

Campaign Analysis: Marketing Campaign Performance Summary Report

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GlobalShala Facebook Ad Campaign Analysis Report

Executive Summary

Marketing campaigns play a crucial role in shaping brand perception, driving customer engagement, and generating revenue. This report presents a detailed analysis of the performance of various marketing campaigns, identifying the most successful and least effective initiatives. The evaluation is based on data sourced from MS Excel, Google Sheets, Power BI, Tableau, Python with key performance indicators such as Click-Through Rate (CTR), Cost Per Click (CPC), Cost Per Result (CPR), Conversion Rate, Cost per Acquisition(CPA) and overall audience engagement.

Objective:

To identify poorly performing Facebook ad campaigns for GlobalShala's Superhero U event and recommend campaigns for discontinuation to reduce costs and improve return on investment (ROI).

Overview of Campaign Performance

A total of **11** campaigns were analyzed to determine their effectiveness. Each campaign was assessed based on its ability to engage the target audience and generate conversions while maintaining cost efficiency.

Key findings from the analysis include:

- **Best performing campaigns:** These campaigns demonstrated high engagement rates, low acquisition costs, and a strong return on investment. Factors such as precise targeting, compelling ad creatives, and effective calls-to-action contributed to their success.
- **Worst performing campaigns:** These campaigns struggled to generate meaningful engagement, leading to high costs and low conversion rates. Issues such as low CTR, high CPC, low conversion Rate and high cost per Acquisition.

- **General trends observed:** The data revealed that campaigns leveraging social proof, influencer marketing, and personalized content performed significantly better than those relying on generic advertising approaches.

Worst Campaign Performance Summary

1. SHU_6 (Educators and Principals)

- CTR (Click-Through Rate): 10.92%
- CPR (Cost Per Result): ₹ 17.42
- CPC (Cost Per Click): ₹10.92
- Clicks: 1,218
- Conversion Rate: 2.583848
- CPA(Cost Per Acquisition): ₹75.26
- Amount Spent: ₹2,333

Analysis:

- The CPC for this campaign is high compared to others, indicating low cost efficiency.
- While the CTR is acceptable, the high CRP indicates that the cost to achieve results is not justifiable.
- This is the campaign with the most amount spent.
- Other campaigns like SHU(Students in Nigeria) have better results as compared to SHU_6 (Educators and Principals) although the difference in amount spent is high.
- The campaign's overall ROI is low.

Recommendation: **Discontinue** the SHU_6 (Educators and Principals) campaign and reallocate the budget to better-performing campaigns with lower CPR and higher ROI.

2. SHU_3 (Students in Australia)

- CTR (Click-Through Rate): 4.35%
- CPR (Cost Per Result): 23.11%
- CPC (Cost Per Click): ₹7.92
- Clicks: 119
- Conversion Rate: 2.11
- CPA(Cost Per Acquisition): ₹283.56
- Amount Spent: ₹850.68

Analysis:

- The CPC and CPR for this campaign are significantly high, indicating inefficiency in cost per engagement and result.

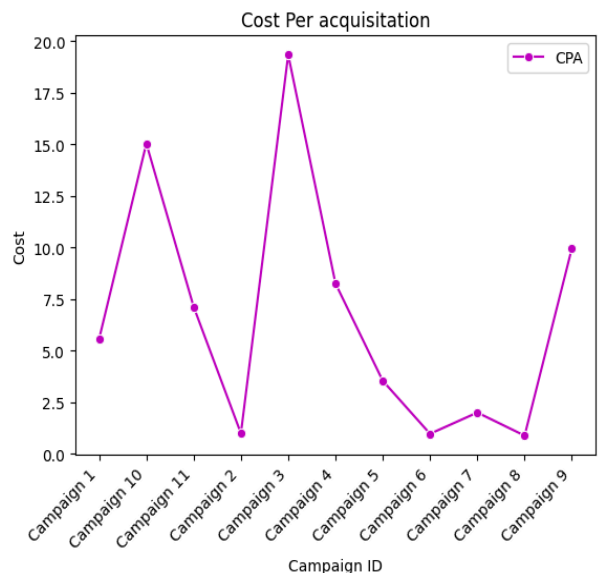
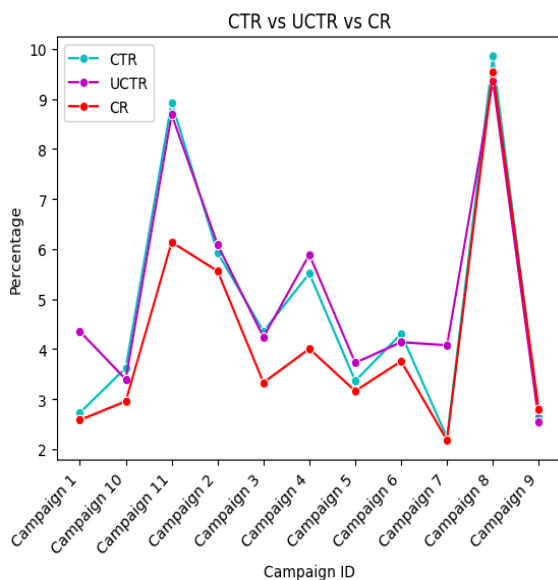
- Despite a reasonable CTR, the campaign fails to provide a good ROI due to the high costs involved.
- The amount spent does not translate into meaningful results, making it a poor investment.

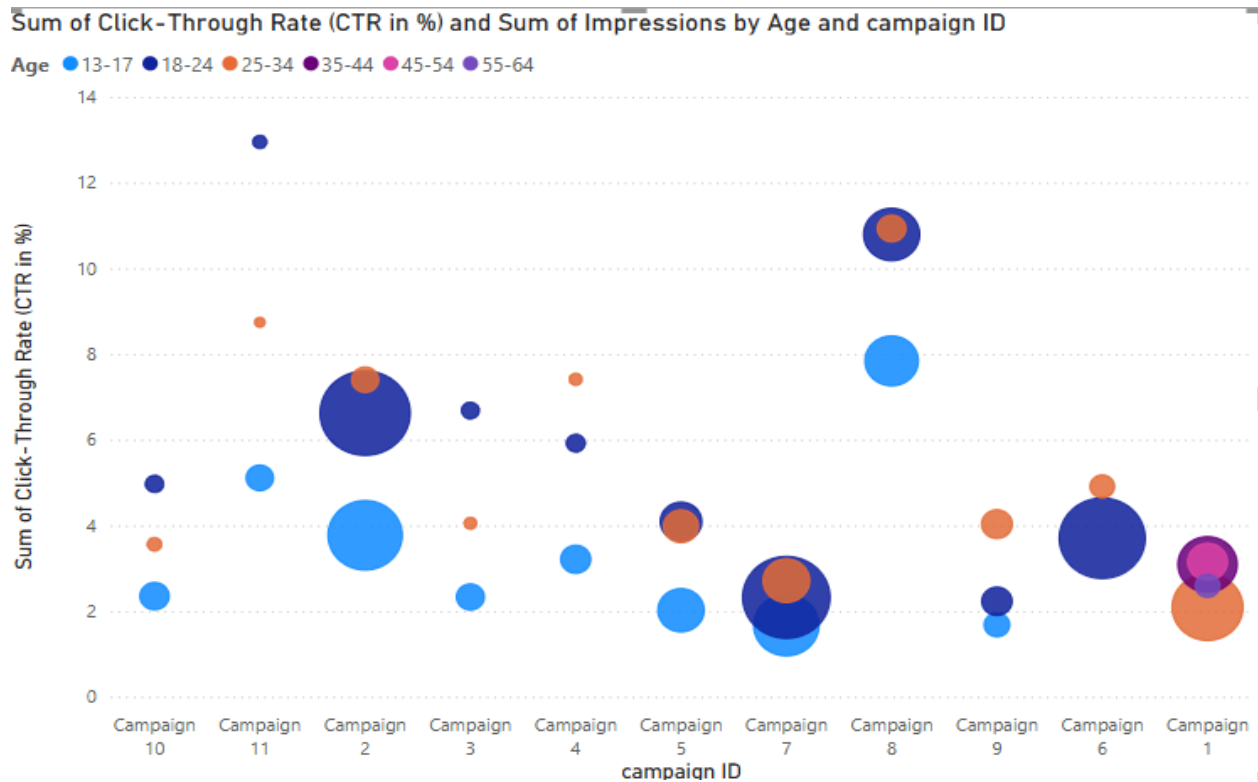
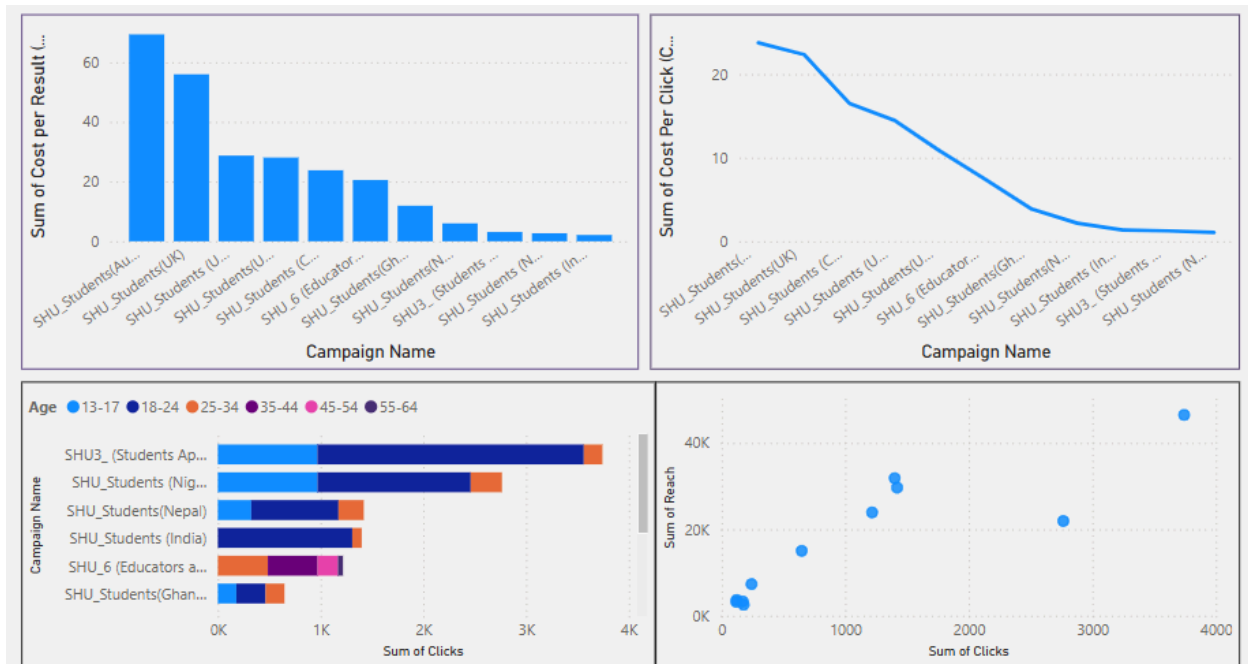
Recommendation: Consider optimizing the SHU_3 (Students in Australia) campaign for better results. The following points can be considered:

- Refine Audience Targeting: Use detailed customer segmentation to reach the right people at the right time with personalized messaging.
- Implement A/B Testing: Experiment with different ad formats, visuals, and messaging styles to determine the most effective approach.
- Monitor Campaign Performance in Real-Time: Leverage Power BI dashboards to continuously track key metrics and make data-driven adjustments.
- Optimize Ad Creatives: Ensure that visuals, headlines, and calls-to-action are compelling enough to capture audience interest.

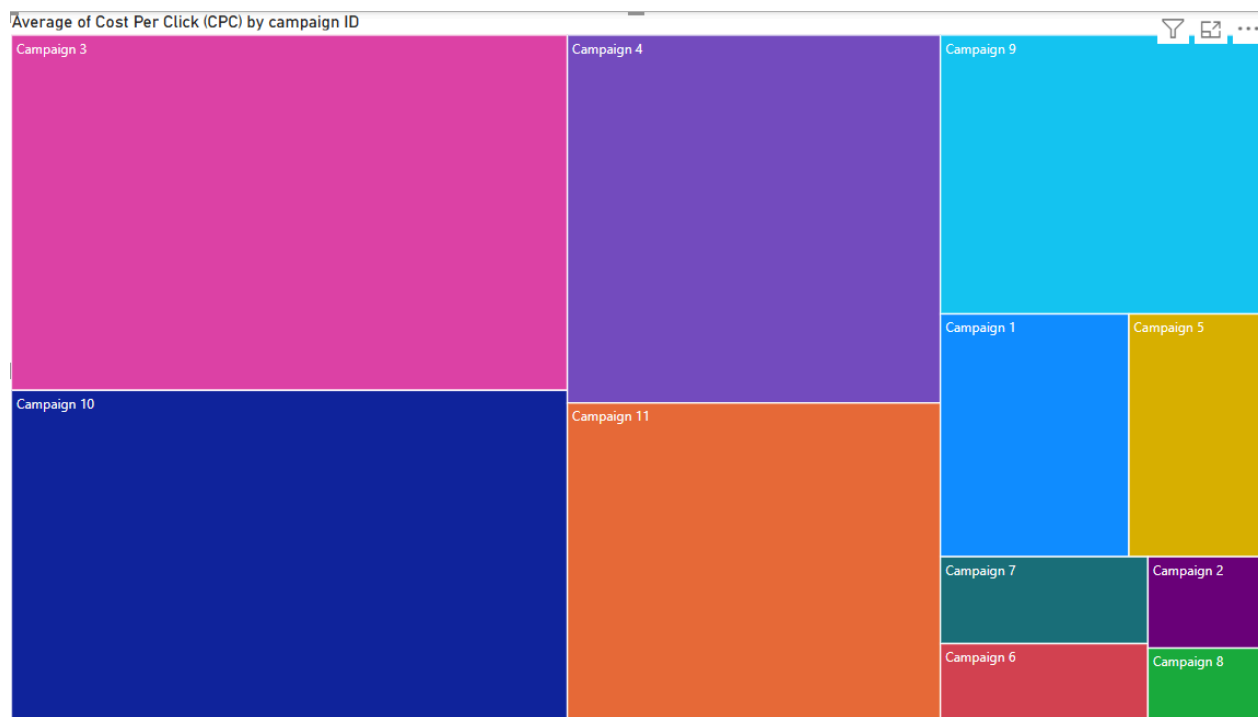
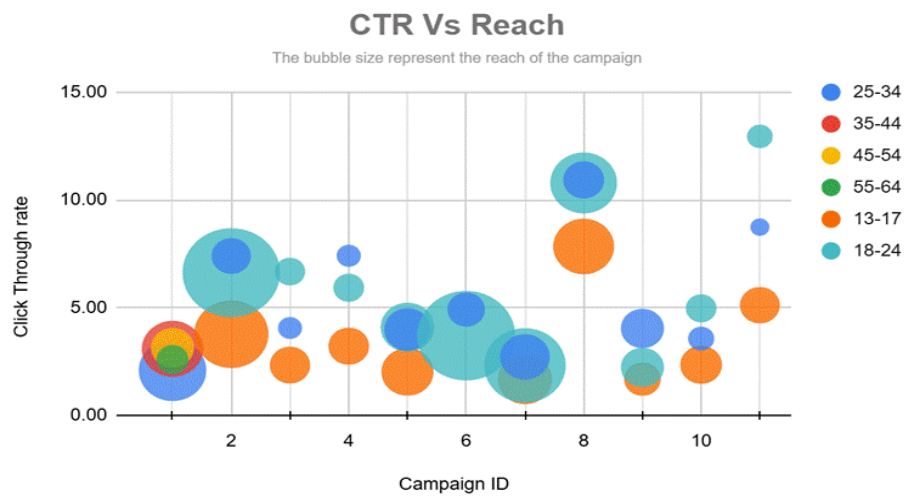
Campaign Name	CTR (%)	CPR (₹)	CPC (₹)	Clicks	Reach	Amount Spent (₹)	Conversion Rate (%)	CPA (₹)
SHU_Students(Australia)	4.35	23.11	7.92	119	3,187	850.68	2.11	283.56
SHU_6 (Educators & Principals)	10.92	17.42	10.92	1,218	23,904	2,333	2.58	75.26

(Average Value Comparison)



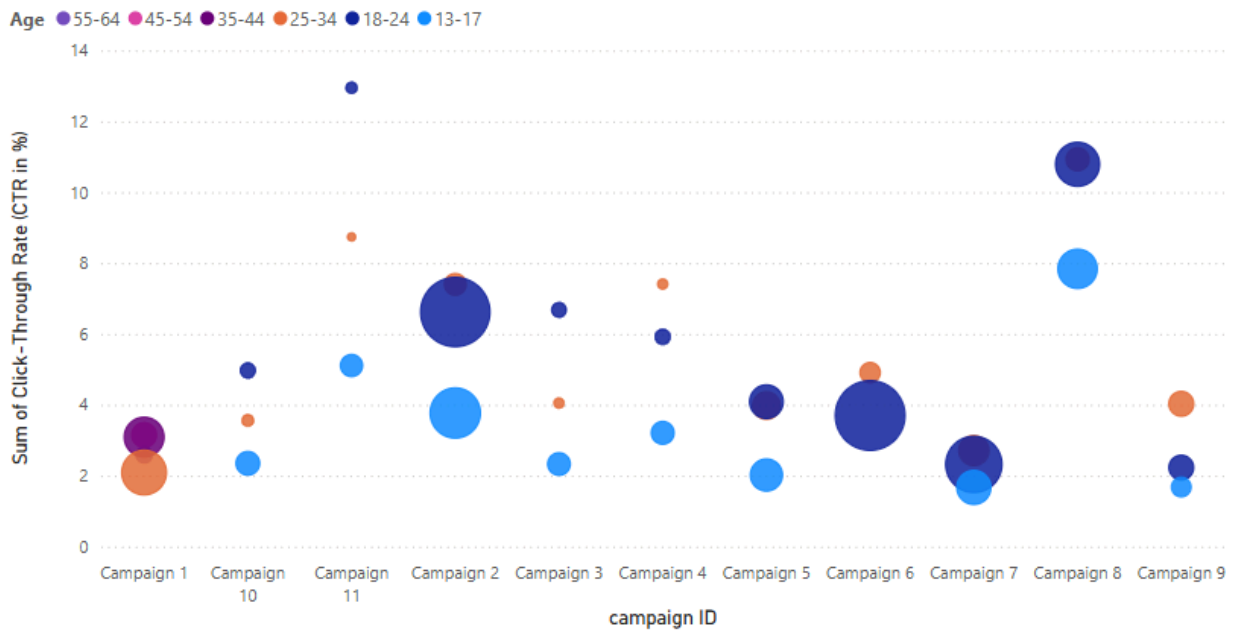


By analyzing this graph, advertisers can identify which campaigns are performing well for specific age groups and optimize their targeting strategies accordingly.



This graph helps identify which campaigns are generating the most expensive clicks.

Sum of Click-Through Rate (CTR in %) and Sum of Reach by Age and campaign ID



Conclusion

This report provides a detailed analysis of the effectiveness of various marketing campaigns. By identifying the key factors that contribute to success and understanding the reasons behind campaign failures, we recommend SHU_6 (Educators and Principals) to be discontinued because of its low ROI and also to optimize the campaign SHU_3 (Students in Australia) by refining the target audience in ads.

Furthermore, adopting a data-driven approach to marketing decisions, by leveraging insights from MS Excel, Google Sheets, Power BI, Tableau, Python the marketing team can continuously track performance and make agile adjustments to improve results from all the campaigns to get better overall results.