



ANALYSIS OF SUPERHERO U FACEBOOK AD CAMPAIGNS

BY TEAM 2



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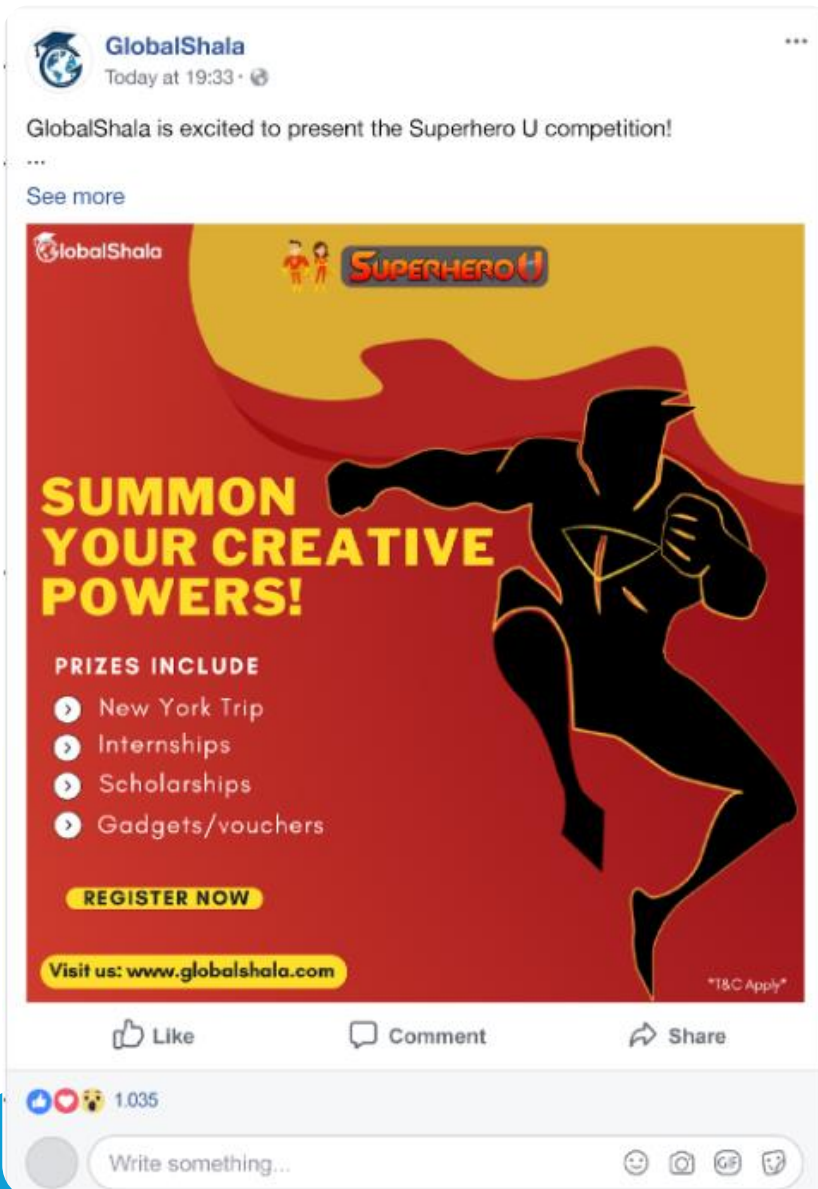


WHAT IS SUPERHERO U?

Superhero U was a competitive event, organized by Globalshala, aimed at inspiring young minds to use their creativity and skills to address social challenges based on the UN's Sustainable Development Goals (SDGs).



SUPERHERO U COMPETITION THEMES



WHAT ARE FACEBOOK ADS?

- **Facebook ads:** are paid promotional content on Facebook, allowing businesses to target specific audiences based on demographics, behaviors, and interests.
- **Ad Types:** The most common ad type is the "Link Click" ad, consisting of:
 - i. Profile picture and name linking to the business's page.
 - ii. Descriptive text and an image that links to an external website.
 - iii. Interactive buttons (like, comment, share).
- **Target Audiences:**
 - ✓ Students or
 - ✓ Educators...

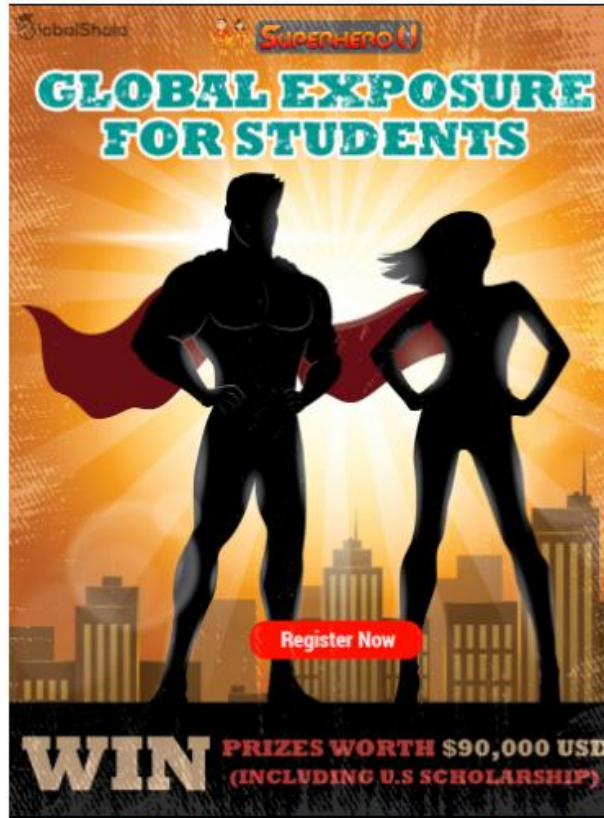


FACEBOOK AD METRICS

- Reach: The number of people who saw the ad at least once.
 - Impressions: Total number of times the ad was displayed..
 - Frequency: The average number of times each person saw the ad.
 - Clicks: Total number of click which includes link clicks, profile clicks, and engagement actions.
 - Click-Through Rate (CTR): Percentage of impressions that resulted in a click.
 - Cost Per Click (CPC): The average cost paid for each click on the ad, helping businesses assess cost-effectiveness.
 - Cost per Result (CPR): The average cost per “result” from the ads.
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OVERVIEW OF SUPERHERO U ADS

GlobalShala placed ads across various countries targeting two different audiences, “students” and “educators and principals.” Here are examples of ads for each audience:

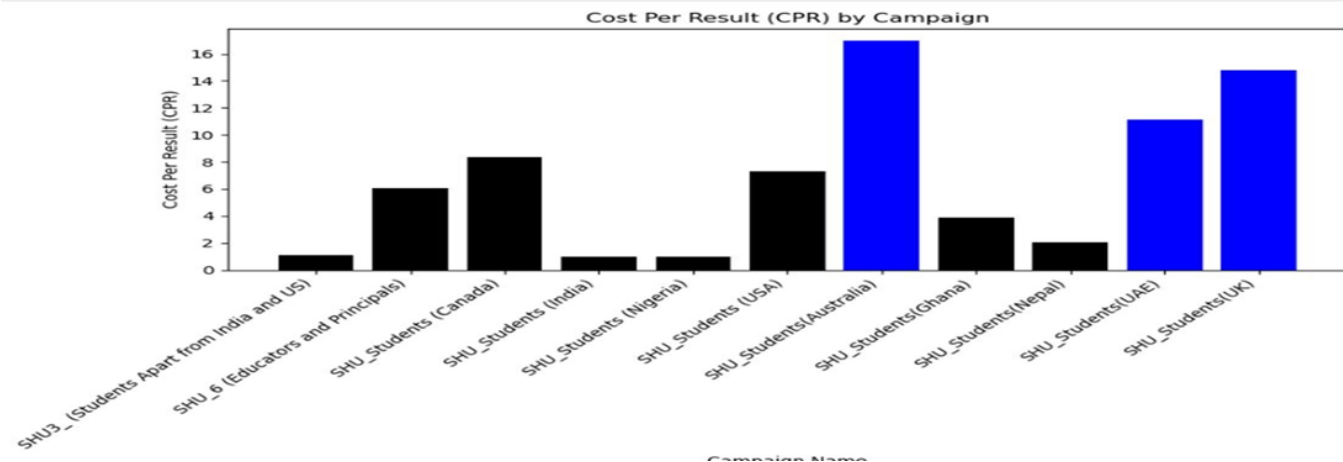


CAMPAIGNS TO DISCONTINUE

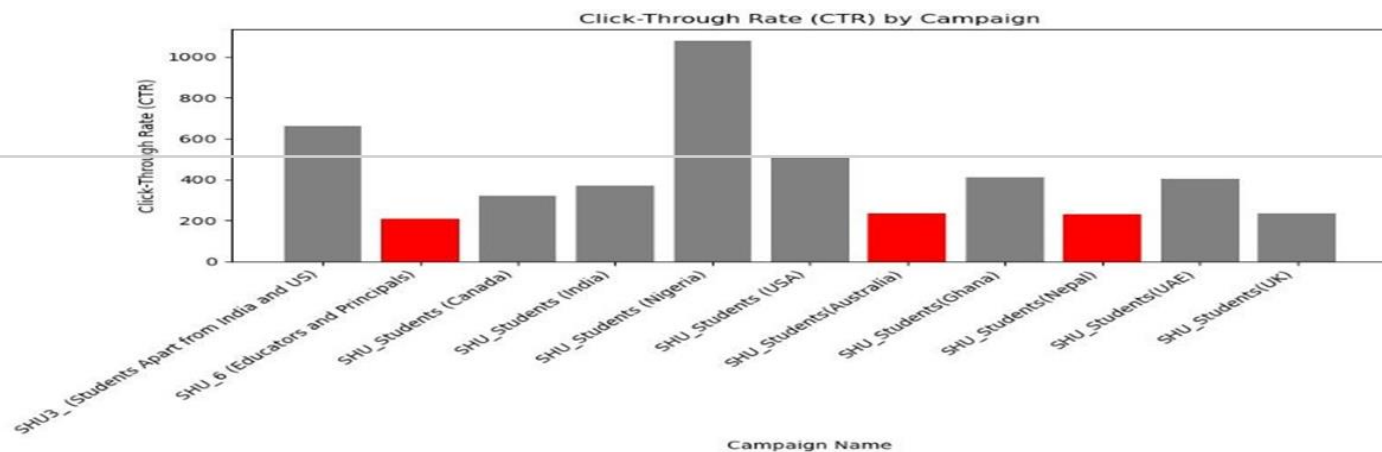
- **Objective:** Phasing out inefficient ad campaigns to optimize marketing ROI
- **Campaigns Identified:**
 1. SHU_Students (UAE)
 2. SHU_Students (UK)
 3. SHU_Students (Australia)
- **Reason for Discontinuation:**
 - **High Cost Per Result (CPR)** – Inefficient spending to achieve desired results
 - **Low Click-Through Rate (CTR)** – Weak audience engagement
 - **High Cost Per Click (CPC)** – Expensive individual clicks
 - **Mismatch between Reach and Clicks** – Poor conversion from exposure to action

DATA-DRIVEN JUSTIFICATION FOR DISCONTINUATION

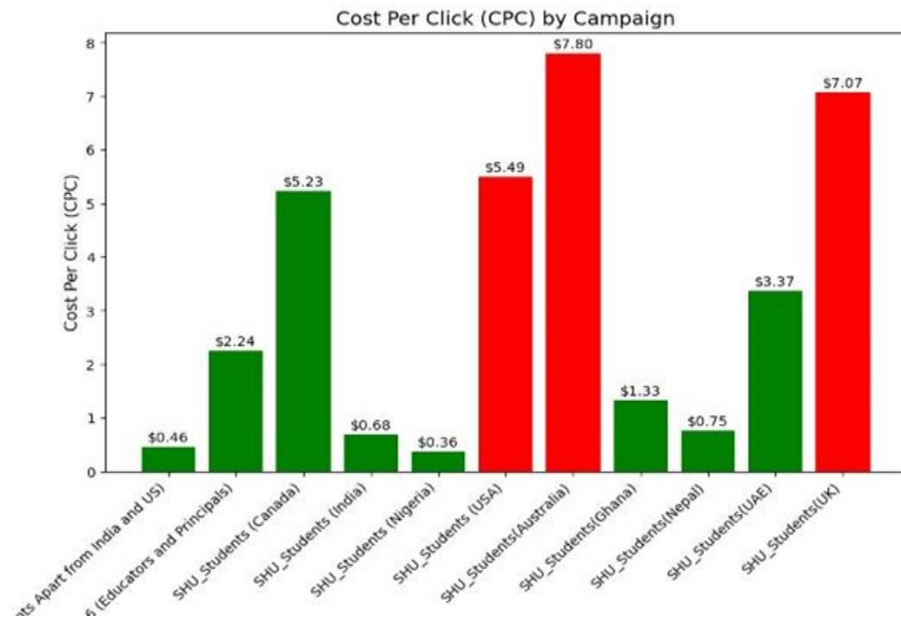
Campaigns with High (CPR) highlighted in Blue



Campaigns with Low (CTR) highlighted in Red



Campaigns with High (CPC) highlighted in Red



• Key Observations:

- SHU_Students (Australia), (UAE), and (UK) have the highest CPR, indicating inefficiency.
- Campaigns like SHU_Students (India) and (Nepal) are more cost-efficient.

• Recommendations:

- Discontinue or redesign campaigns with high CPR.
- Shift budget to more efficient campaigns to optimize spending

CONCLUSION

We recommend the campaigns, SHU_Students(AUSTRALIA), SHU_Students (UAE) and SHU_Students (UK) for removal due to them under-performing.