

# GLOBALSHALA SUPERHERO U FACEBOOK ADS ANALYSIS

Team 15A | Week 4

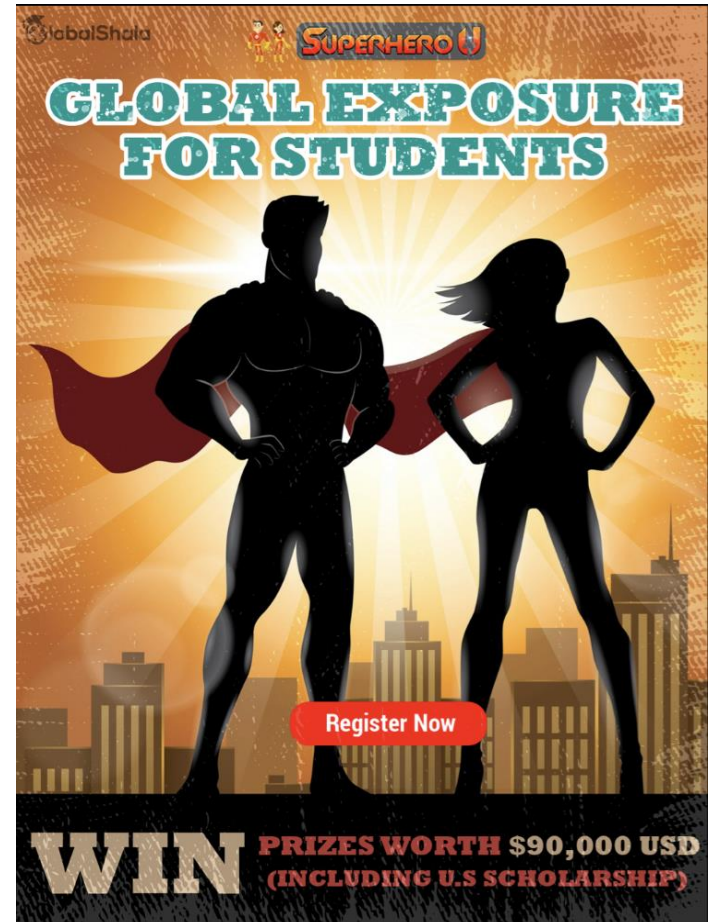
# TEAM INTRODUCTION

## Team 15A Members:

- Abdul Hadi
- Derrick Nyarko
- Fahmida Salma

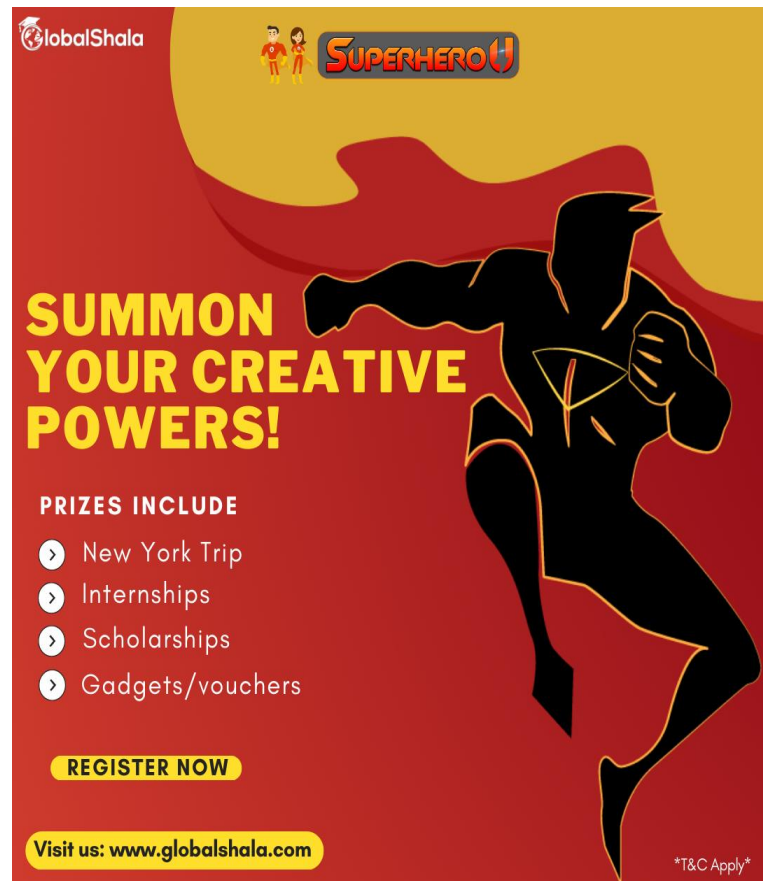
# OUR CLIENT

Our dataset was exported from Facebook. It contains information regarding ad campaigns our client, GlobalShala, ran for their Superhero U event. These ads targeted two different audiences, “students” and “educators and principals.”



# ABOUT SUPERHERO U CAMPAIGN

A week-long virtual leadership event for students & educators, with workshops, mentoring; global reach and impact.



# WHY FACEBOOK?



- GLOBAL REACH: BILLIONS OF USERS WORLDWIDE



- BUSINESS-FRIENDLY: COMPANIES CAN EASILY CREATE PROFILES AND RUN TARGETED AD CAMPAIGNS



- HIGH ENGAGEMENT: HIGHER CHANCE OF CUSTOMER INTERACTIONS

# AD COMPONENTS



- PROFILE PIC & NAME LINKING PROFILE



- DESCRIPTIVE AD COPY



- CLICKABLE IMAGE TO SUPERHERO U



- BUTTONS: LIKE, COMMENT, SHARE

# AN EXAMPLE OF A TYPICAL FACEBOOK AD

1 GlobalShala  
Today at 19:33 · 🌐

2 GlobalShala is excited to present the Superhero U competition!  
...  
See more

3

GlobalShala

SUPERHERO U

**SUMMON YOUR CREATIVE POWERS!**

**PRIZES INCLUDE**

- New York Trip
- Internships
- Scholarships
- Gadgets/vouchers

**REGISTER NOW**

Visit us: [www.globalshala.com](http://www.globalshala.com)

\*T&C Apply\*

4 Like Comment Share

1.035

Write something...

# WHY FACEBOOK LINK-CLICK ADS?



- TARGETED AUDIENCES (STUDENTS, EDUCATORS)



- DIRECT TRAFFIC VIA CLICKABLE IMAGE



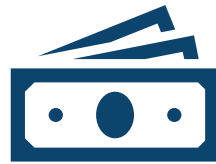
- TRACKABLE METRICS:  
CPC, CTR, ULC



# SUPERHERO U CAMPAIGN OVERVIEW



11



\$837.78 -  
\$2,333.33

TOTAL CAMPAIGNS

SPEND RANGE

# SUPERHERO U CAMPAIGN OVERVIEW

Average Cost per  
Click (CPC):

**\$1.01**

Average Cost per  
Result (CPR):

**\$2.30**

## TEAM'S RECOMMENDATION

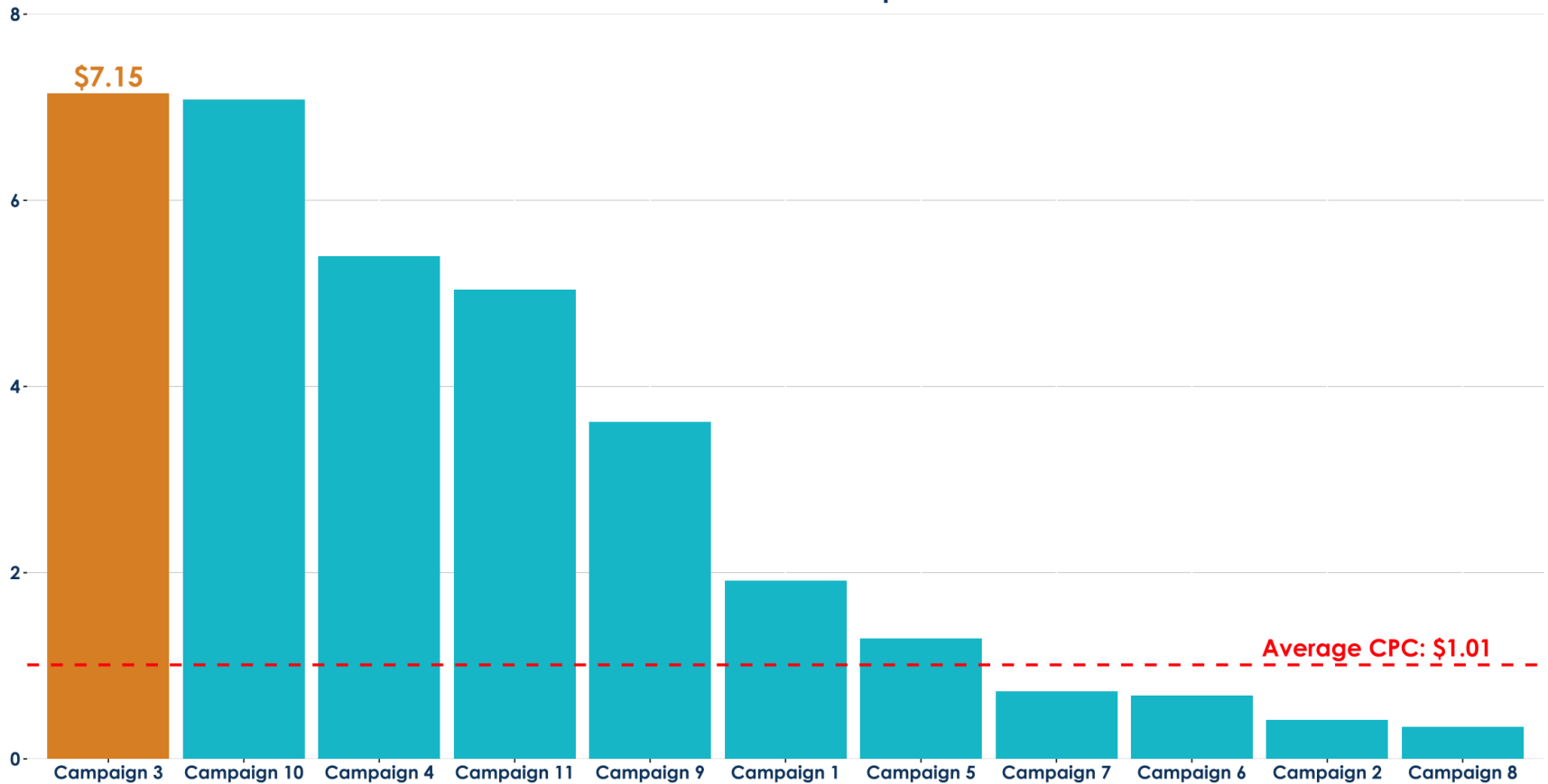
- We recommend dropping the Campaign 3 [SHU Students (Australia)], as it is the worst performer in our evaluation criteria.
- We also recommend optimizing Campaign 10 [SHU Students (UK)], even though it performed the second worst.

# EVALUATION CRITERIA

- Cost per Click (CPC)
- Click-Through Rate (CTR)
- Unique Link Clicks (ULC)
- Efficiency Score (ULC/\$)
- Budget Impact

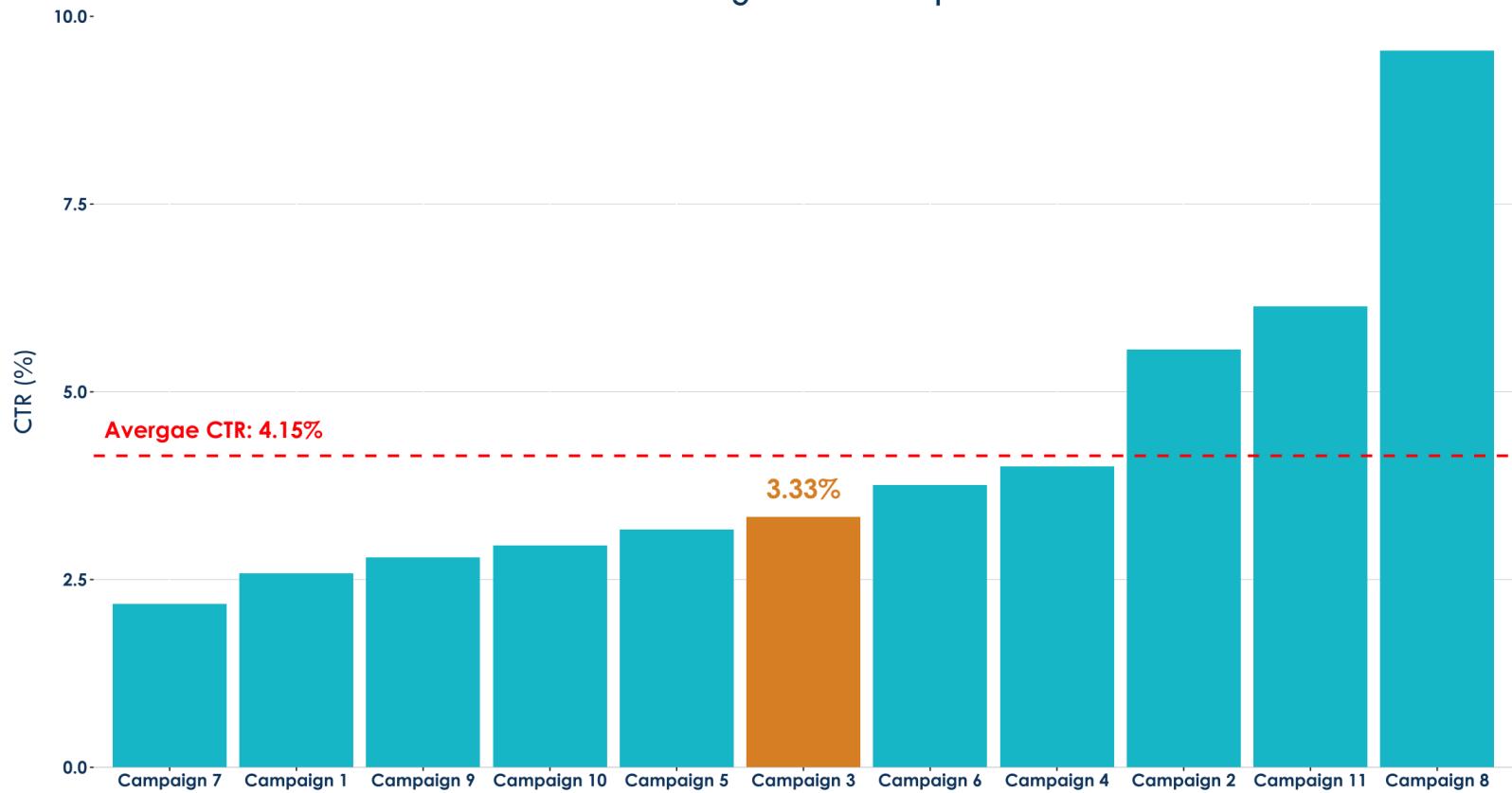
# CPC BENCHMARK

## Cost Per Click Comparison



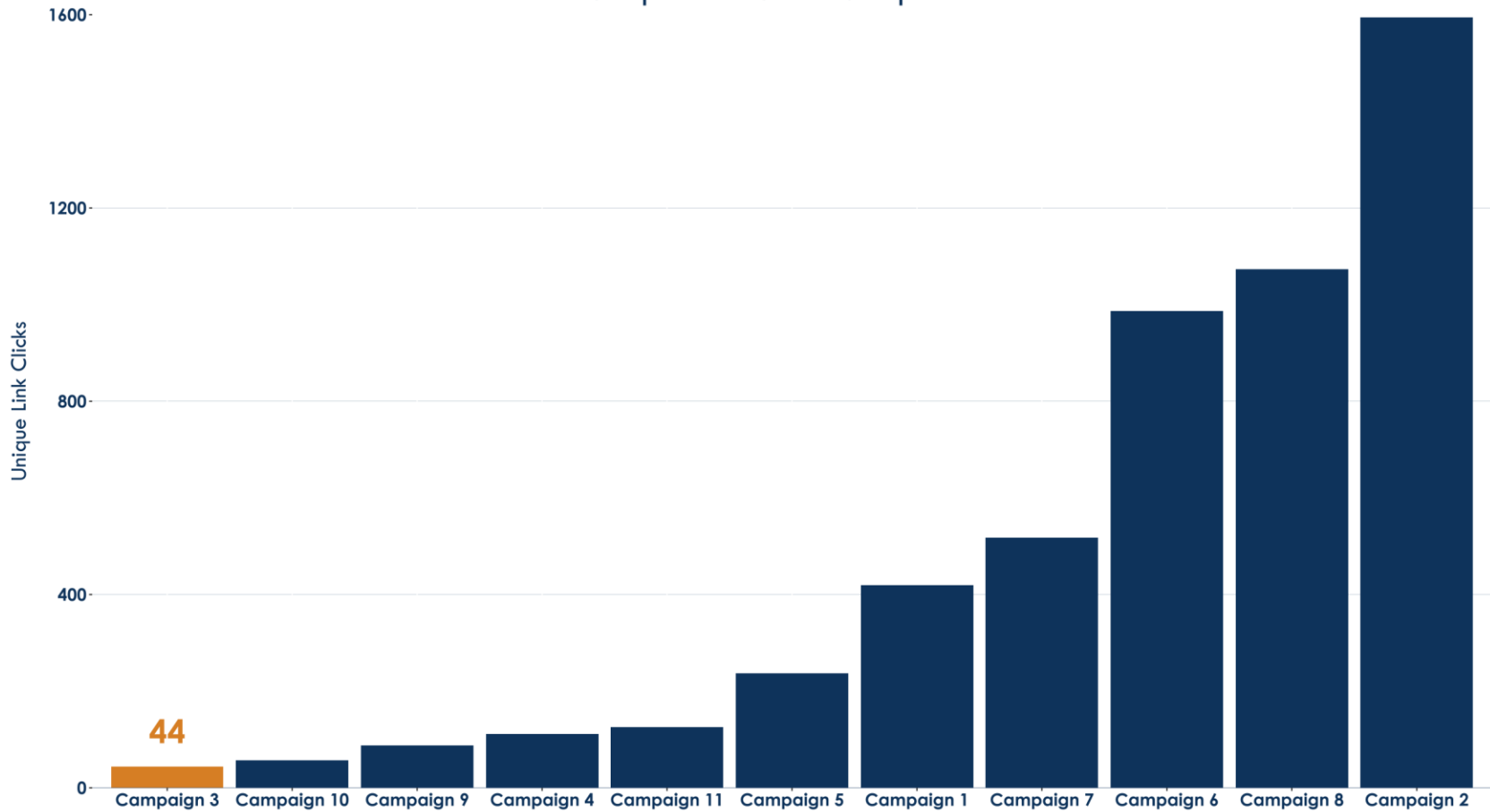
# CLICK-THROUGH RATES

Click-Through Rate Comparison



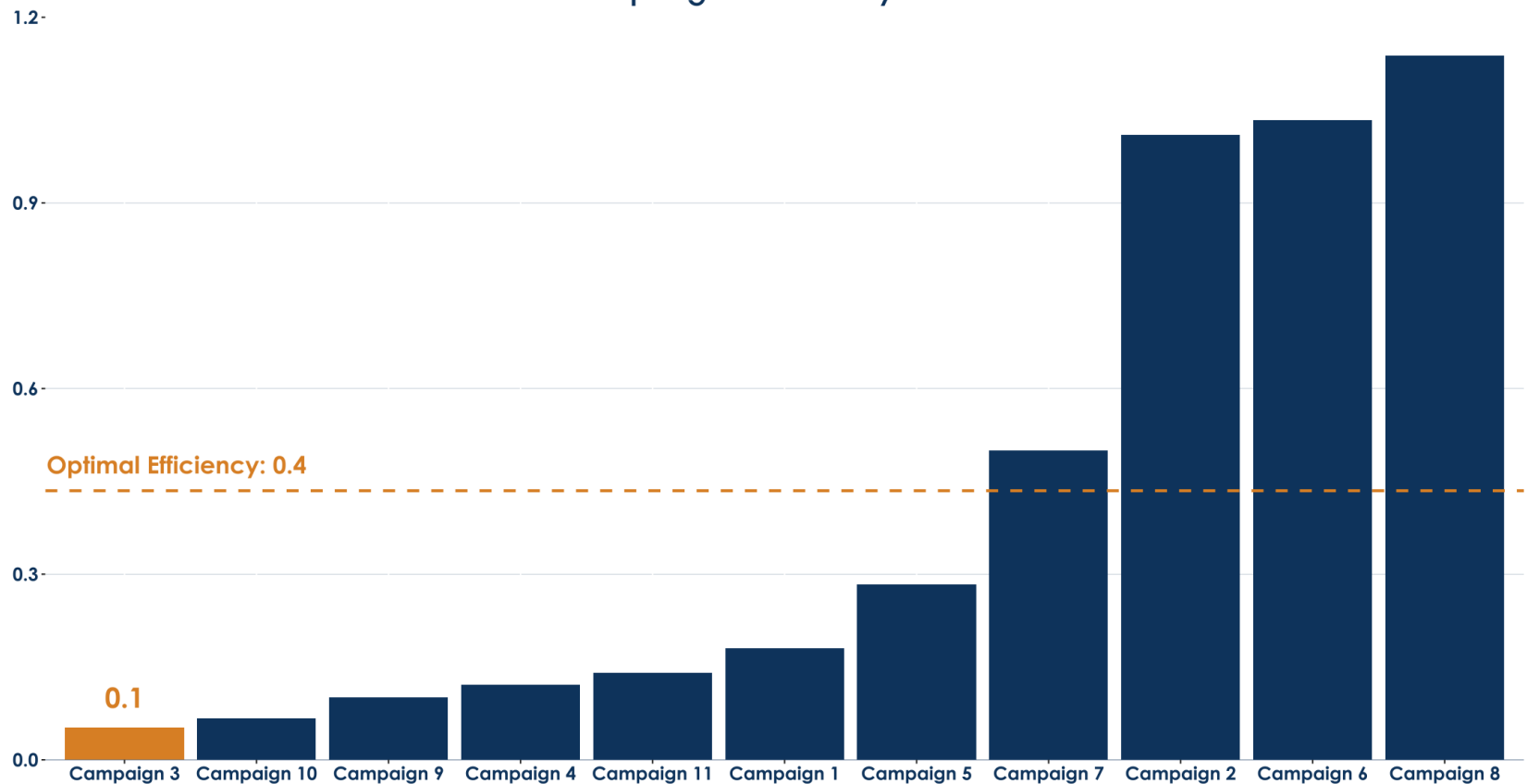
# UNIQUE LINK CLICKS

Unique Link Clicks Comparison



# EFFICIENCY SCORES

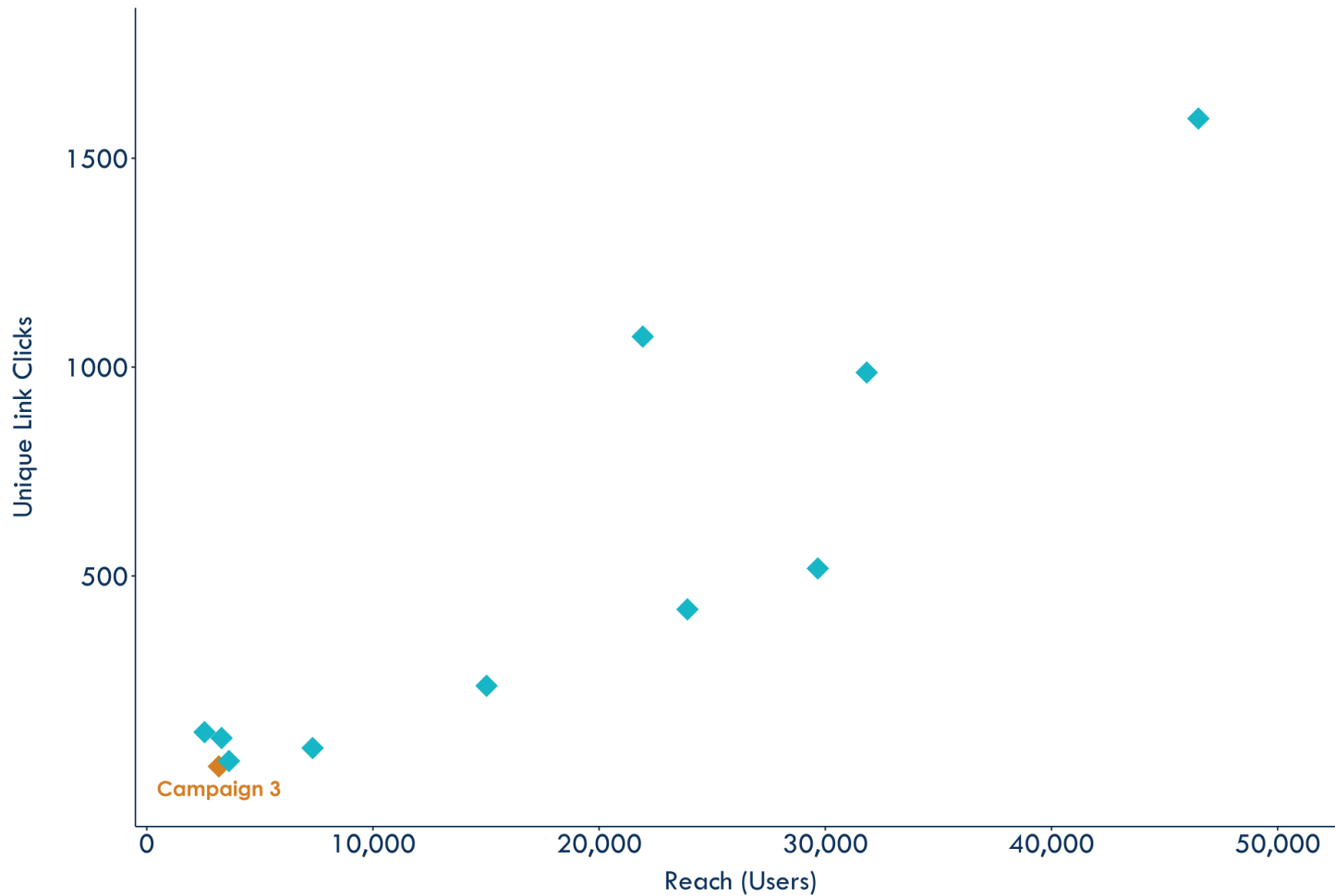
Campaign Efficiency Scores





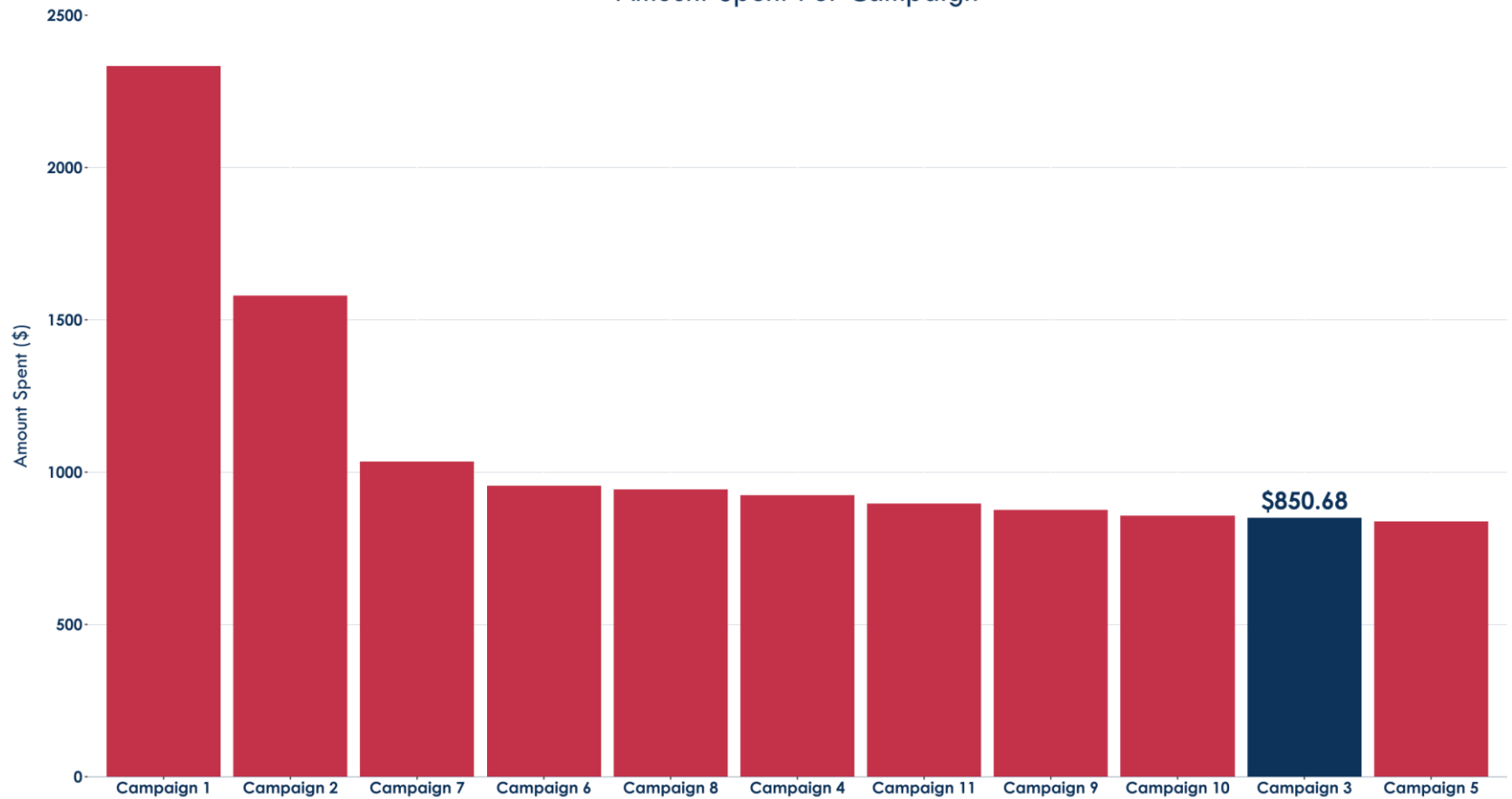
# REACH VS. ULC

Reach vs Unique Link Clicks



# BUDGET SPENT

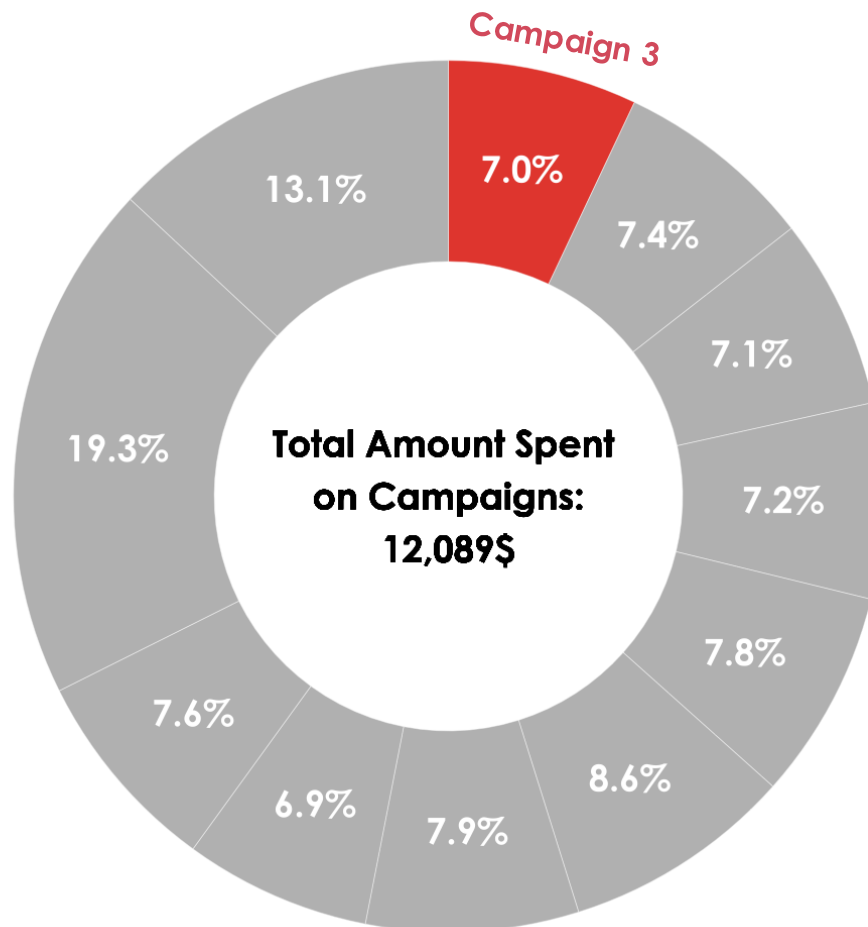
Amount Spent Per Campaign



# BUDGET REALLOCATION

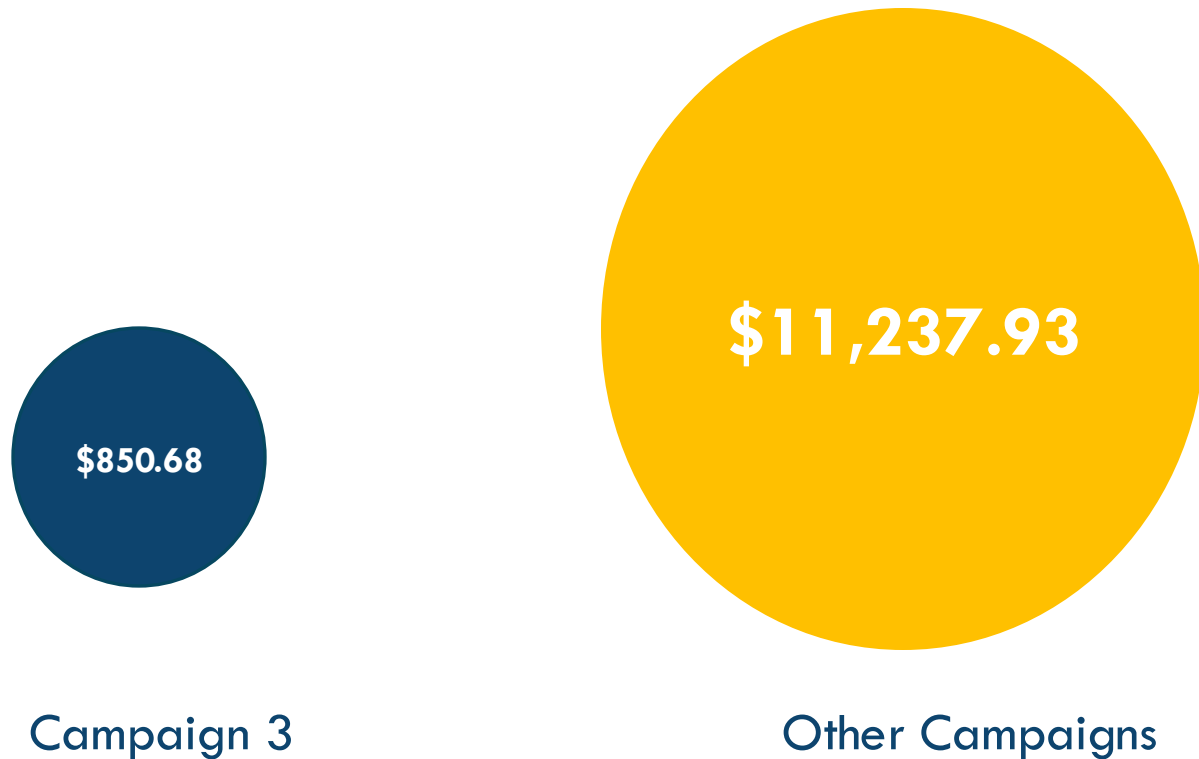
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## Marketing Budget Share



# BUDGET REALLOCATION

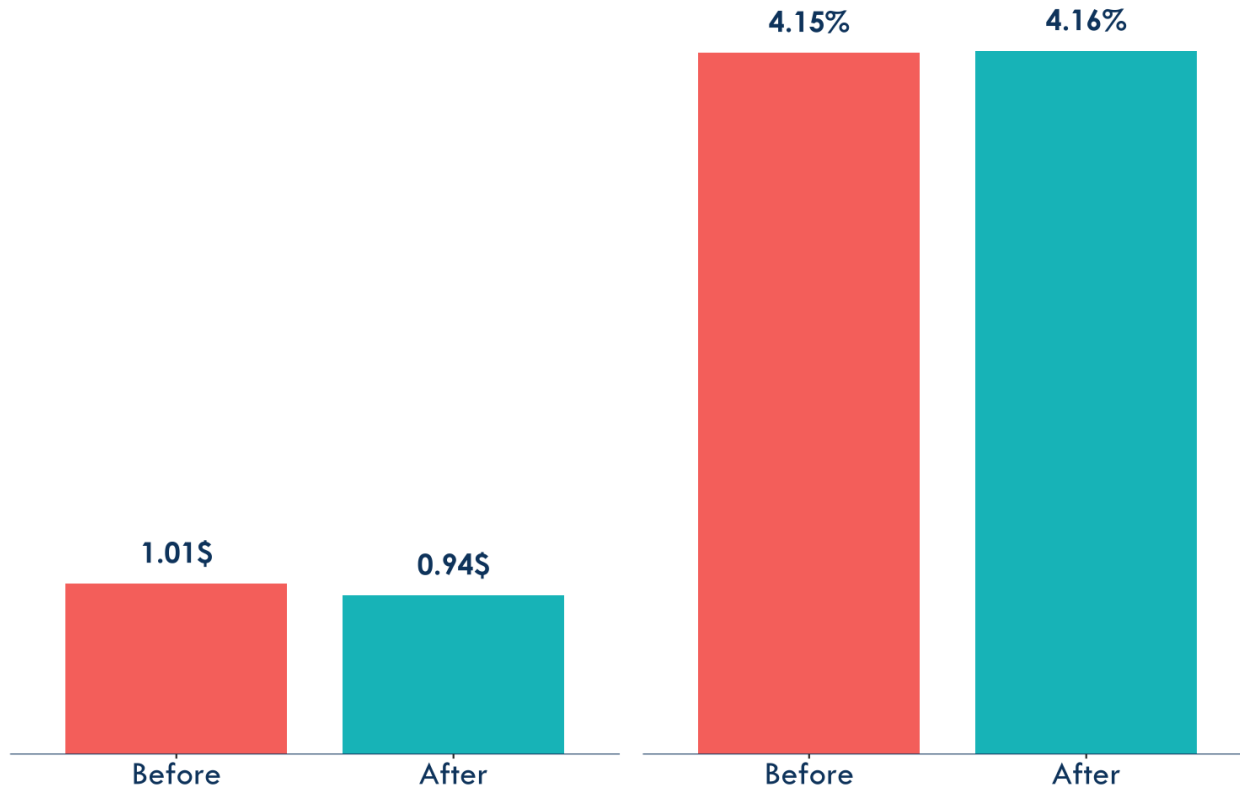
Reallocation potential: Dropping the Campaign 3



# PROJECTED IMPROVEMENTS

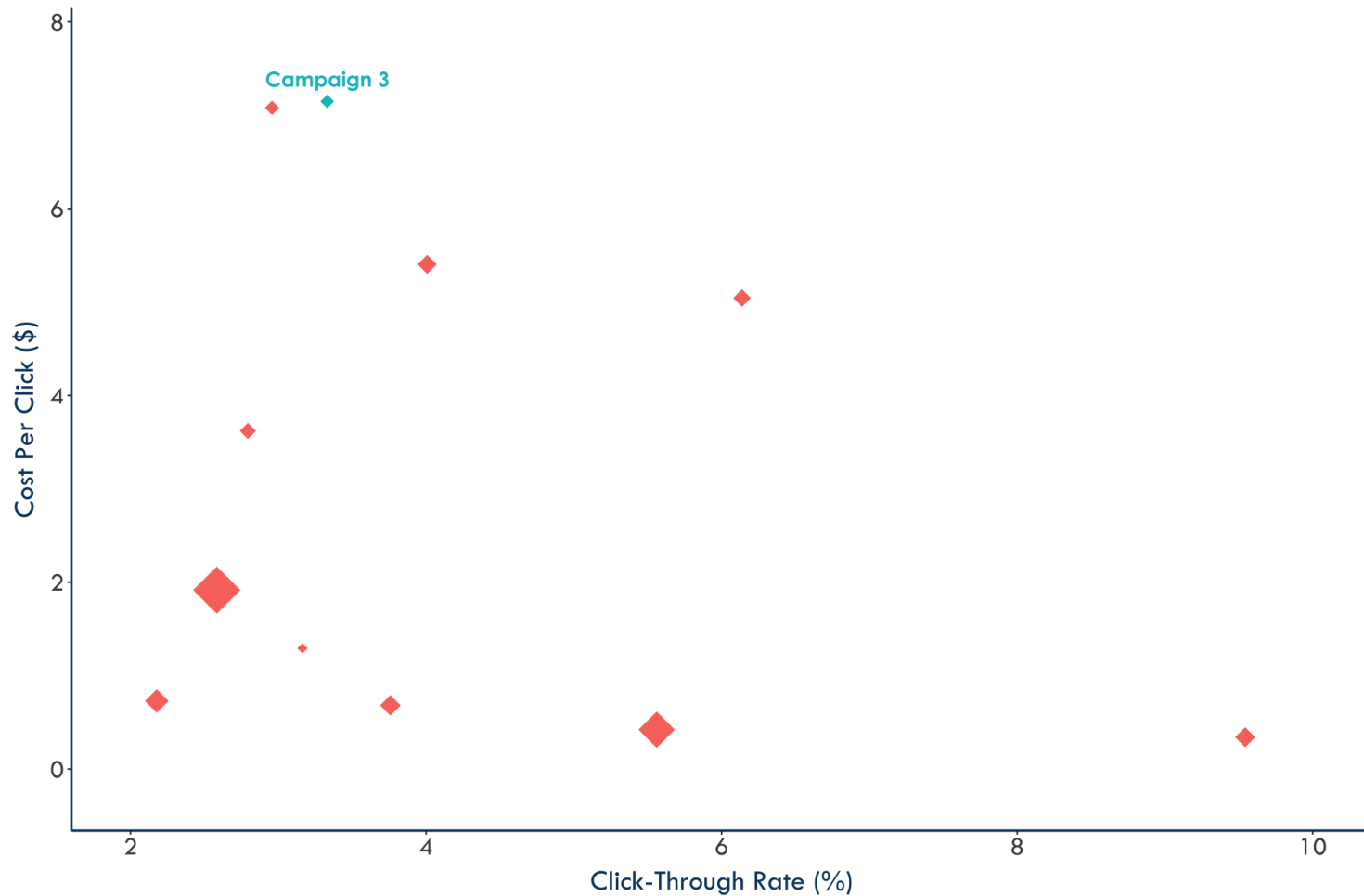
Average Campaign CPC

Average Campaign CTR



# CPC VS CTR BUBBLE

CPC vs CTR (Shape size = Amount Spent)



# UK CAMPAIGN OPTIMIZATION

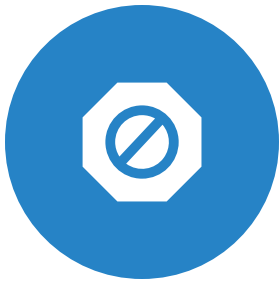


DESPITE A SLIGHTLY HIGHER COST,  
CAMPAIGN 10'S CTR (3.0%) <  
CAMPAIGN 3'S CTR (3.3%).



ACTIONS: REFINE TARGETING,  
ADJUST BIDS.

# CONCLUSION & NEXT STEPS



- DISCONTINUE  
CAMPAIGN 3: FREES  
\$850.68



- OPTIMIZE CAMPAIGN  
10 AND SCALE  
CAMPAIGNS 8, 2 & 11



- PERFORM A/B TESTS  
AND PERFORMANCE  
MONITORING





# THANK YOU

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From the members of Team 15A