

# AD CAMPAIGN PROJECT

EXCELERATE GROUP PRESENTATION

GROUP 2



# ABOUT US



Excelerate is the world's first platform for gaining 21st-century skills through personalized experiences and internship opportunities from anywhere in the world. It is the only platform that brings together employers, universities and high schools to offer various types of experiences, skills and support to help learners get ready for future careers and excel in the global economy.





# OUR TEAM

## TEAM LEAD

**SHUBHAM PACHPUTE**

## Project Managers

- ARADHYA KUMAR
- SHUBHAM SHARMA
- ENO APPAH
- SIVA SURYA TEJA
- SHUBHANKAR SAHU
- JAGADISH REDDY BUTUKURI
- SHANU SHEKHAR

## Project Scribes

- ROBERT EKANEM
- BERNARD ONEWOKAE
- ISAAC OWUSU OSEI
- NAVEEN IJJU
- ENEH KAODICHINMA
- SAMEER SINGH

## Project Leads

- SANKET AWAD
- ISHANK VERMA

# INTRODUCING SUPERHERO U



Superhero U was an initiative to enable creative and ardent young minds to make the greatest use of their abilities and imagination. It was driven by the desire to develop a sense of invention and originality among our children



- Superhero U was a competitive event that aimed to give up-and-coming stars an encouraging and fair educational opportunity.
- It was inspired by the UN's purpose "to promote prosperity while protecting the planet."



# GOALS AND PROCESSES

## Goal

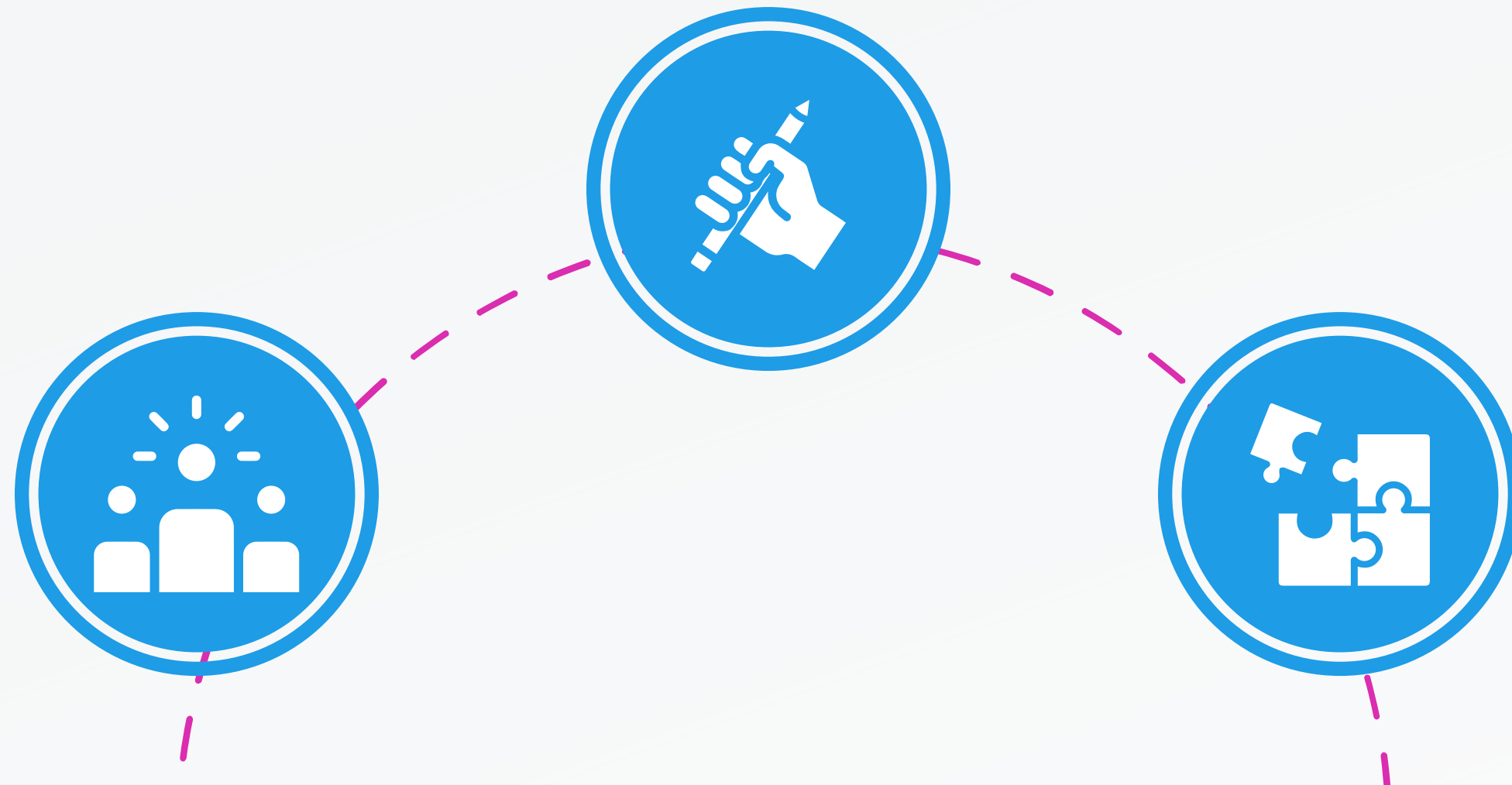
Assist marketing team to pinpoint a specific campaign for potential discontinuation to save expenses.

## Process n° 1

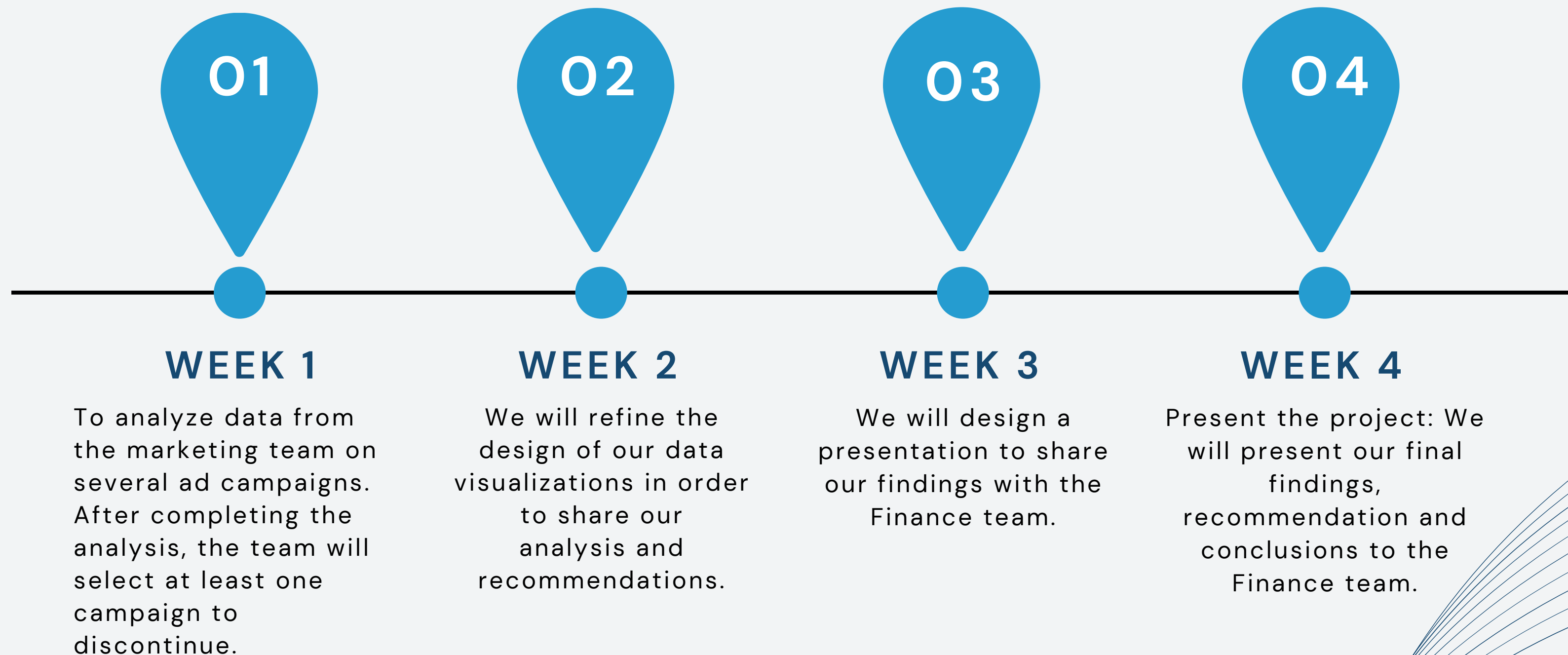
Examine the Marketing team's data, choose a campaign to advise ending

## Process n° 2

Develop professional data visualizations to submit your findings to the Finance team.



# Project Timeline



# FACEBOOK

Facebook is a platform where users can connect with one another and share text, photographs, and videos on the social networking site.

- Although creating an account and setting up a profile page on Facebook is free for both individuals and companies, the site does feature advertisements.

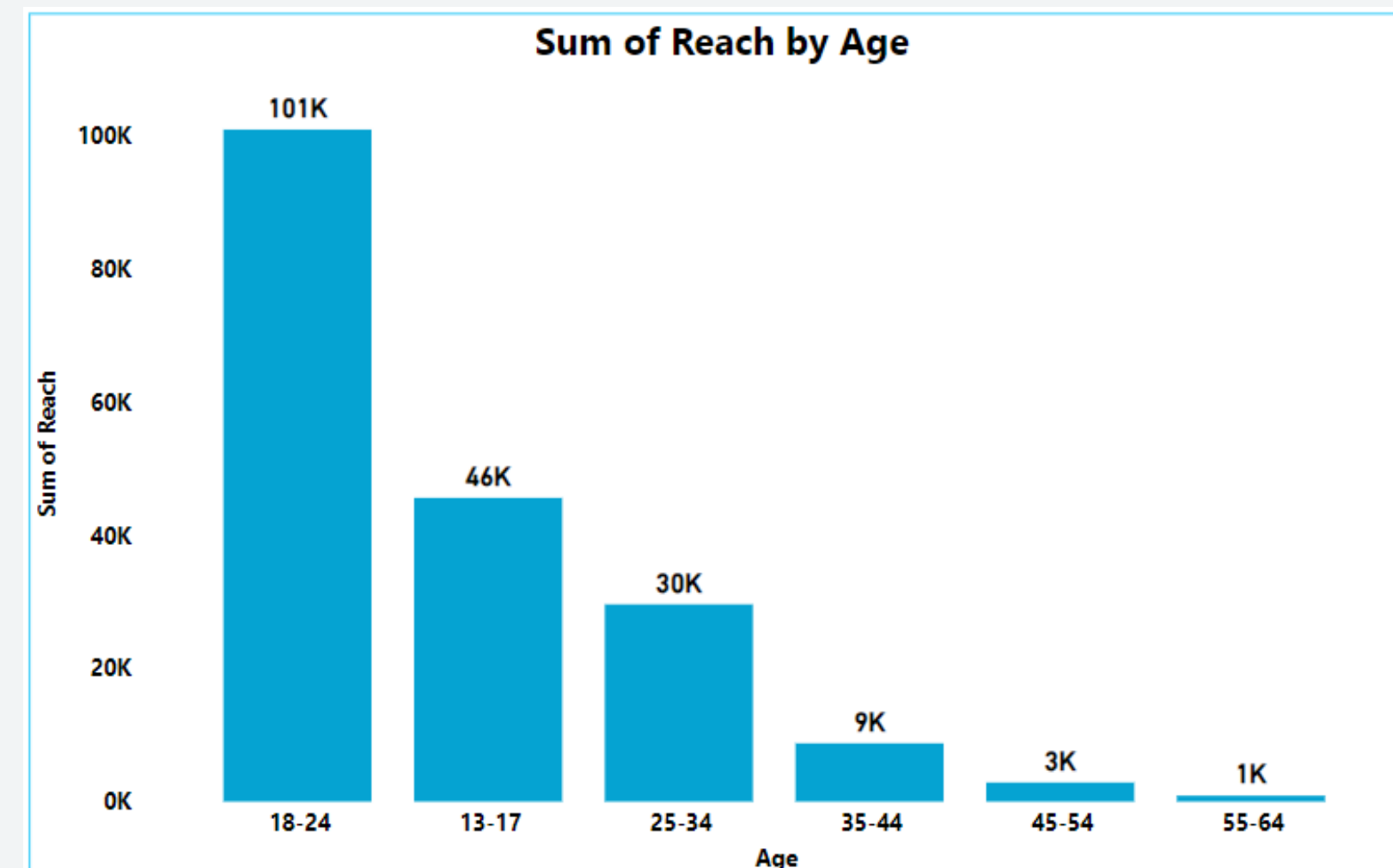
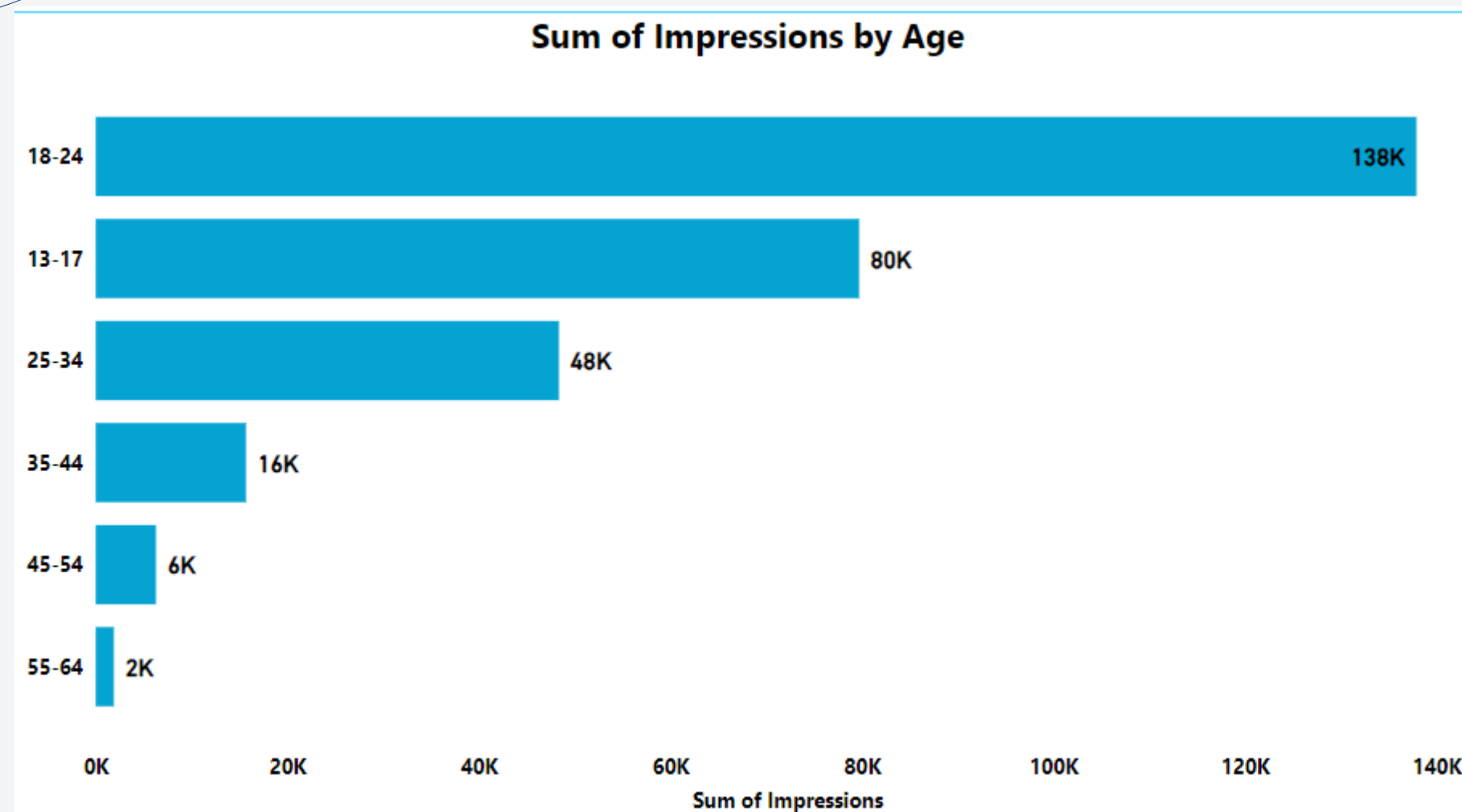


## Facebook Ads



- On the Facebook platform and its partner websites and applications, businesses may use Facebook Ads, an online advertising platform, to develop customized ads and reach a large audience.

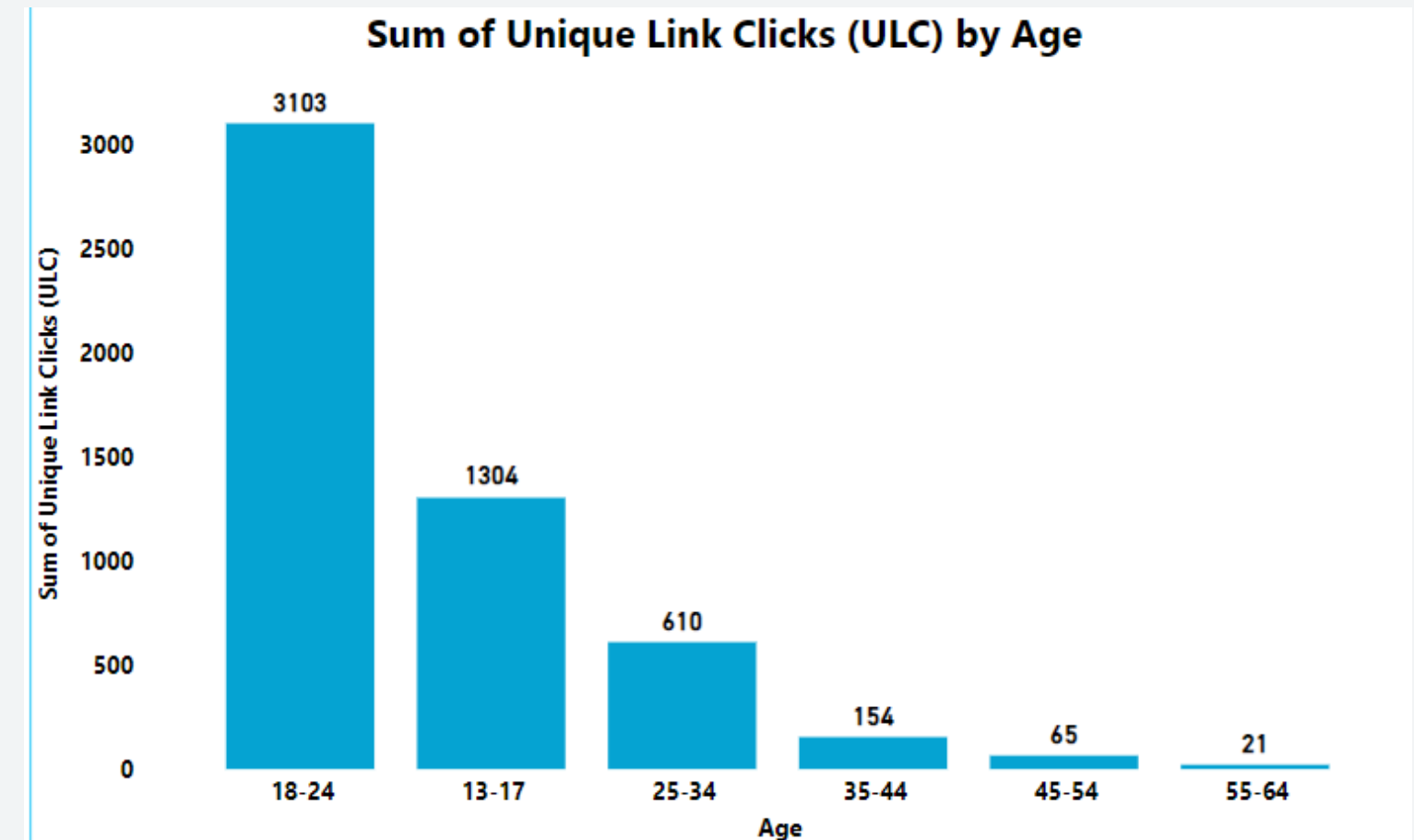
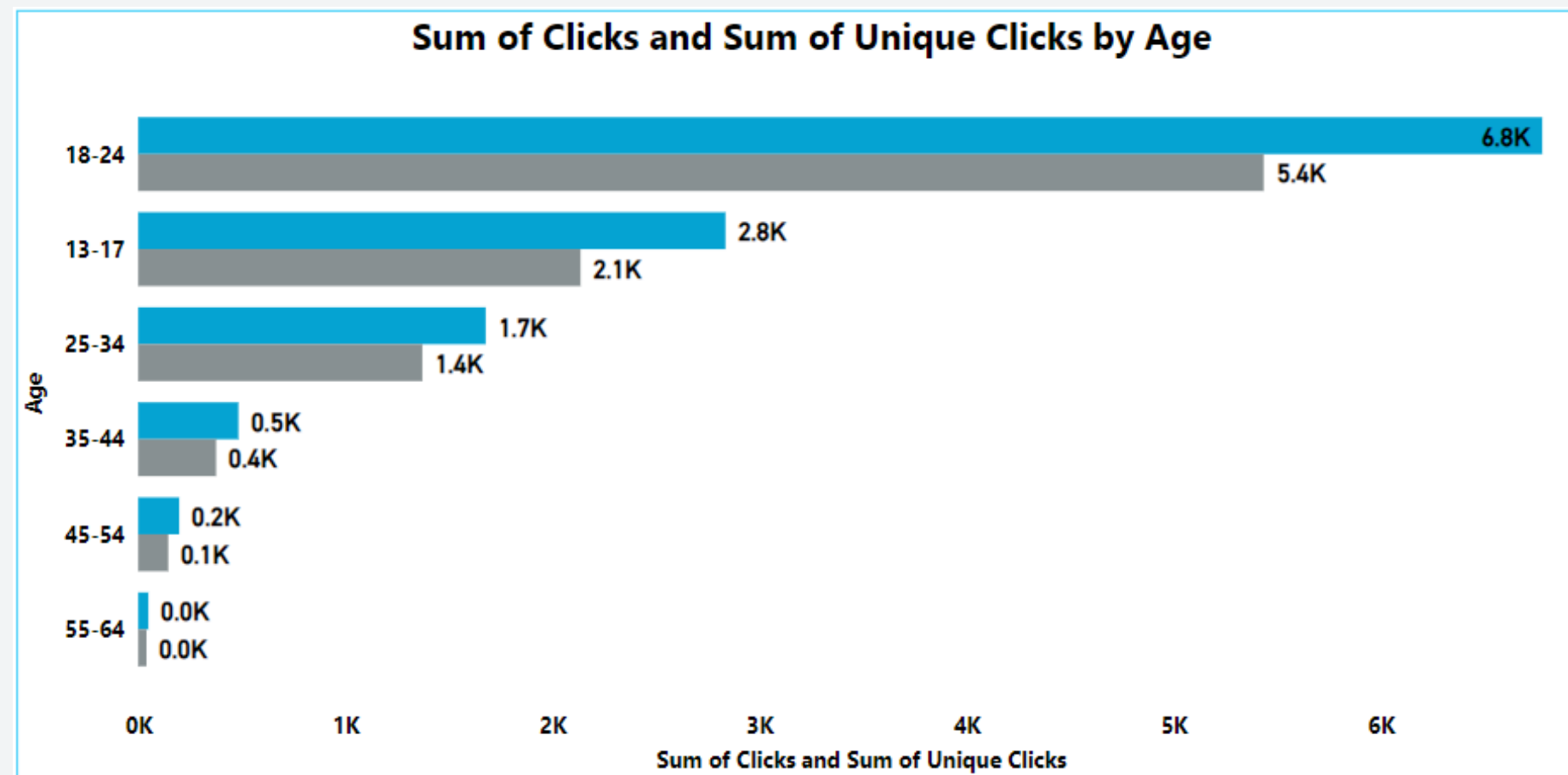
## Analysis by Age



- "18-24" Age Group has the most Impressions which amounts to 138K and also has the most number of reach resulting to 101K.
- "45-54" & "55-64" Age Group has the least number of impressions and reach in comparison with the other groups.

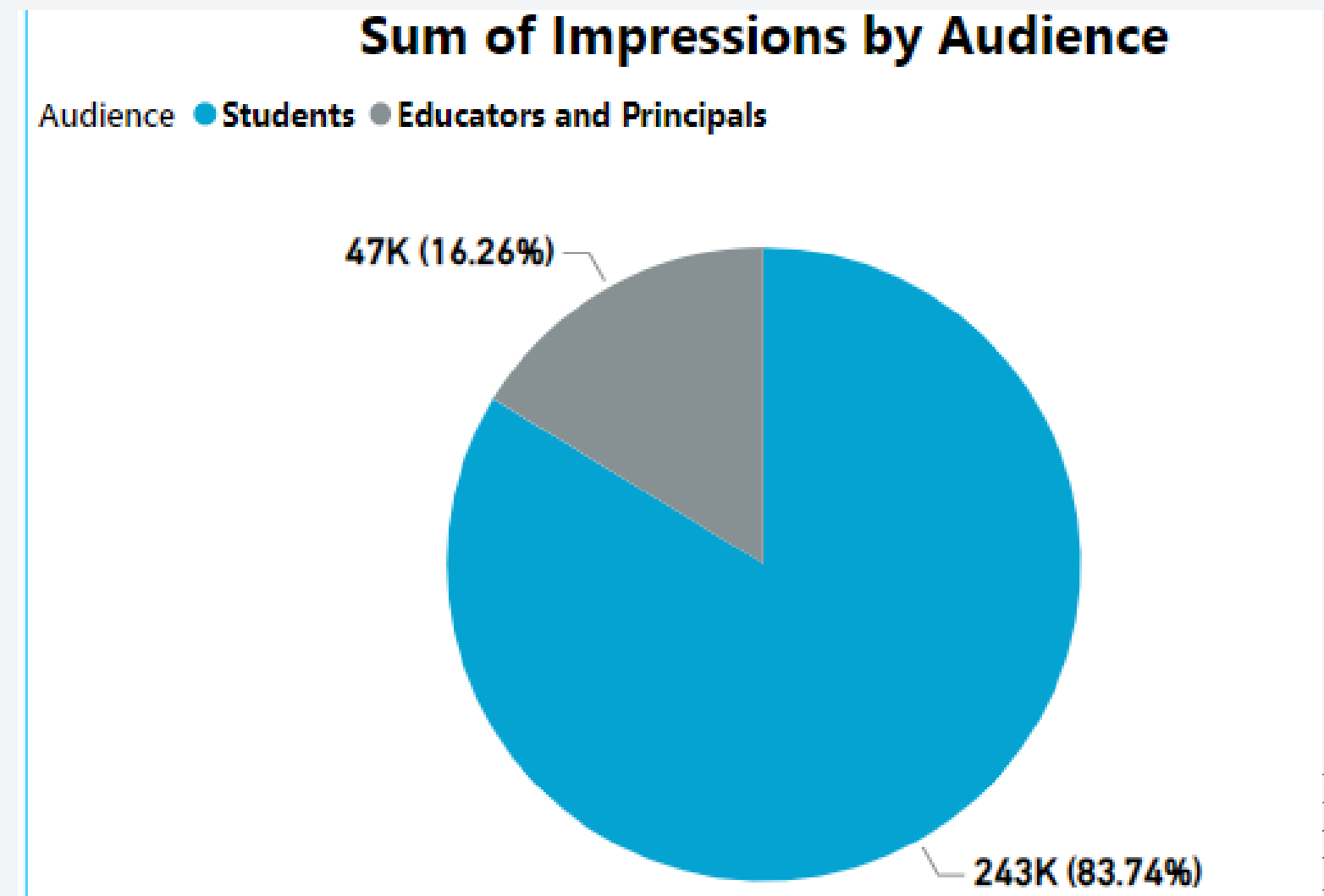
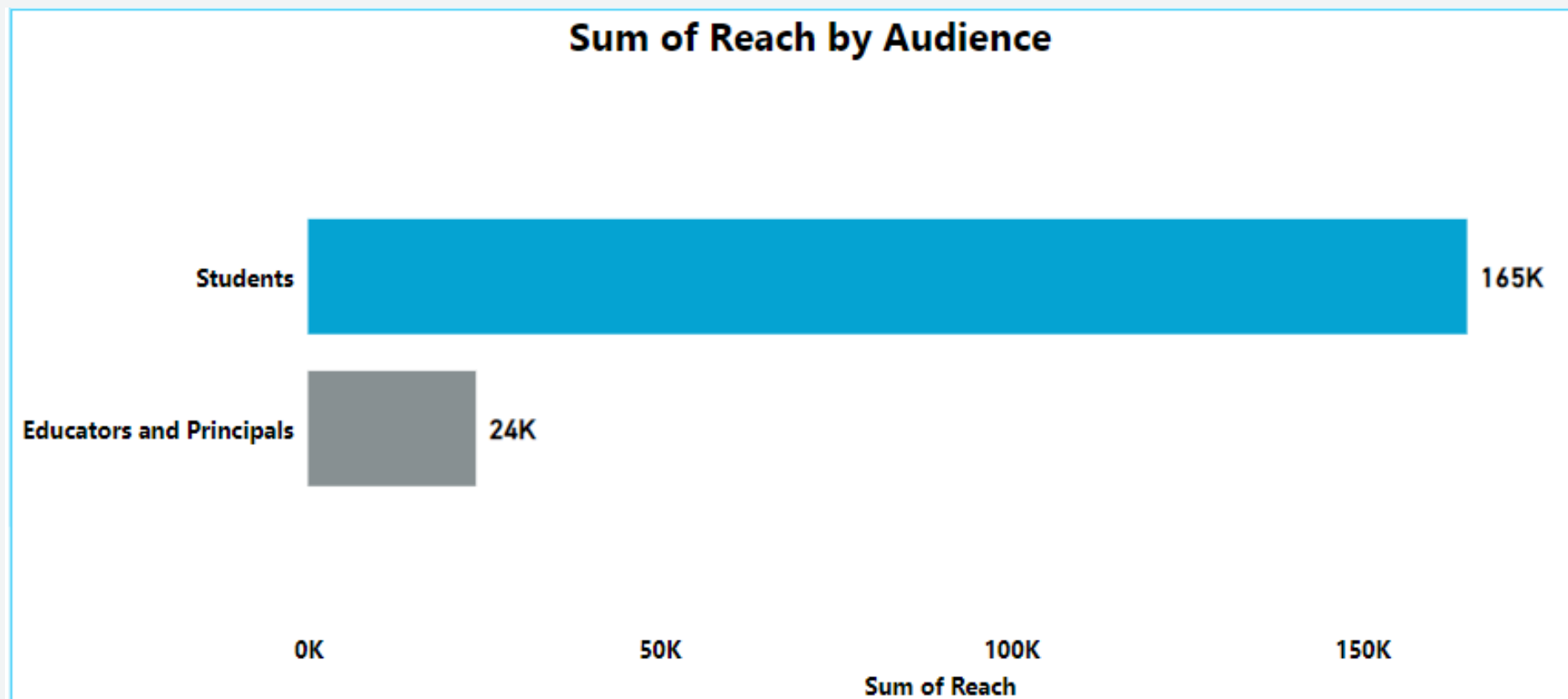


## Analysis by Age



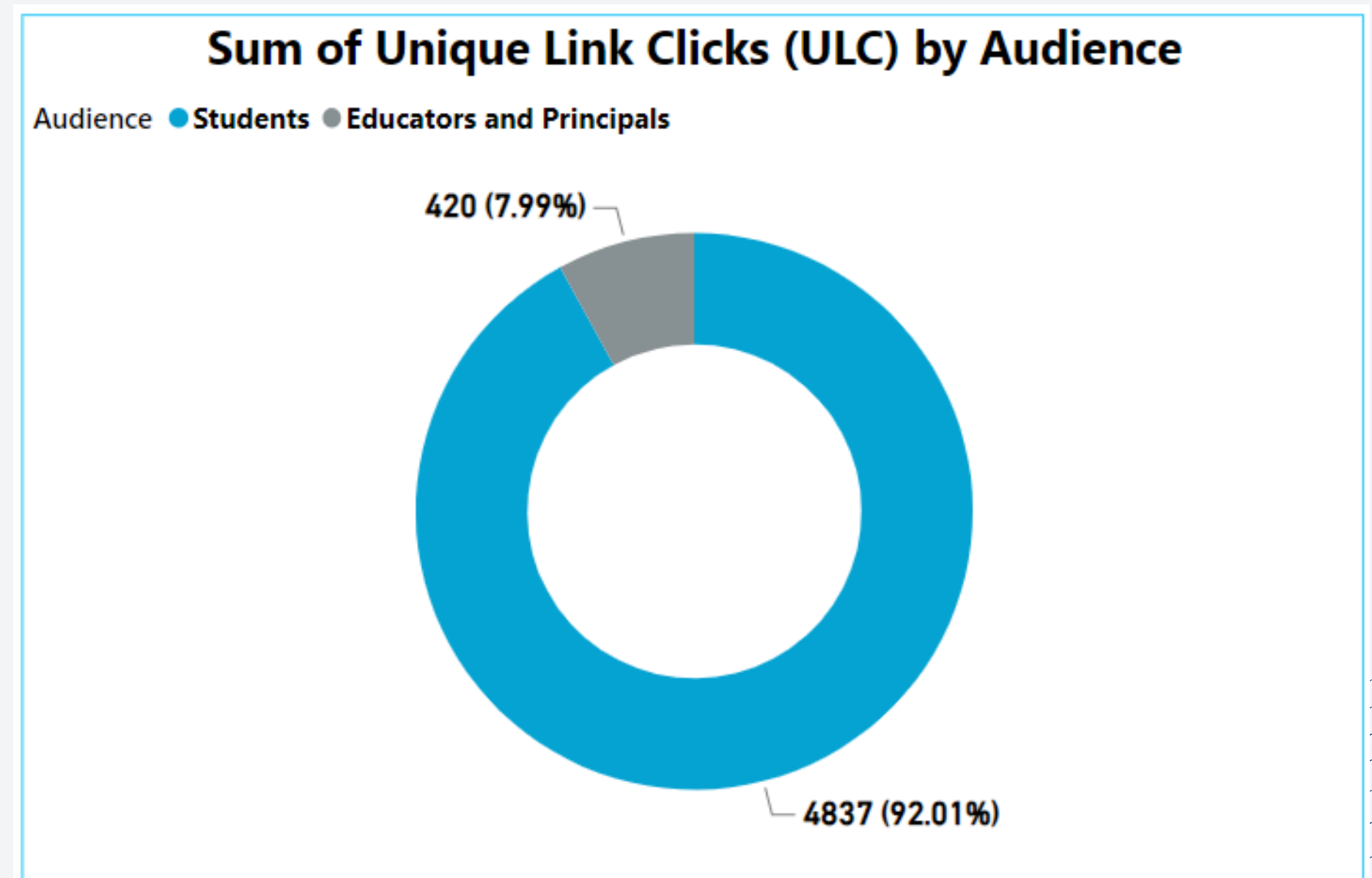
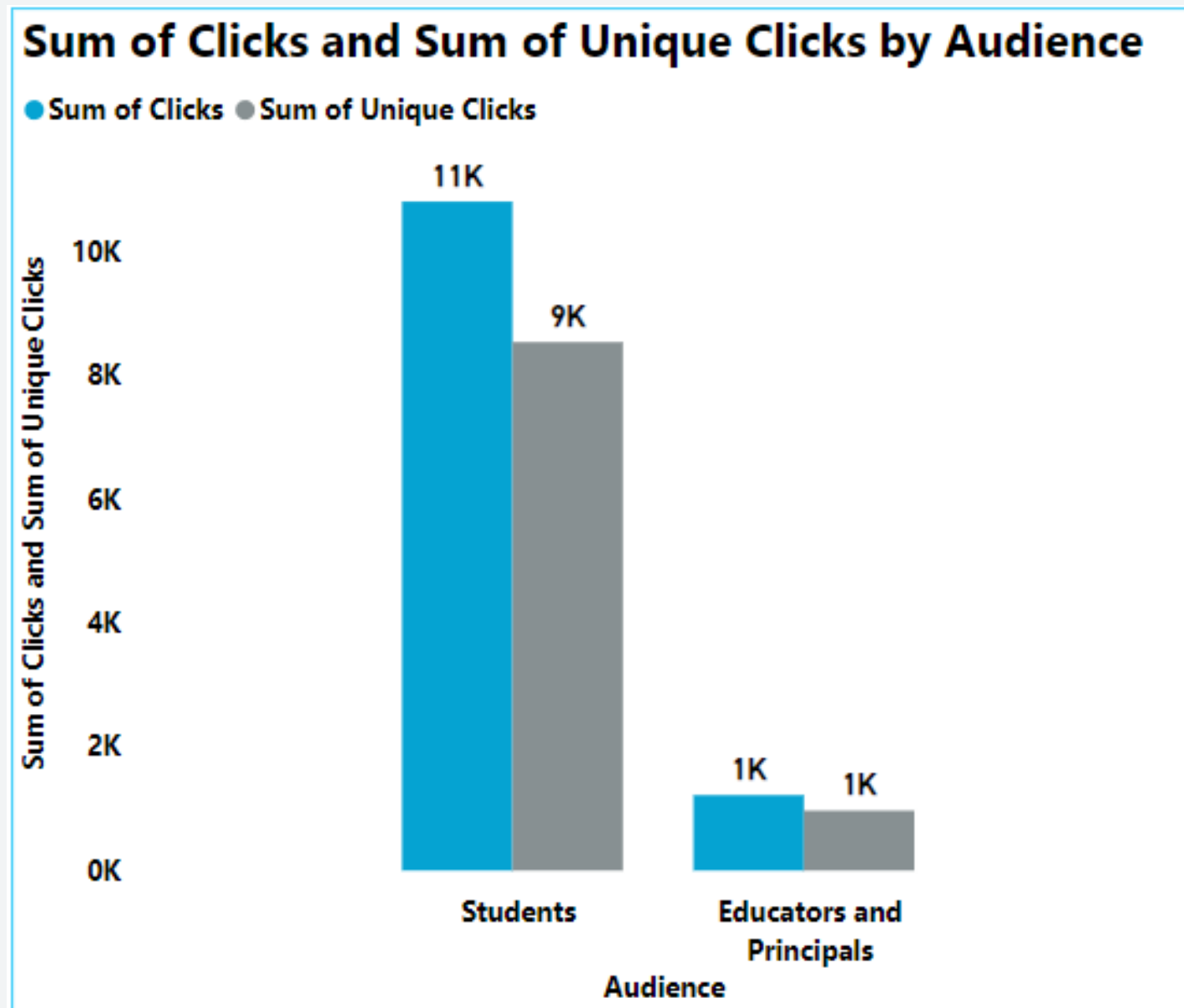
- "18-24" Age Group consists of the most number of Clicks, Unique Clicks and Unique Link Clicks.
- "35-44", "45-54" & "55-64" Age Group has the least number of Clicks, Unique Clicks and Unique Link Clicks.

## Analysis by Audience



- As we can see from the Graphs, students category has the most number of Impressions and Reach.
- Students consists about more than 80% of Reach and Impressions on the other hand Educators and Principals have very low reach and impressions.

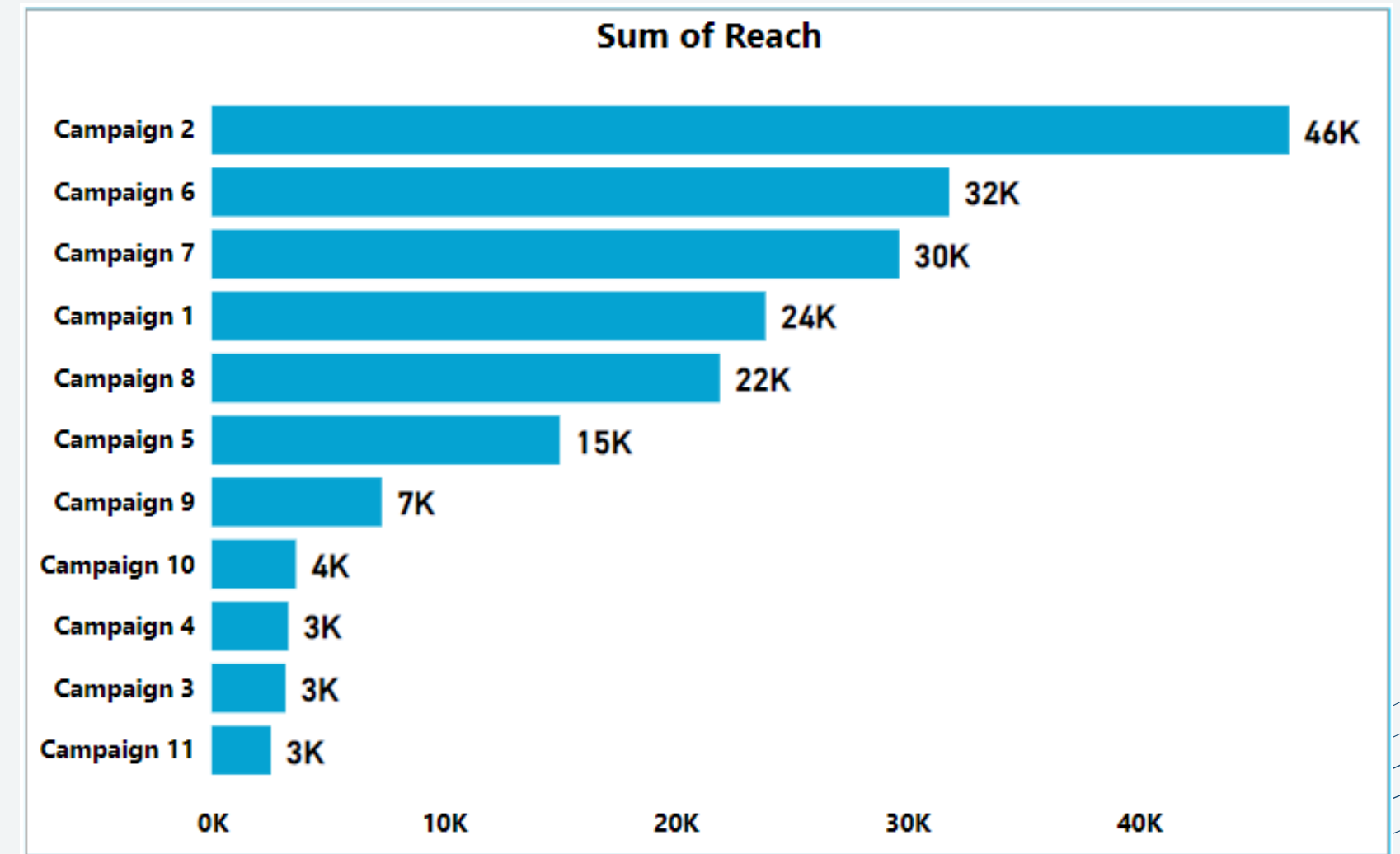
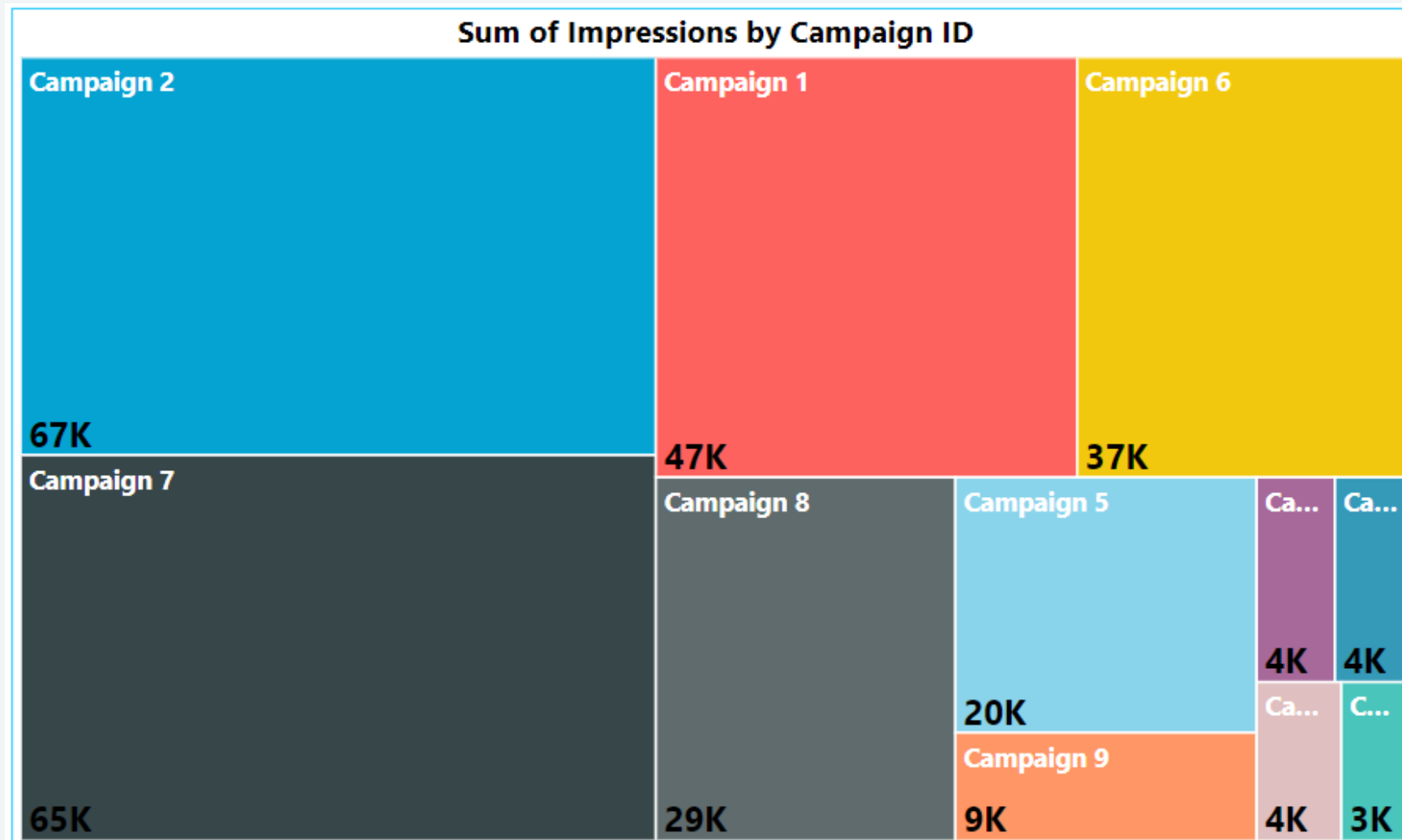
## Analysis by Audience



- Students have the most number of Clicks, Unique Clicks and Unique Link Clicks which consists of more than 92% when compared to Educators and Principals.

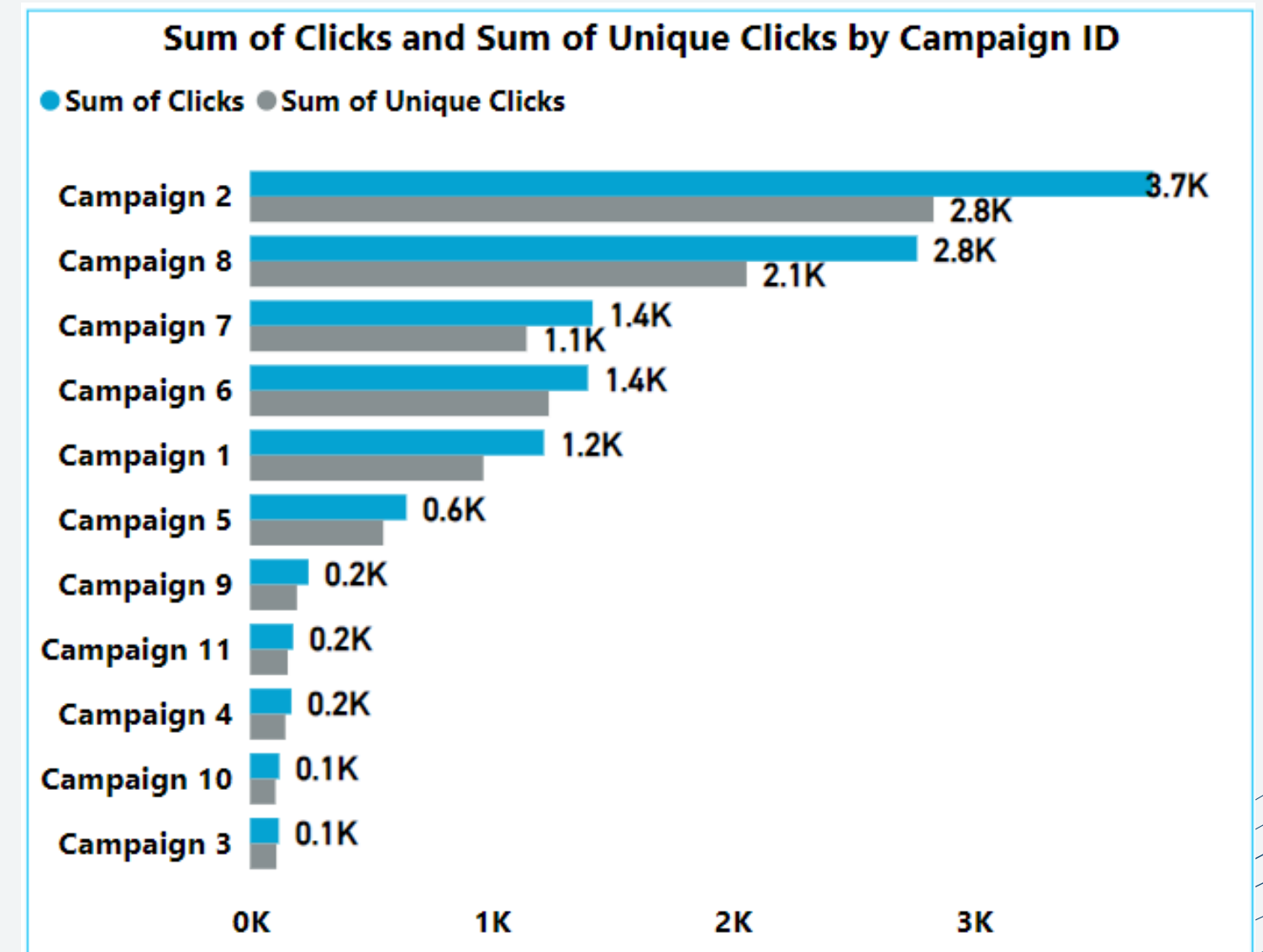
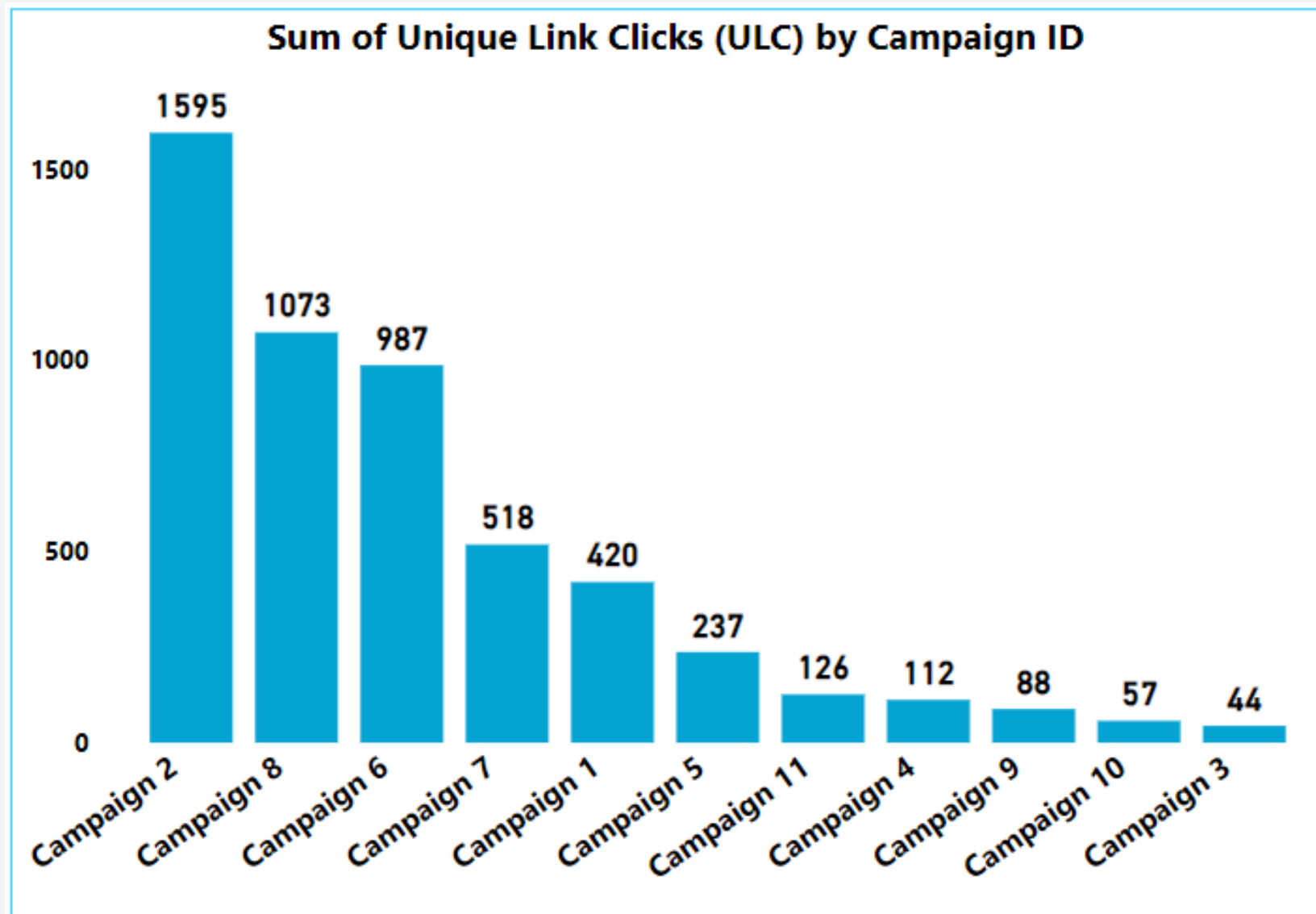


## Analysis by Campaign ID



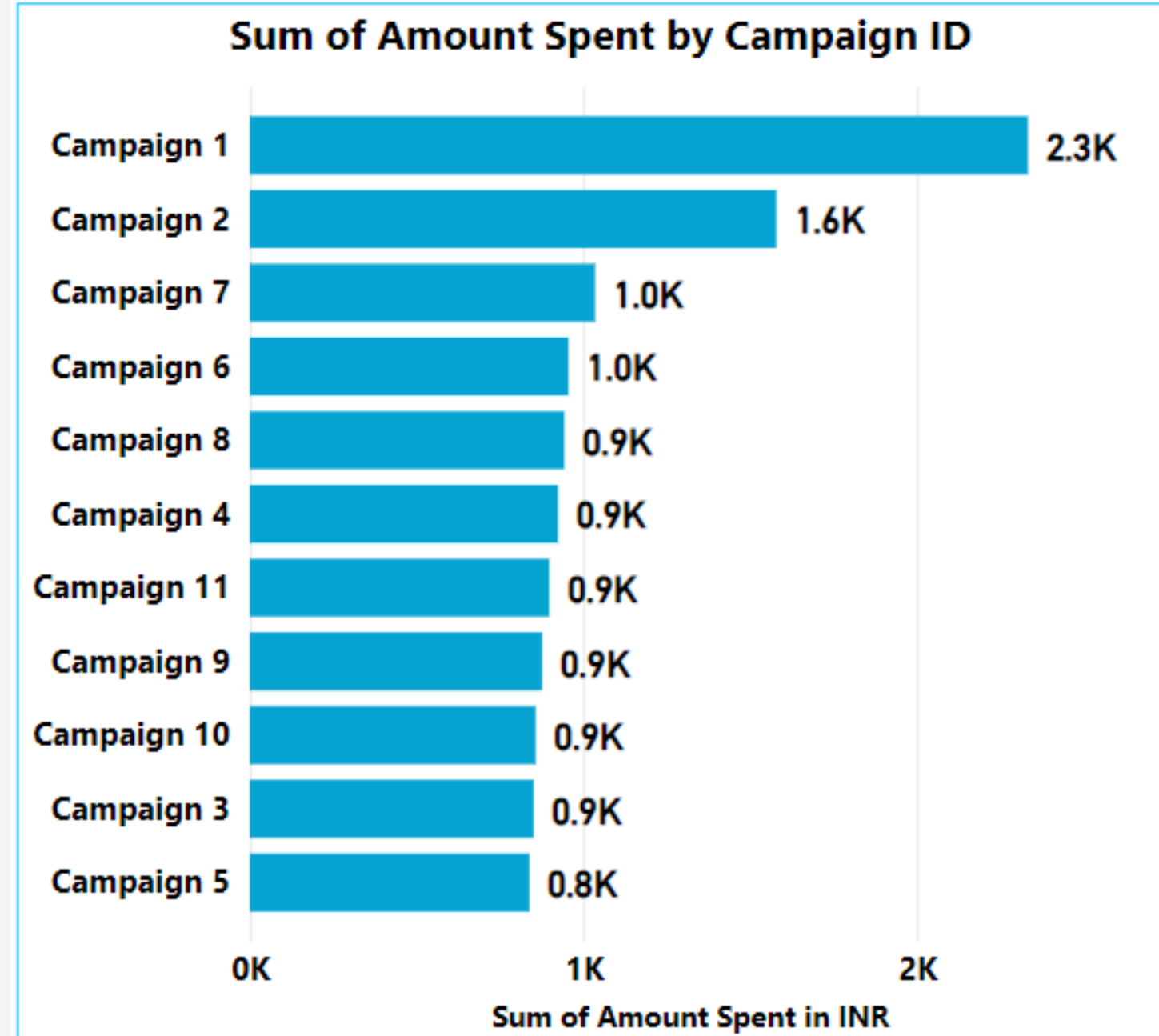
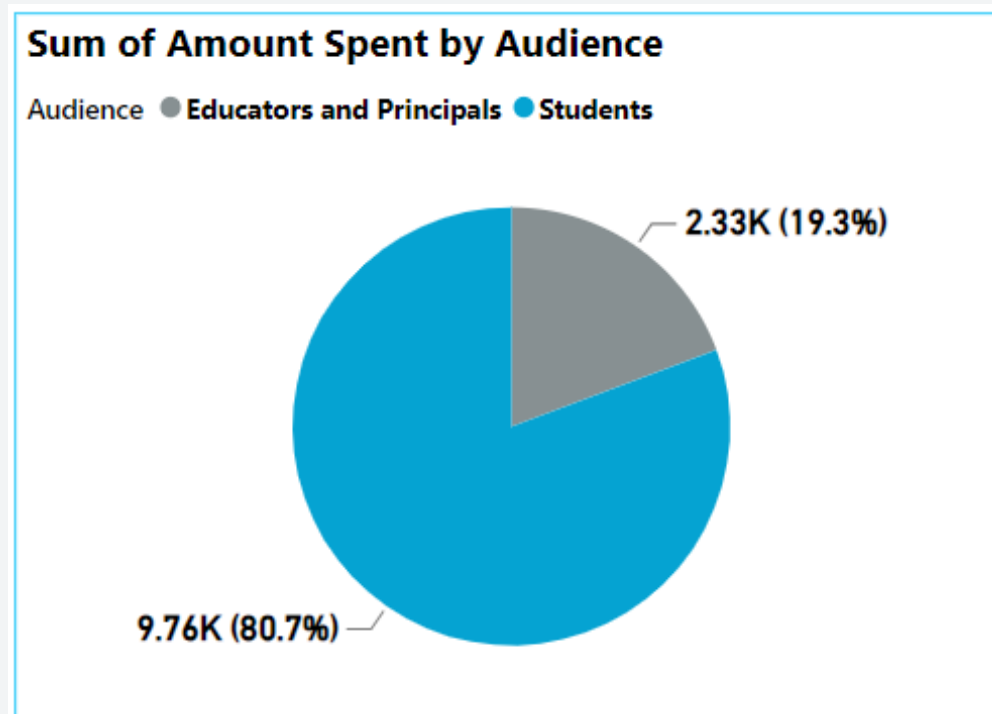
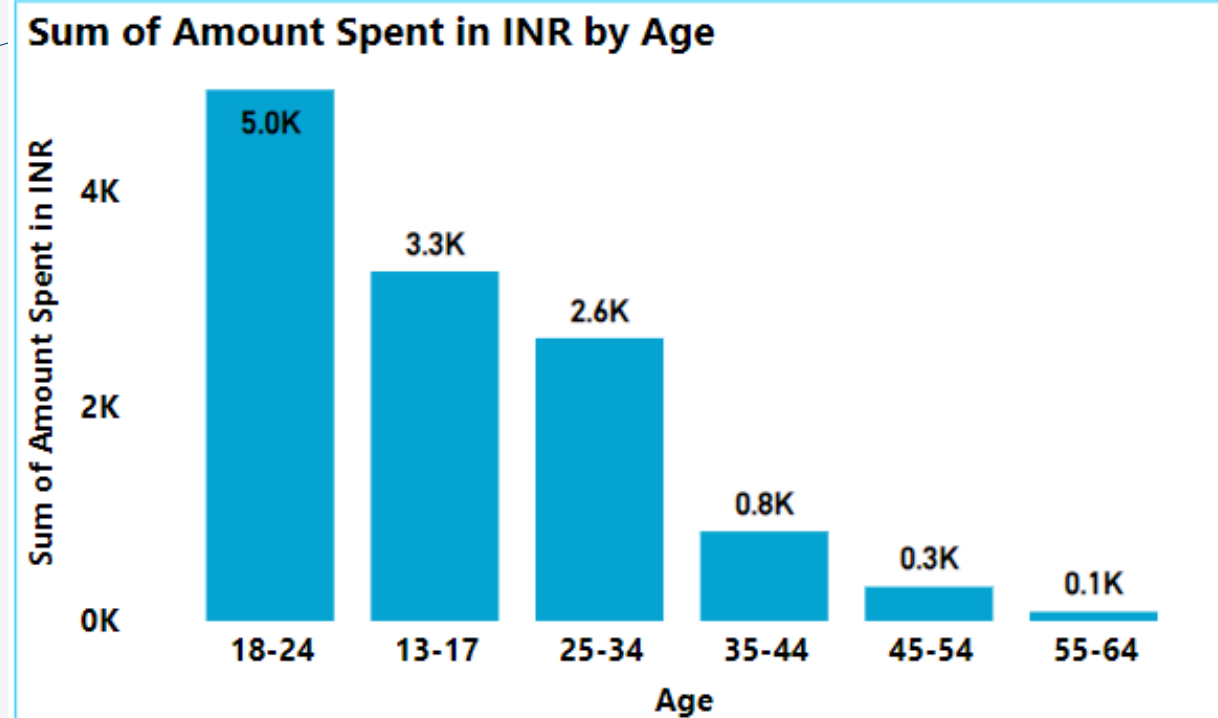
- "Campaign 2" has the highest number of Impressions followed by other campaigns.
- "Campaign 2" also has the most number of Reach among all.
- "Campaign 10, 4, 3 & 11" has very low Reach.

## Analysis by ULC & Clicks



- "Campaign 2" has the most number of Clicks, Unique Clicks and Unique Link Clicks.
- "Campaign 9, 11, 4, 10 & 3" are among the lowest of all the campaigns.

## Financial Analysis



- "18-24" Age Group has the highest amount spent followed by other groups.
- Out of all the amount spent on Target Audience, 80% of that is spent only for "Students" Ads.
- "Campaign 1" has the highest amount spent, followed by "Campaign 2". Amount spent on all other campaigns is equal or less than 1K.



## KPI's

| Campaign ID | Amount Spent | Reach | Impressions | Clicks | Unique Link Clicks | CPC  | CPR   | UniqueCTR |
|-------------|--------------|-------|-------------|--------|--------------------|------|-------|-----------|
| Campaign 11 | 897.68       | 2555  | 2900        | 178    | 126                | 5.04 | 7.12  | 4.34      |
| Campaign 8  | 942.78       | 21929 | 28974       | 2765   | 1073               | 0.34 | 0.88  | 3.70      |
| Campaign 6  | 955.21       | 31831 | 37246       | 1400   | 987                | 0.68 | 0.97  | 2.65      |
| Campaign 4  | 923.96       | 3307  | 4267        | 171    | 112                | 5.40 | 8.25  | 2.62      |
| Campaign 2  | 1,579.02     | 46494 | 67313       | 3743   | 1595               | 0.42 | 0.99  | 2.37      |
| Campaign 10 | 856.67       | 3636  | 4091        | 121    | 57                 | 7.08 | 15.03 | 1.39      |
| Campaign 3  | 850.68       | 3187  | 3572        | 119    | 44                 | 7.15 | 19.33 | 1.23      |
| Campaign 5  | 837.78       | 15024 | 20483       | 648    | 237                | 1.29 | 3.53  | 1.16      |
| Campaign 9  | 876.26       | 7333  | 8660        | 242    | 88                 | 3.62 | 9.96  | 1.02      |
| Campaign 1  | 2,333.33     | 23904 | 47139       | 1218   | 420                | 1.92 | 5.56  | 0.89      |
| Campaign 7  | 1,035.24     | 29668 | 65215       | 1420   | 518                | 0.73 | 2.00  | 0.79      |

$$\begin{aligned}
 \text{Average of Unique CTR of all campaigns} &= \frac{\text{Sum of Unique CTR of all campaigns}}{11} \\
 &= 2.01
 \end{aligned}$$

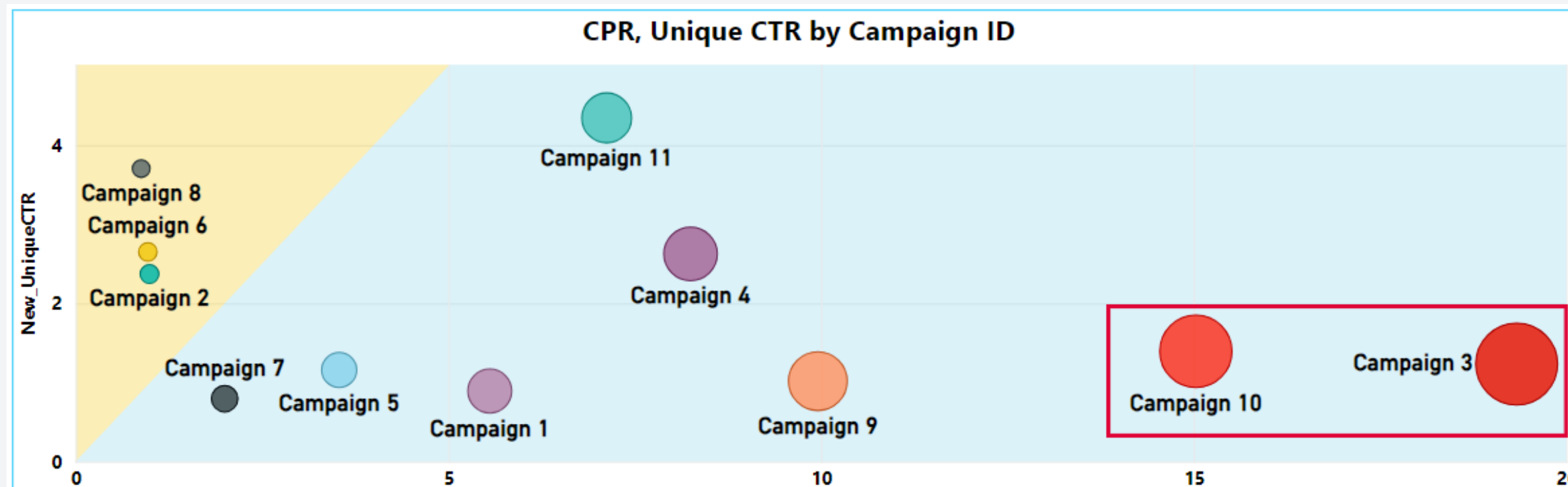
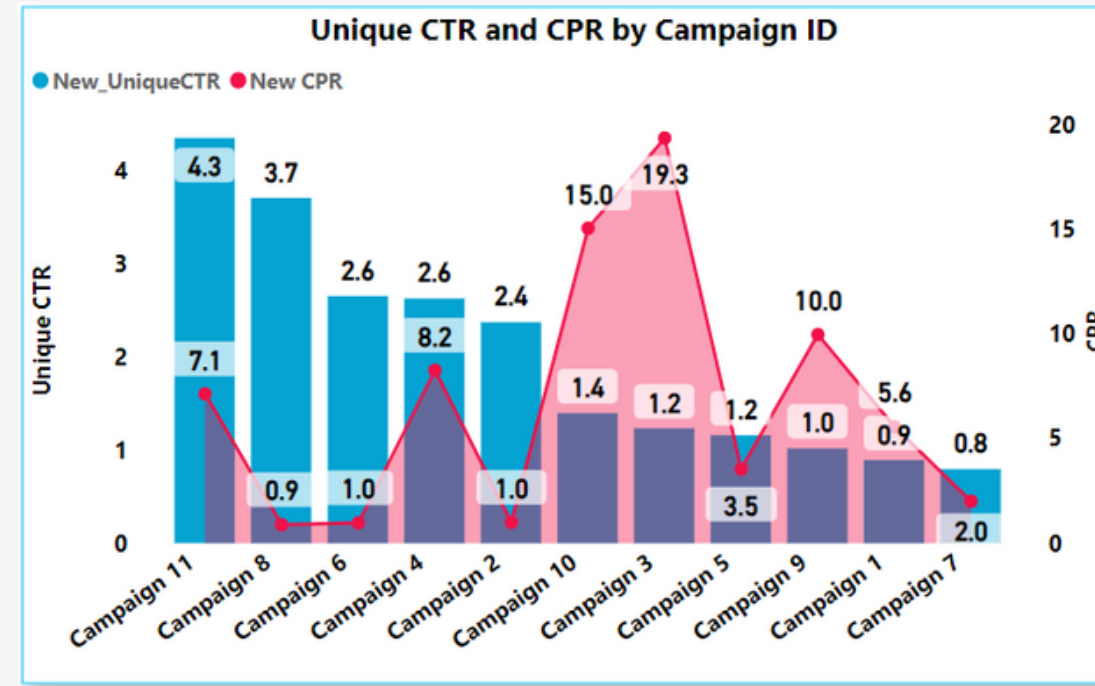
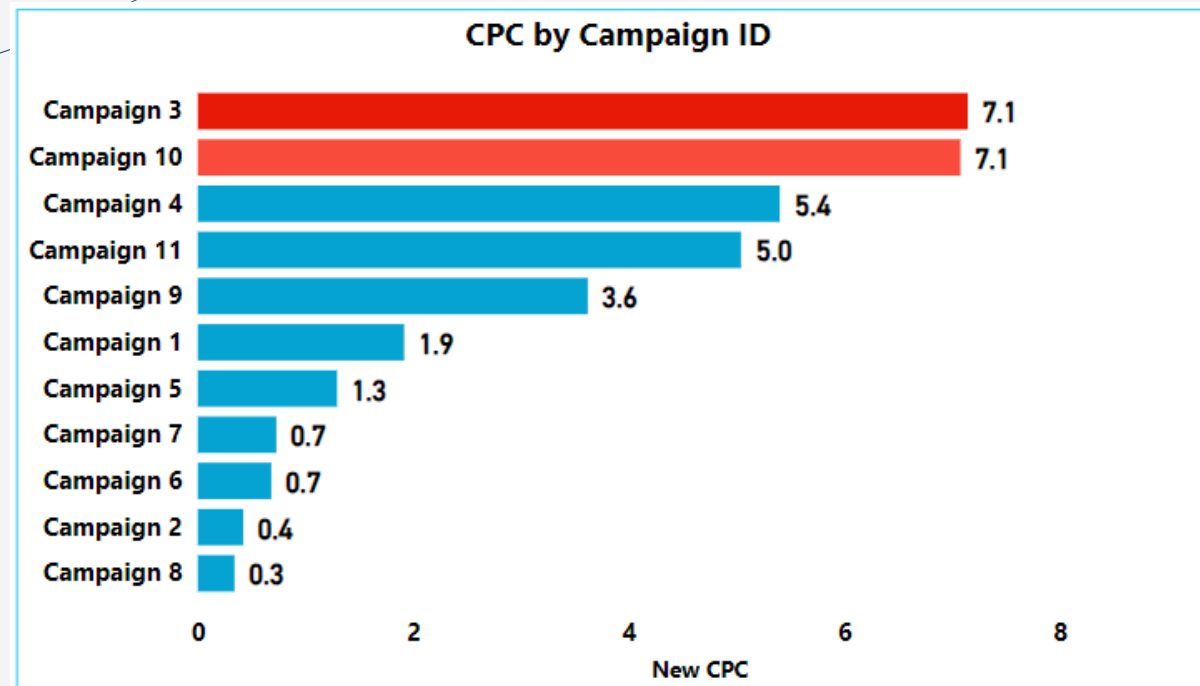
The above KPI's are consolidated for each campaign by taking all age groups into account.

$$\text{CPC} = \frac{\text{Total amount spent}}{\text{Sum of clicks of all age groups}}$$

$$\text{CPR} = \frac{\text{Total amount spent}}{\text{Sum of Unique Link clicks of all age groups}}$$

$$\text{Unique CTR} = \frac{\text{sum of Unique link clicks of all ages}}{\text{Total Impressions}}$$

## Analysis by KPI's



- **CPC** : "Campaign 3 & 10" has the highest CPC.
- **CPR** : "Campaign 3" has the highest CPR which is 19.3, followed by "Campaign 10" which is 15.
- **Unique CTR** : "Campaign 3" & "Campaign 10" has CTR which is below average and in comparison to the CPR they are not helping us in any way.

# Top Performing Ad Campaigns

AD CAMPAIGN 11

AD CAMPAIGN 8

# Least Performing Ad Campaigns

AD CAMPAIGN 3

AD CAMPAIGN 10



# Conclusion

- Among all the campaigns, "**Campaign 3**" should be discontinued because It is costing us a lot as it's **CPR** is **19.3** which is the highest. Also it is not giving us any great results as the **Unique CTR** is below average.
- "**Campaign 10**" comes second after it with **CTR** of **15** and **Unique CTR** which is also below average. It can be also considered for discontinuing after "Campaign 3".

Thank  
you! 