

Globalshala Ad Campaigns: Decoding Data for Strategic Recommendations

By

Team: SLU DV 21-08 GRP 9A

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Team Introduction



MORUF NOFIU
TEAM LEAD



SHEHU BUHARI
PROJECT LEAD



ABUBAKAR LABARAN
PROJECT MANAGER



BESTIN VARGHSE
PROJECT HEAD



RAYMOND AZIEGBE
PROJECT SCRIBE

Explanation of Superhero U event

Superhero U Event, appears to be an event organized by GlobalShala, Participants create a superhero character to solve a global challenge inspired by the United Nations' 17 Sustainable Development Goals. They can express their ideas through posters, videos, comics, and presentations (PPTs).

The event focuses on the five P's: **Purpose**, **Progress**, **Passion**, **Potential**, and **Promise**. These are the guiding principles that help shape your superhero's journey and the impact they can have on the world.

Winners and participants stand to win scholarships, trips, internships, and cash prizes.



Explanation of Facebook Ads

Facebook is a social networking platform that allows users to connect with one another and share text, photos, and videos. Facebook contains ads that help pay for the service.

This allows businesses, such as GlobalShala, to pay for Facebook ad campaigns. Facebook ads now come in several varieties. Despite Facebook's increasing focus on native ads and keeping traffic on its site, you can still be successful in sending users to your website.

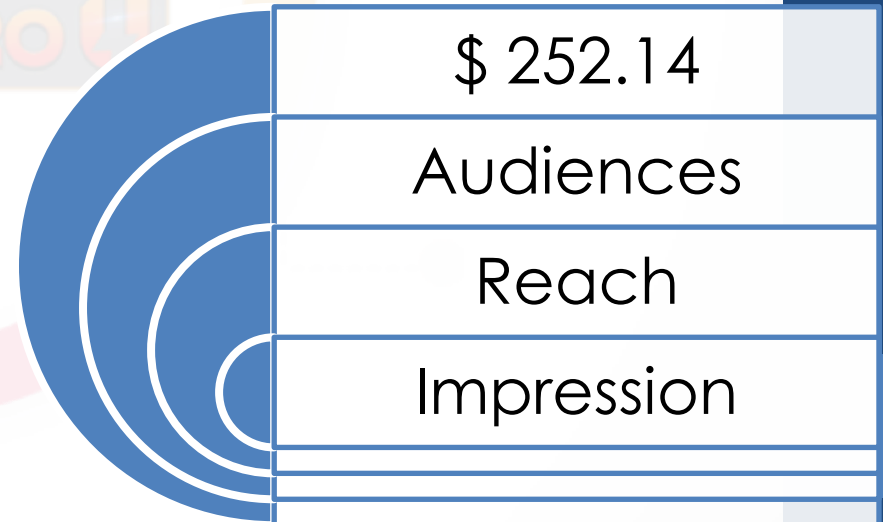
There are also several ad formats including images, videos, carousel (multiple images), Instant Experiences, and collections.

Facebook ads are targeted to users based on their location, demographic, and profile information. Many of these options are only available on Facebook.



Overview of all of the Superhero U Ad Campaigns

The Superhero U Ad Campaign is primarily targeted to Teenagers and young Adults in their early twenties (18-24) followed by those within the (55-64) Age brackets. The Campaign has about 289869 impressions and 188868 reach, where Campaign Two has the highest Reach and Campaign Eleven had the lowest number of reaches. In total the Campaign cost \$252.14

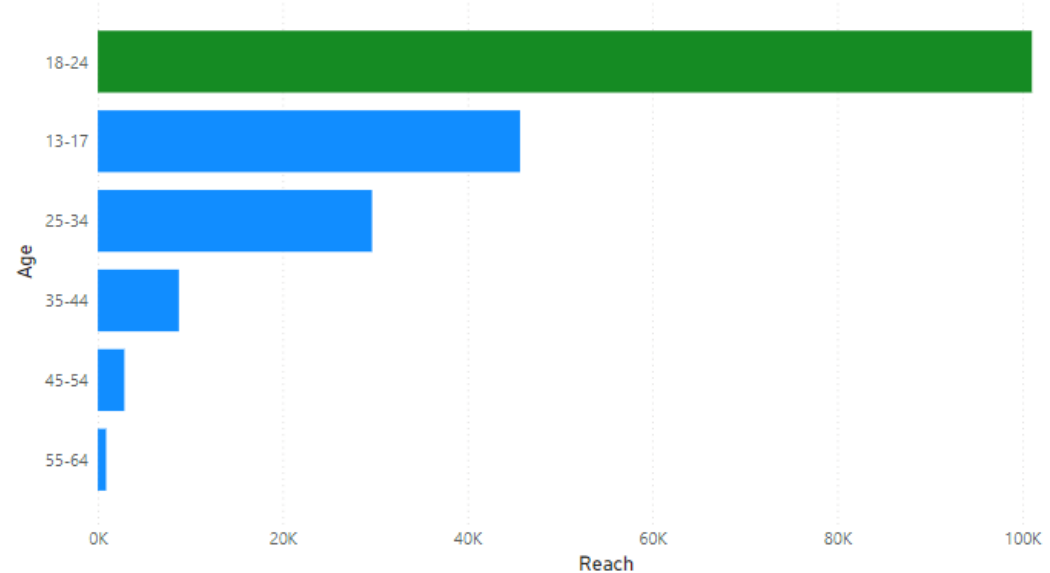


Findings

The campaign's primary audience comprised teenagers, young adults in their early twenties (18-24), with the 13-17 age group following closely. The least engagement was observed in the 55-64 age bracket.

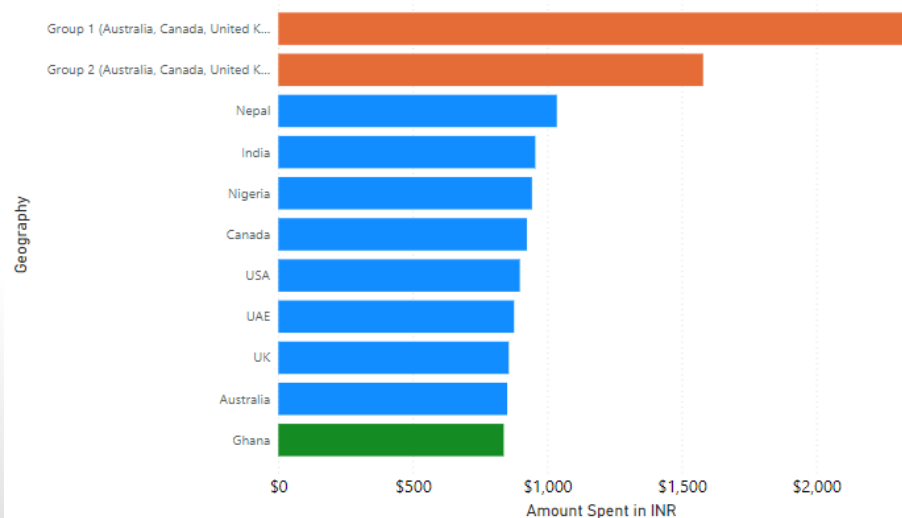
Reach By Age

Reach by Age



Amount Spent in INR By Geography

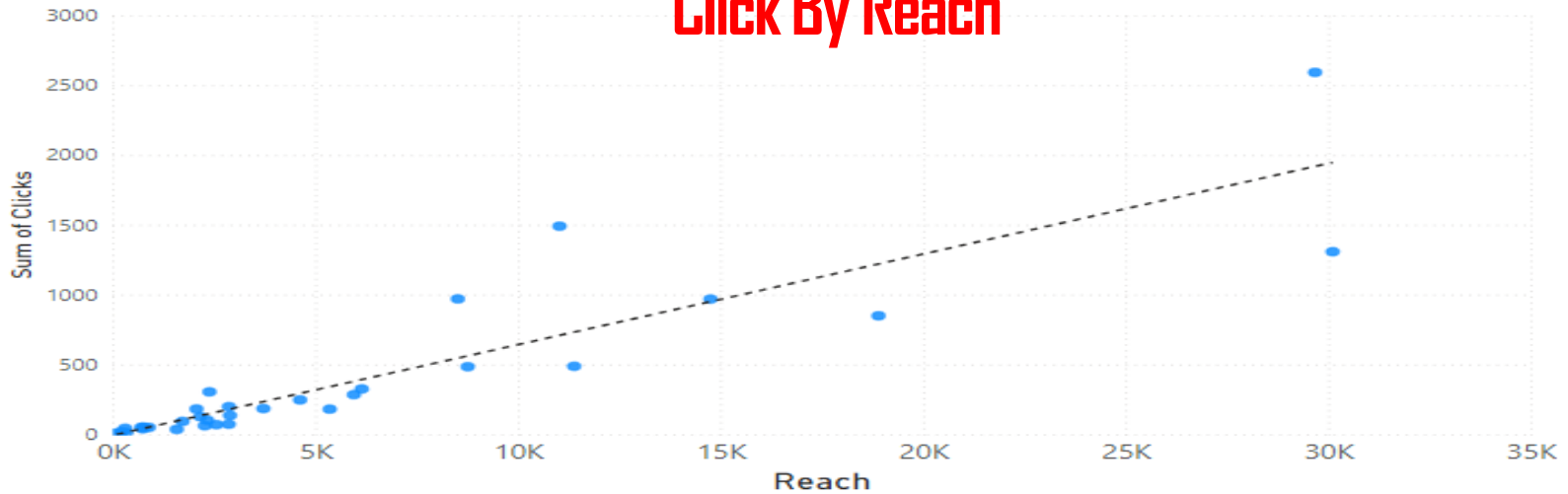
Amount Spent in INR by Geography



The majority of expenditure is allocated to **Groups 1 and 2**, whereas the lowest amount was disbursed in **Ghana**.

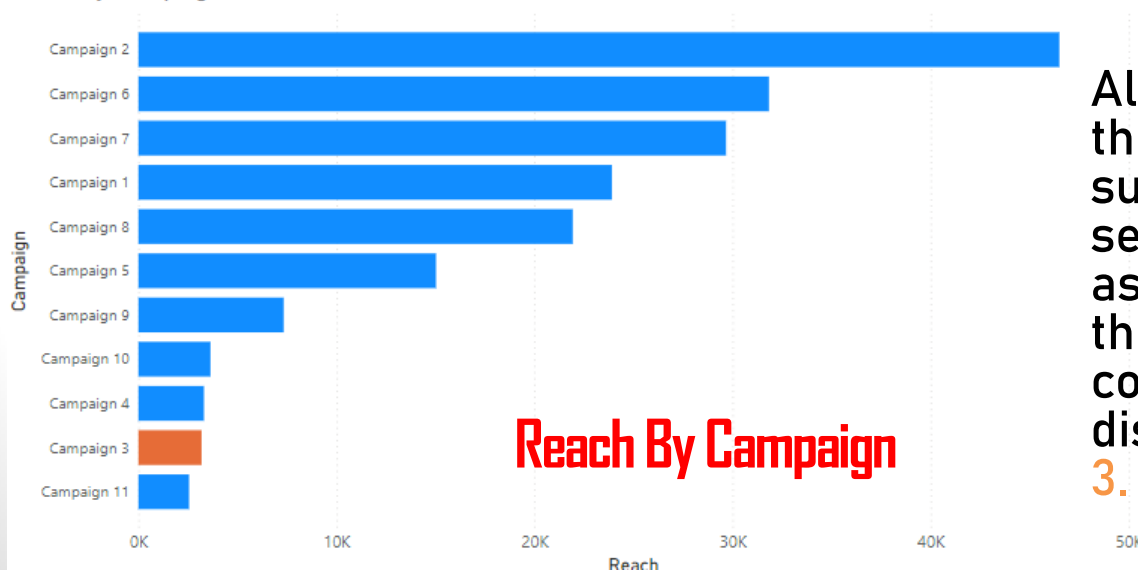
Findings

Clicks by Reach



The Clicks are proportional to reach

Reach by Campaign



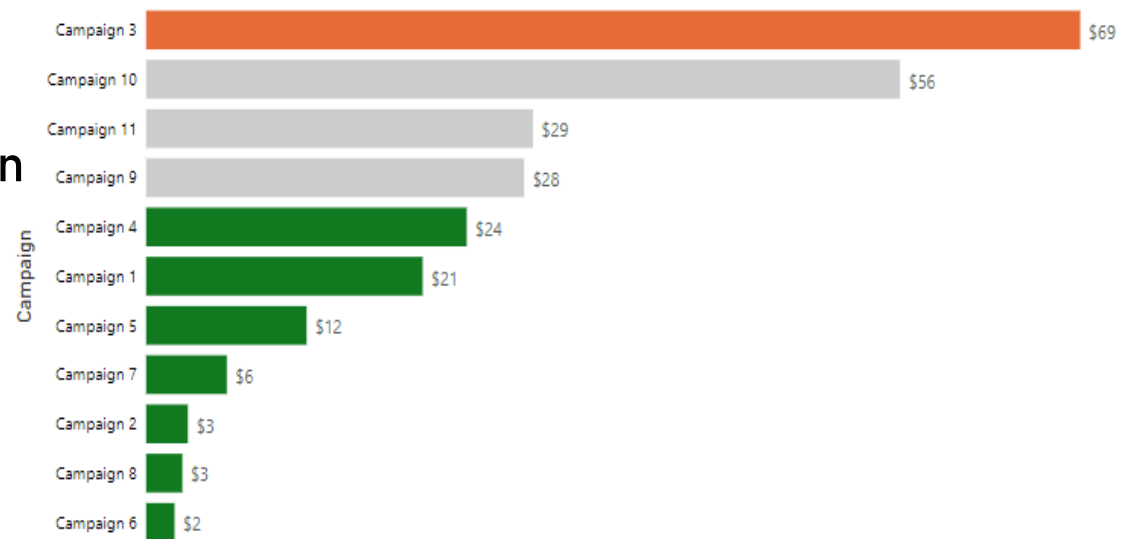
Although Campaign 3 incurs the highest cost, it surprisingly boasts the second-lowest reach. This aspect further underscores the rationale for contemplating the discontinuation of Campaign 3.

Findings

Consider discontinuing **Campaign 3** due to its nearly equivalent cost in achieving results compared to the combined expenses of seven other successful (green) campaigns.

Cost per Result By Campaign

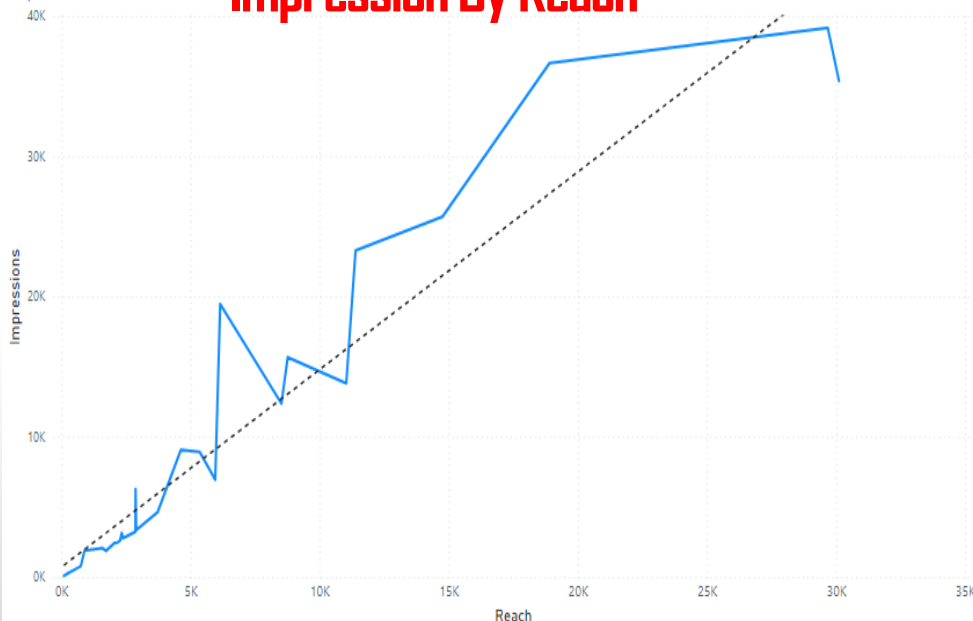
Cost per Result (CPR) by Campaign



Cost per Result (CPR)

Impression By Reach

Impressions versus reach



As anticipated, the chart and its accompanying trend line illustrate the direct correlation between reach and **impressions**

Conclusion

Since the Cost Per Result(CPR) is very high then it means the campaign 3 (Age:25-34) is consuming a lot of amount regardless of whether the ad is clicked.

Also, the Cost Per click(CPC) is very high then it means the campaign 3 (Age:25-34) is not effectively targeting our desired audience and not engaging enough to entice viewers to click on the ad.

Also again, the Click-Through Rate(CTR) is very LOW then it means the campaign 3 (Age:25-34) is targeting the wrong audience.

Therefore the campaign 3 (Age:25-34) should be discontinued.