

Welcome



SAVING MONEY BY **DISCONTINUING AD CAMPAIGNS**

Team Introduction

The Analytics Team-28



Vishal Puspalak
(Project lead)



Divyansh Saxena
(Team lead)



Rudra Ajnadkar
(Project Scribe)



Rutuja Jadhav
(Project Manager)



Sayyed Khaleel Basha
(Project Scribe)

What is the Superhero U Event?

Superhero U is an interactive event designed to inspire and educate students and educators

Focuses on **leadership, teamwork, and personal growth** using a superhero theme.



Features **guest speakers, workshops, and interactive activities** to engage participants.

Aims to **empower attendees** with skills and motivation for future success.

What is facebook ads?



Facebook Ads is an online advertising platform by Meta (formerly Facebook) that allows businesses, marketers, and individuals to promote their products, services, or content across Facebook, Instagram, Messenger, and the Audience Network. It provides businesses with powerful tools to reach specific audiences based on demographics, interests, behaviors, and more. Advertisers can create campaigns with different objectives, such as increasing brand awareness, driving traffic to a website, generating leads, or boosting sales.

What is facebook ads?

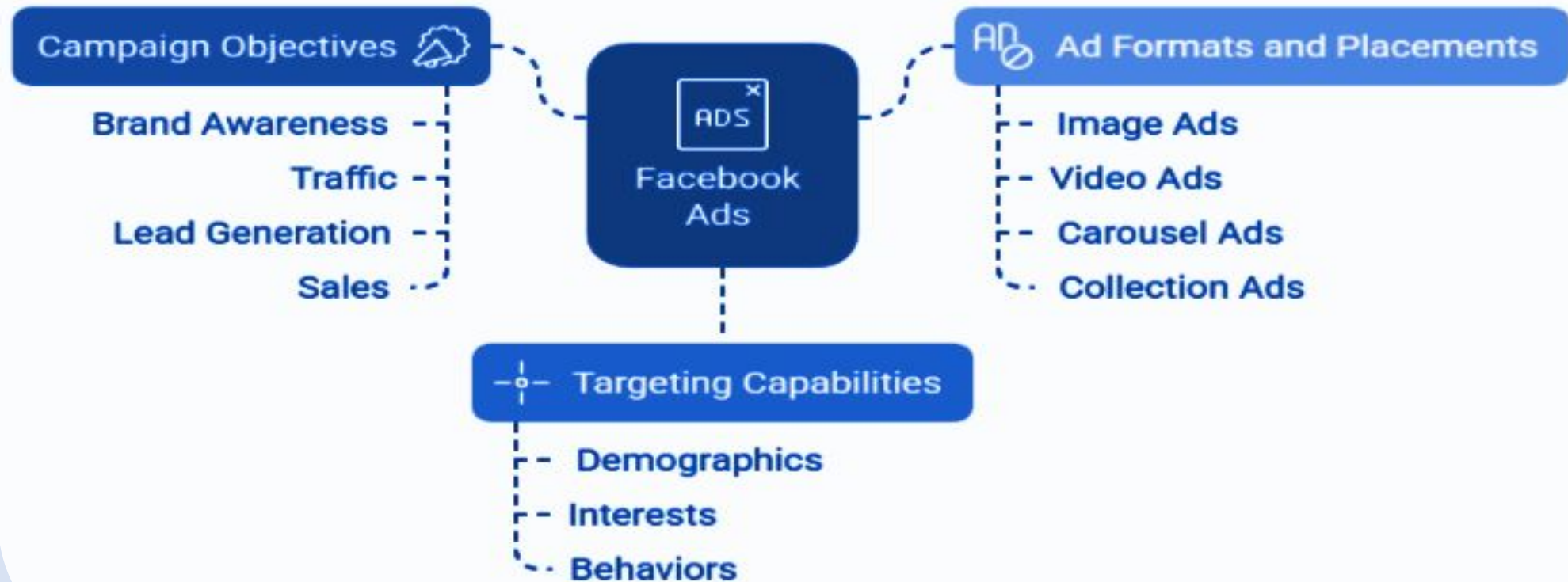


After launching, Facebook Ads Manager provides real-time analytics to track performance, including impressions, clicks, engagement, and conversions. Advertisers can analyze this data and optimize their campaigns by adjusting targeting, ad creatives, or budget allocation. Facebook also offers retargeting options, enabling businesses to reconnect with people who previously interacted with their brand.

With over 3 billion active users, Facebook Ads is one of the most effective digital marketing tools. It offers businesses the ability to reach highly relevant audiences, control advertising costs, and measure results accurately. Whether for small businesses or large corporations, Facebook Ads provides a cost-effective and scalable way to drive brand awareness, generate leads, and boost sales.

What is facebook ads?

Facebook Ads: Features and Functionalities



Overview of all of the Superhero U Ad Campaigns

Superhero U launched multiple ad campaigns targeting **students and educators** across different regions. The effectiveness of each campaign is measured using key performance indicators like **Click-Through Rate (CTR)**, **Cost Per Click (CPC)**, and overall **budget utilization**.

Campaign Performance Breakdown:

Top Performers (*Highly Engaging & Cost-Effective*)

- **Regions:** Nigeria, USA, Global Students
- **CTR:** High (above 5%) – Indicating strong audience engagement.
- **CPC:** Low – Efficient budget utilization and strong ROI.

Needs Optimization (*Moderate Performance, Can Improve*)

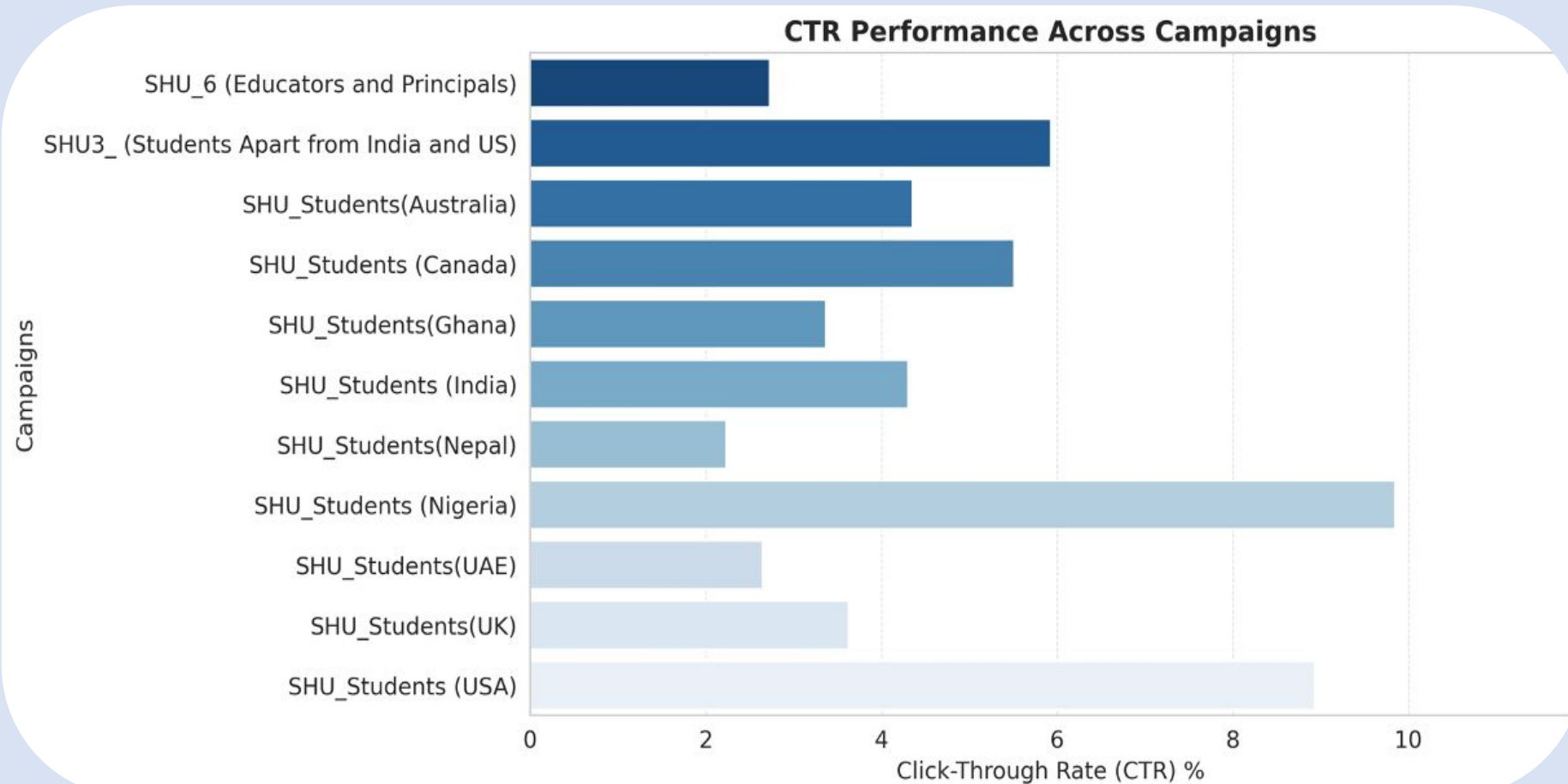
- **Regions:** India, Canada
- **CTR:** Decent (4-5.5%) – Engaging but not at peak efficiency.
- **CPC:** Higher than top performers – Budget needs better allocation.

Low Engagement (*High Cost, Low ROI – Needs Re-Evaluation*)

- **Regions:** UAE, Nepal, Educators & Principals
- **CTR:** Low (Below 3%) – Minimal audience interaction.
- **CPC:** High – Budget is being spent inefficiently with low return.

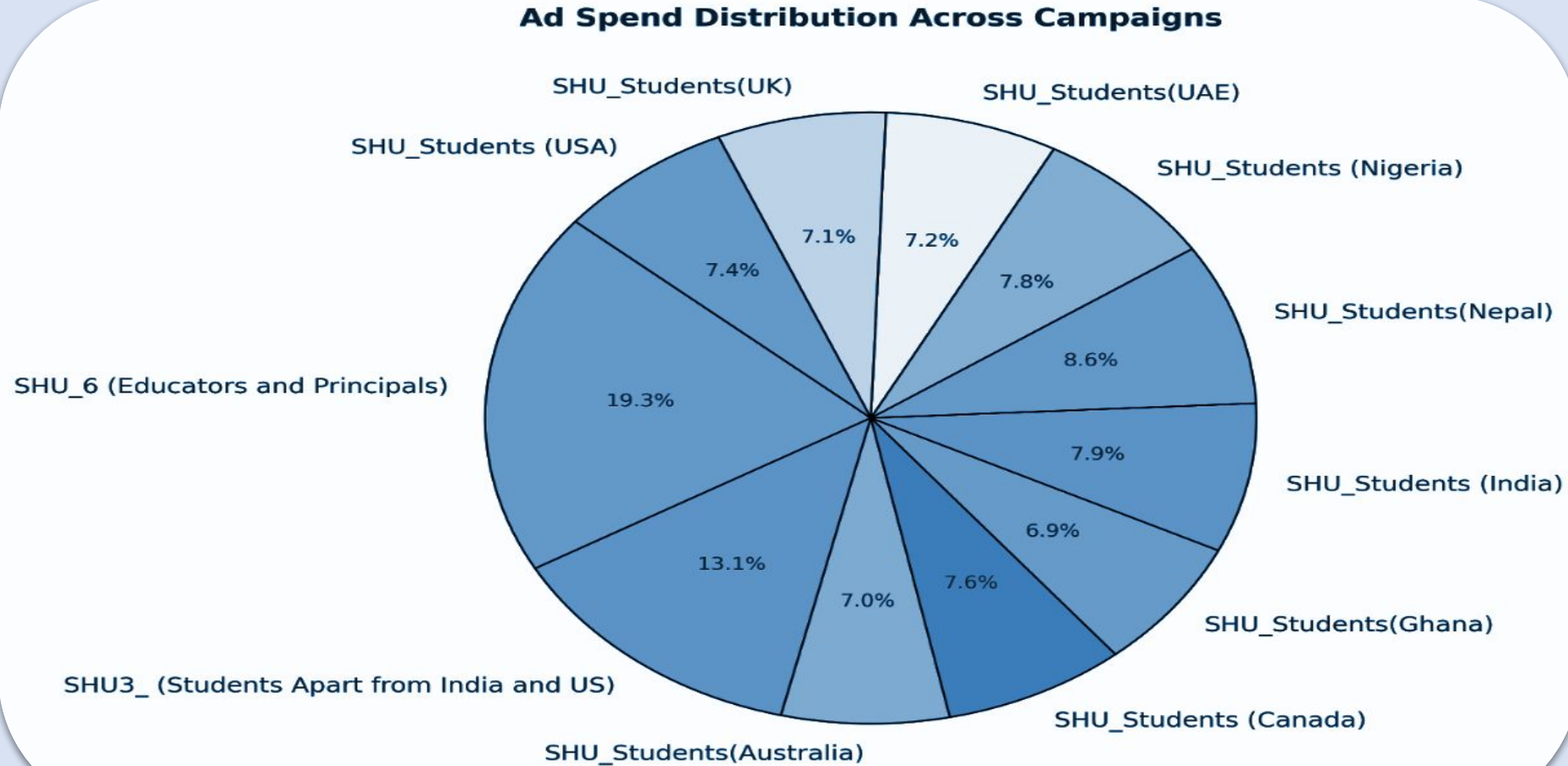
Overview of all of the Superhero U Ad Campaigns

CTR Performance Across Campaigns



Overview of all of the Superhero U Ad Campaigns

Ad Spend Distribution Across Campaigns



Campaigns to Discontinue

The campaigns, focusing on **Cost Per Click (CPC)**, **Click-Through Rate (CTR)**, and **Cost per Result (CPR)**

1. SHU_Students(Australia)

₹7.92

CPC

4.35%

CTR

₹23.11

CPR

Insight: Extremely high cost per click and cost per result, with only average engagement — not worth the spend.

Campaigns to Discontinue

2. SHU_Students(UK)

₹7.45

CPC

3.63%

CTR

₹18.65

CPR

Insight: High CPC and low engagement make this campaign inefficient.

Campaigns to Discontinue

3. SHU_Students(UAE)

₹3.58

CPC

2.65%

CTR

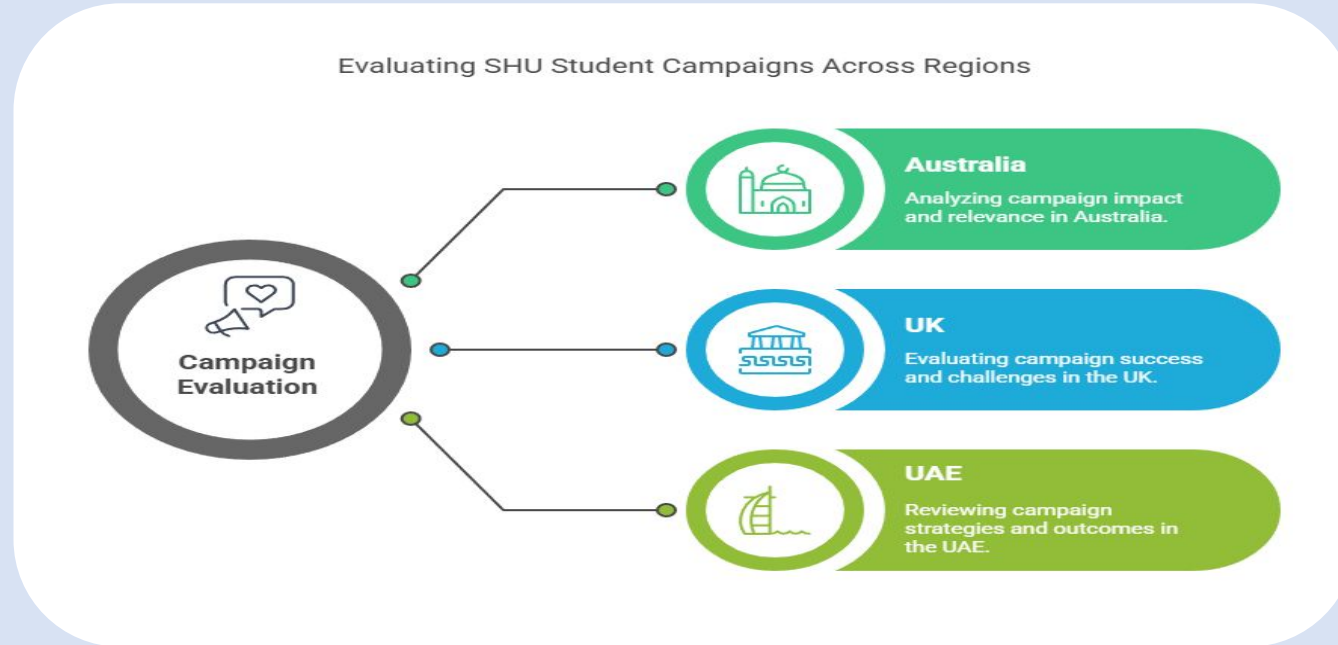
₹9.35

CPR

Insight: Poor engagement despite moderate CPC, leading to high costs per result.

Campaigns to Discontinue

- Based on the Visualizations, we recommend discontinuing the following Campaigns to optimize performance and resource allocation.



- These campaigns are spending more while generating fewer clicks and lower engagement. Discontinuing them could help allocate the budget more effectively towards higher-performing campaigns like SHU_Students (Nigeria) and SHU_Students (USA), which have better CTRs and lower CPCs.

Recommendations

How to improve campaign engagement?

Reevaluate Content

Align content with audience interests to increase engagement.

Improve Targeting

Use data to better target campaigns to specific age groups.

Enhance Delivery Methods

Explore new delivery methods to capture audience attention.



Conclusion

- ❑ Our in-depth analysis of the **Superhero U Facebook Ad Campaigns** provided key insights into ad performance across different regions.
- ❑ Campaigns were evaluated based on **Click-Through Rate (CTR)**, **Cost Per Click (CPC)**, and **Cost Per Result (CPR)** to determine their efficiency.
- ❑ The data revealed that some campaigns, such as those targeting **Nigeria and the USA**, demonstrated **strong engagement and cost-effectiveness**, making them valuable investments.
- ❑ Conversely, campaigns in regions like **Australia, UK, and UAE** had **high costs and low engagement**, leading to inefficient budget utilization.
- ❑ To **optimize resources**, we recommend **discontinuing underperforming campaigns** and reallocating funds to high-performing ones.
- ❑ This strategic shift will **improve ROI, enhance audience engagement, and ensure efficient ad spend distribution**, ultimately driving better results for Superhero U.

THANK YOU