

Report: Analysis of Superhero U Facebook Campaigns

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Introduction

The Marketing Team tasked us with analyzing the performance of the Superhero U Facebook ad campaigns. Our goal was to identify underperforming campaigns and recommend improvements or discontinuations. Using data visualizations, we assessed the campaigns across several performance metrics, including Cost Per Result (CPR), Click-Through Rate (CTR), Cost Per Click (CPC), and the relationship between Clicks and Reach.

Methods and Tools

Our team used Power BI and Python (Jupyter Notebook) to visualize and analyze the data. The following metrics were evaluated to measure performance:

Cost Per Result (CPR): Assesses campaign efficiency. Higher CPR indicates underperformance.

Click-Through Rate (CTR): Measures engagement effectiveness. Low CTR suggests poor audience interaction.

Cost Per Click (CPC): Highlights cost efficiency of ad clicks. High CPC signals potential targeting or content issues.

Clicks vs. Reach: Evaluates conversion of ad visibility into user interaction.

Findings

Cost Per Result (CPR) by Campaign

Campaigns targeting UAE and UK students exhibited significantly higher CPR than others, indicating inefficiency in converting ad spend into results.

Clicks vs. Reach by Campaign

The UAE and UK campaigns showed a high reach but relatively low clicks, suggesting weak audience engagement despite visibility.

Click-Through Rate (CTR) by Campaign

UAE and UK campaigns had below-average CTR, highlighting a lack of compelling ad content or poor targeting.

Cost Per Click (CPC) by Campaign

CPC for UAE and UK campaigns was notably higher, further demonstrating inefficiency in generating cost-effective clicks.

Recommendations

Based on the analysis, we recommend discontinuing the following campaigns:

Campaign 9 - SHU_Students (UAE):

High CPR and CPC.

Low CTR and clicks despite decent reach.

Campaign 10 - SHU_Students (UK):

Similar inefficiencies as UAE, with high-cost metrics and weak engagement.

Campaign 3 – SHU_Students Australia

These campaigns are consuming disproportionate resources without achieving satisfactory results. Refocusing efforts on better-performing campaigns or optimizing these campaigns' content and targeting may yield improved outcomes.

Conclusion

Our analysis highlights the importance of aligning ad content with audience interests and optimizing cost efficiency. The Australia, UAE and UK campaigns stand out as underperformers, and their removal will streamline marketing efforts, enabling better resource allocation for high-impact campaigns.

Campaign ID	Campaign number 1-11 used to refer quickly to a particular campaign
Campaign Name	Formal long-form name of the ad campaign (ex.'SHU_Students(Australia)').Note that "SHU" stands for Superhero U.
Audience	Target audience for the ad. Can be either "students" or "educators and principals"
Age	Age Range that particular row in the dataset covers. Can include ranges:12-1718-2425-3435-4445-5455-64 Please note, campaigns targeted toward students were mostly targeted between ages 16-26 whereas campaigns targeted toward educators and principals were mostly targeted between ages 30-60.
Geography	The Geography the ad was served in, can be:USAUKUAEENigeriaNepalIndiaGhanaCanadaAustraliaGroup 1(Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan, United States)Group 2(Australia, Canada, United Kingdom, Ghana, Nigeria, Nepal, Pakistan, Thailand, Taiwan)
Reach	The Number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.
Impressions	The number of times your ads were on screen.
Frequency	The average number of times each person saw the ad. Frequency = impressions / Reach
Clicks	Total number of clicks on this campaign's ads. This can include:Clicking on the link(a "link Click") Clicking on Globalshala's profile or profile picture Clicking to expand the ad image to full screen commenting sharing post reaction (likes or loves)
Unique Link Clicks(ULC)	Total number of (unique) people who clicked on the ad link.
Click-Through Rate(CTR)	The percentage of times people saw the ad and then clicked on it. This can help you determine how effective an ad is at getting people to your website. CTR = total number of link clicks / total number of impressions
Unique Click-Through Rate(Unique CTR)	The percentage of people who saw your ad and clicked on the link. Unique CTR = total number of unique link clicks / total number of impressions (multiplied by 100)
Amount Spent in INR	Total cost of the campaign in Indian rupee.
Cost Per Click (CPC)	The average cost of one click on the ad. This can be used to measure how effective an ad campaign is. Note, a click can include: Clicking on the link(a "link click") Clicking on Globalshala's profile or profile picture Clicking to expand the ad image to full screen Commenting sharing post reaction (likes or loves) CPC = total amount spent / total number of clicks
Cost Per Result (CPR)	The average cost per "result" from the as. In this case, Globalshala set the result to be a unique click-through to get to the superhero U website. This metric indicates how cost-effective this particular campaign is and can help you compare performance between campaigns. CPR = total amount spent/ total number of results(unique link-clicks)