the highest click rates, demonstrating strong audience engagement.

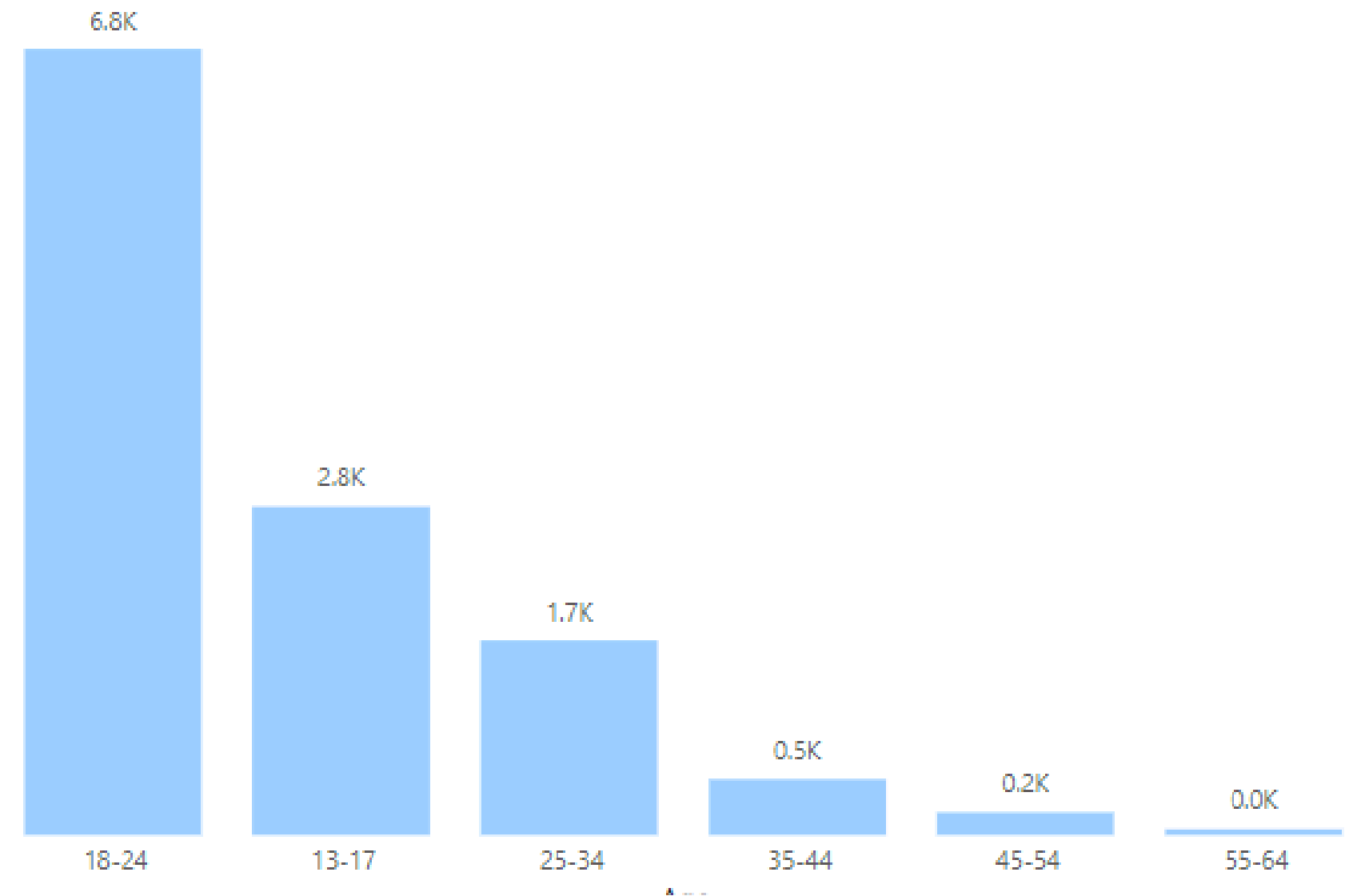
Campaigns 10, 3, and 4 have the fewest clicks, indicating weak audience engagement.



Clicks by Age Group

The 18-24 age group records the highest number of clicks (6.8K), indicating the strongest level of engagement.

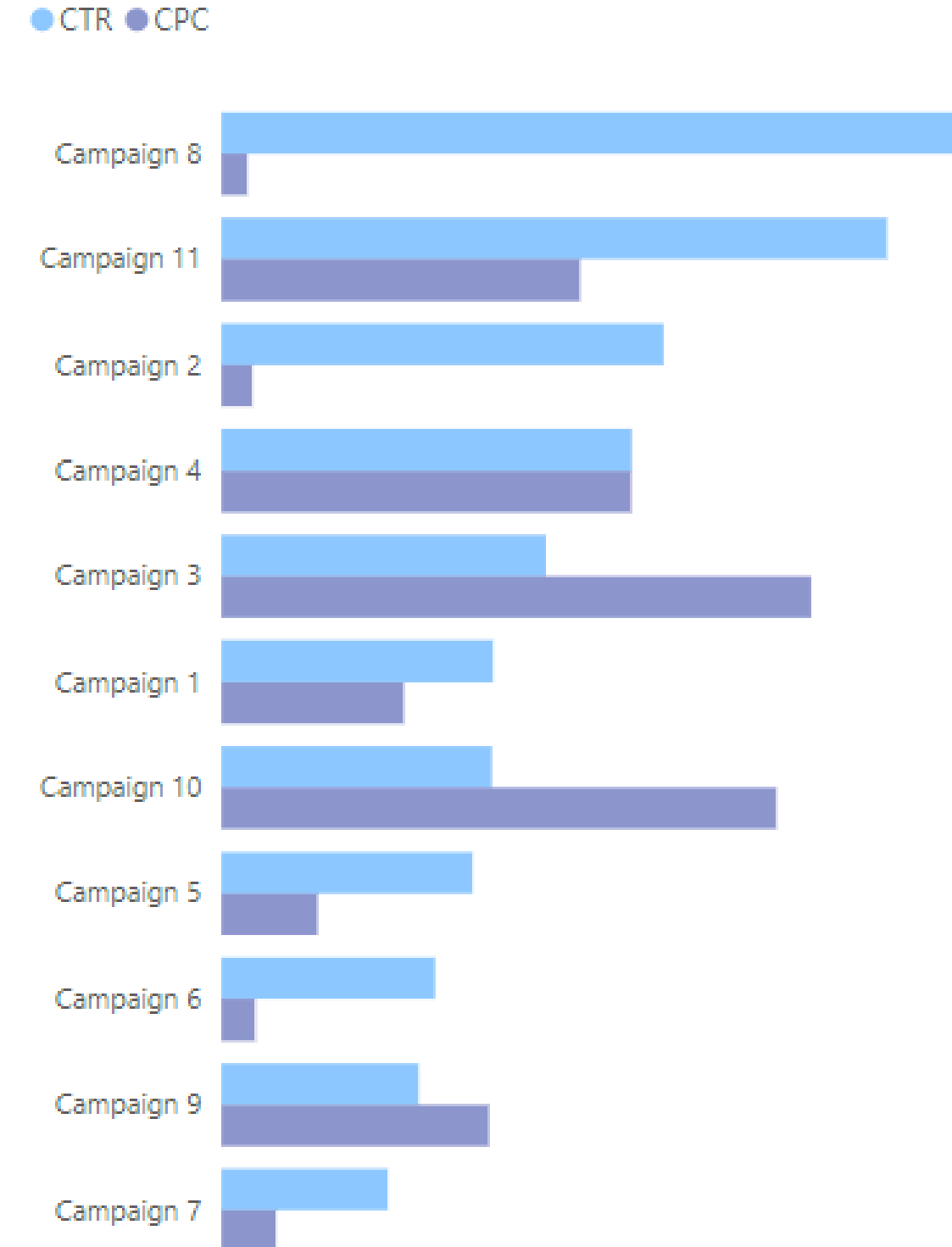
Engagement drops significantly in older age groups, with minimal clicks from ages 45-54 and ages 55-64.



Clicks by Age Group

Campaign 8 achieves the highest click-through rate (CTR) combined with a low cost-per-click (CPC), demonstrating excellent cost efficiency.

Campaigns 3 and 10 exhibit high cost-per-click (CPC) and low click-through rates (CTR), reflecting poor cost efficiency.



Summary Table

campaign ID	Reach	Impressions	Clicks	CPC	CTR in %
Campaign 3	3187	3572	119	23.76	13.06
Campaign 10	3636	4091	121	22.36	10.88
Campaign 4	3307	4267	171	16.51	16.54
Campaign 11	2555	2900	178	14.44	26.80
Campaign 9	7333	8660	242	10.75	7.94
Campaign 1	23904	47139	1218	7.34	10.92
Campaign 5	15024	20483	648	3.85	10.09
Campaign 7	29668	65215	1420	2.17	6.69
Campaign 6	31831	37246	1400	1.35	8.61
Campaign 2	46494	67313	3743	1.24	17.79
Campaign 8	21929	28974	2765	1.04	29.56

Recommendations

- ★ Discontinue Campaigns 3 and 10 due to their high cost-per-click (CPC) and low click-through rates (CTR), which make them cost-inefficient.
- ★ Redirect resources from underperforming campaigns to high-performing ones like Campaign 8 to maximize ROI.
- ★ Direct efforts toward the 18-24 and 13-17 age groups, as they show the highest engagement levels.

Conclusion

Underperforming campaigns with low engagement and high costs, such as Campaigns 3 and 10, should be discontinued to optimize resources. High-performing campaigns like Campaign 8 should receive increased focus and investment. This strategy will improve cost efficiency and maximize returns.

THANK YOU