

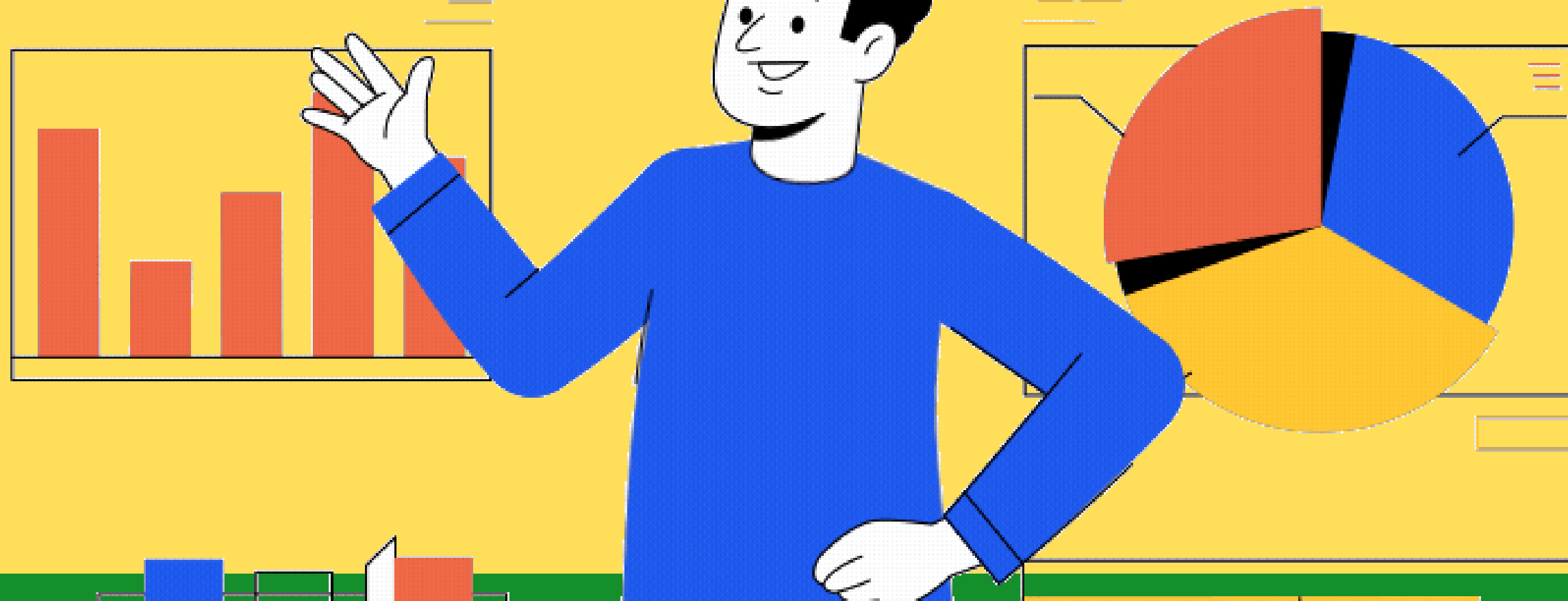
TEAM 7 | 0302 SLU DVT

SUPERHERO U ADS

ANALYSIS



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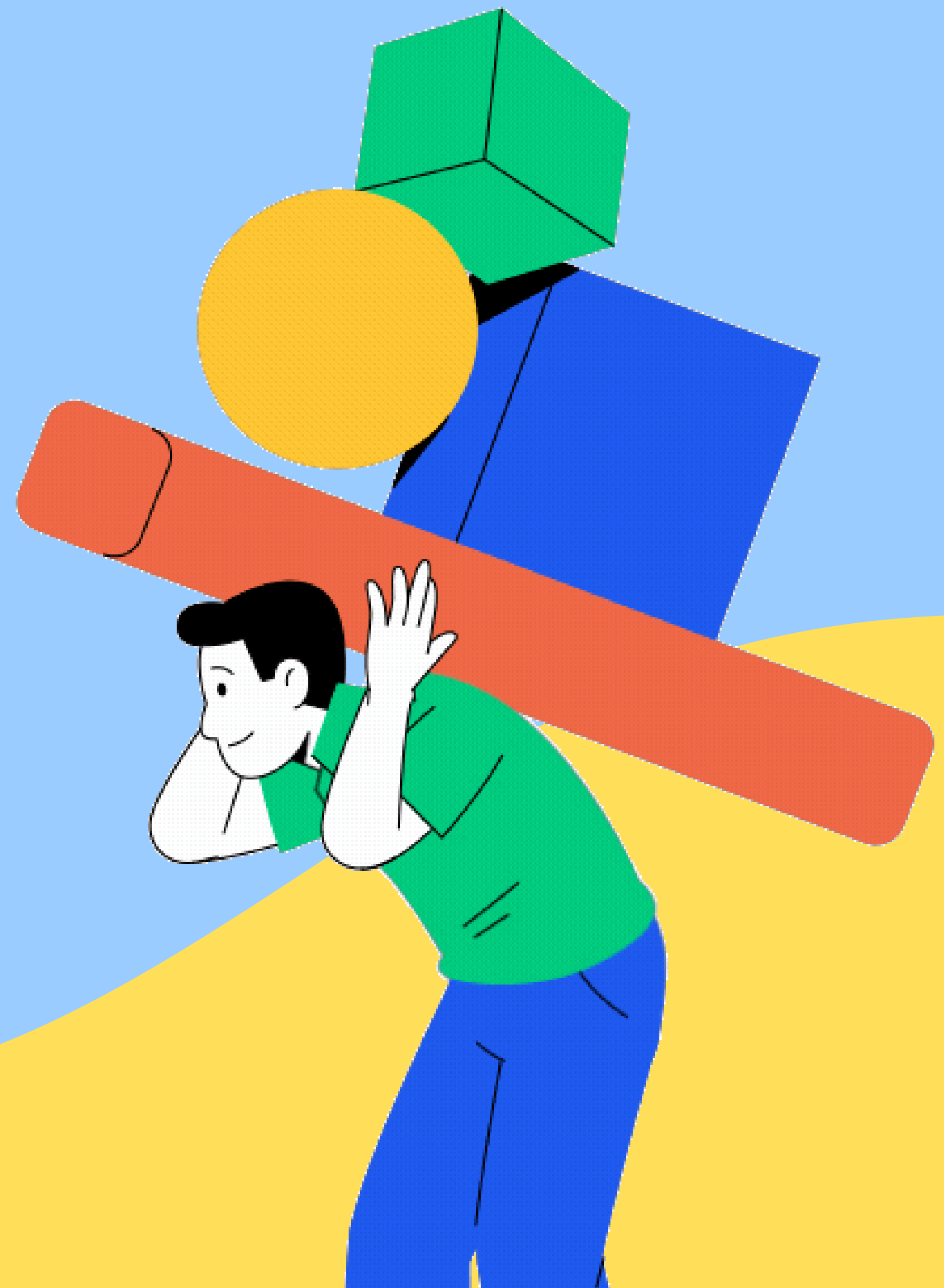
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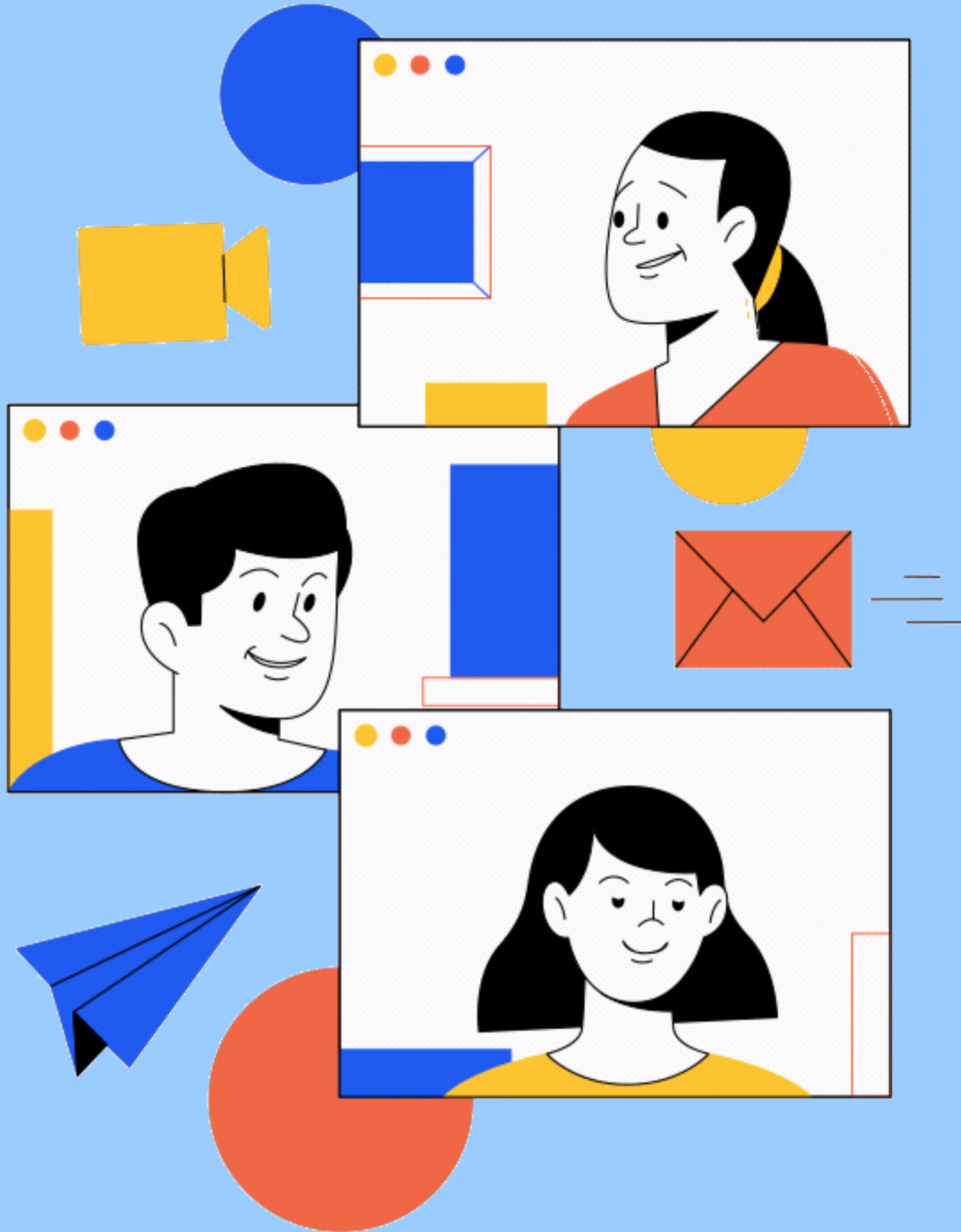
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SUPERHERO U EVENT



MISSION

Inspire youth to creatively address global challenges through superhero design.



VISION

Cultivate a generation of responsible leaders committed to sustainable development.



INSPIRATION

Draws from the United Nations' Sustainable Development Goals (SDGs).

EVENT CAMPAIGNS

Campaign ID	Campaign Name	Age	Geography
Campaign 1	SHU_6 (Educators and Principals)	25-64	Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan, United States
Campaign 2	SHU_3_ (Students Apart from India and US)	13-34	Australia, Canada, United Kingdom, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, Taiwan
Campaign 3	SHU_Students(Australia)	13-34	Australia
Campaign 4	SHU_Students(Canada)	13-34	Canada
Campaign 5	SHU_Students(Ghana)	13-34	Ghana
Campaign 6	SHU_Students(India)	18-34	India
Campaign 7	SHU_Students(Nepal)	13-34	Nepal
Campaign 8	SHU_Students(Nigeria)	13-34	Nigeria
Campaign 9	SHU_Students(UAE)	13-34	UAE
Campaign 10	SHU_Students(UK)	13-34	UK
Campaign 11	SHU_Students(USA)	13-34	USA

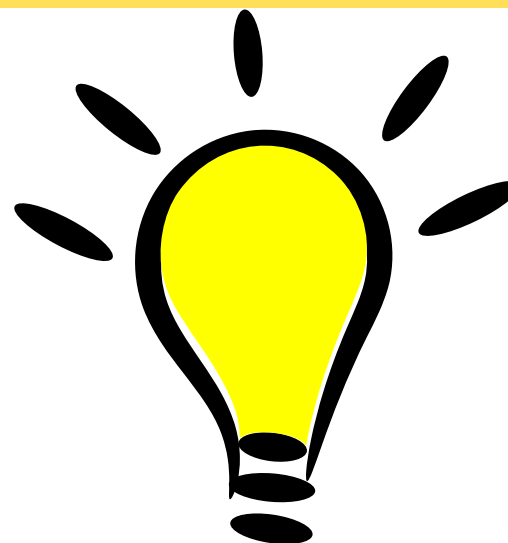
FACEBOOK ADS

- Facebook advertising is now known as Meta advertising.
- Allows businesses to **promote products** and services through **targeted ads** on the platform.
- Meta advertising lets advertisers define clear goals for their **campaigns**, whether it's driving sales, **increasing brand awareness**, or **generating leads**. This helps businesses stay focused on what they want to achieve.

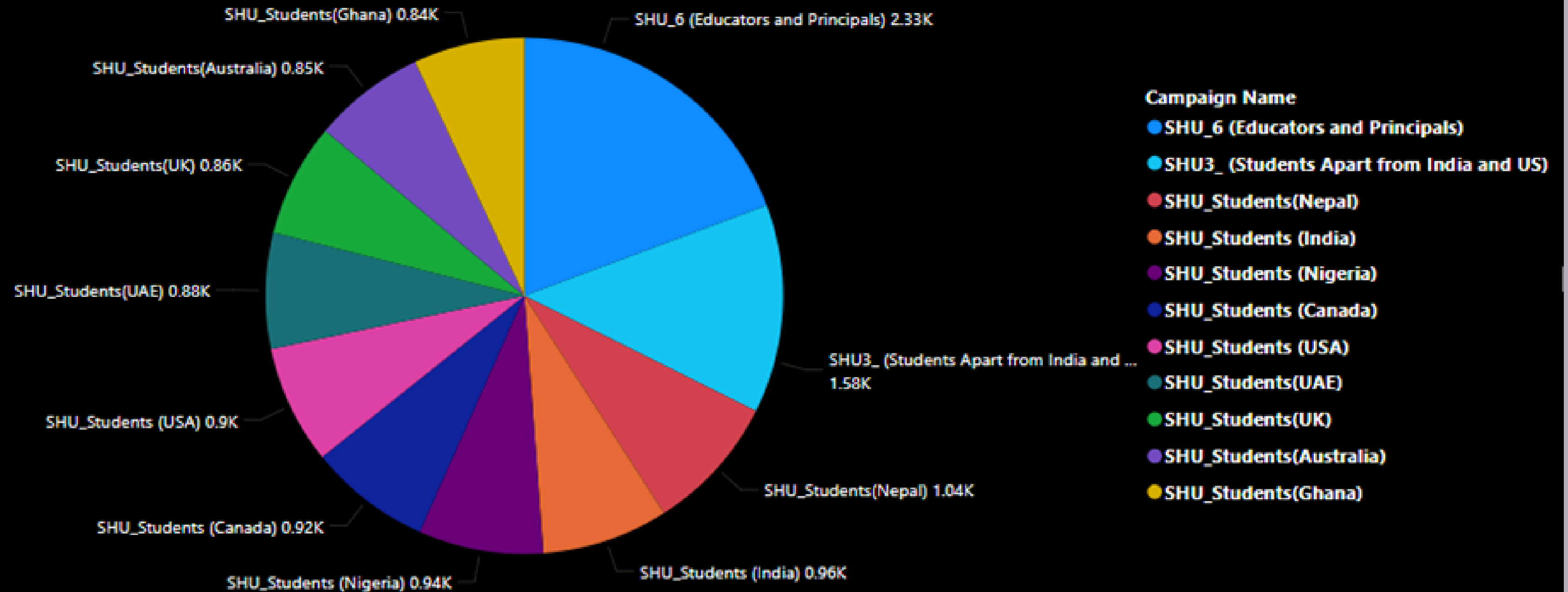




VISUALIZATIONS

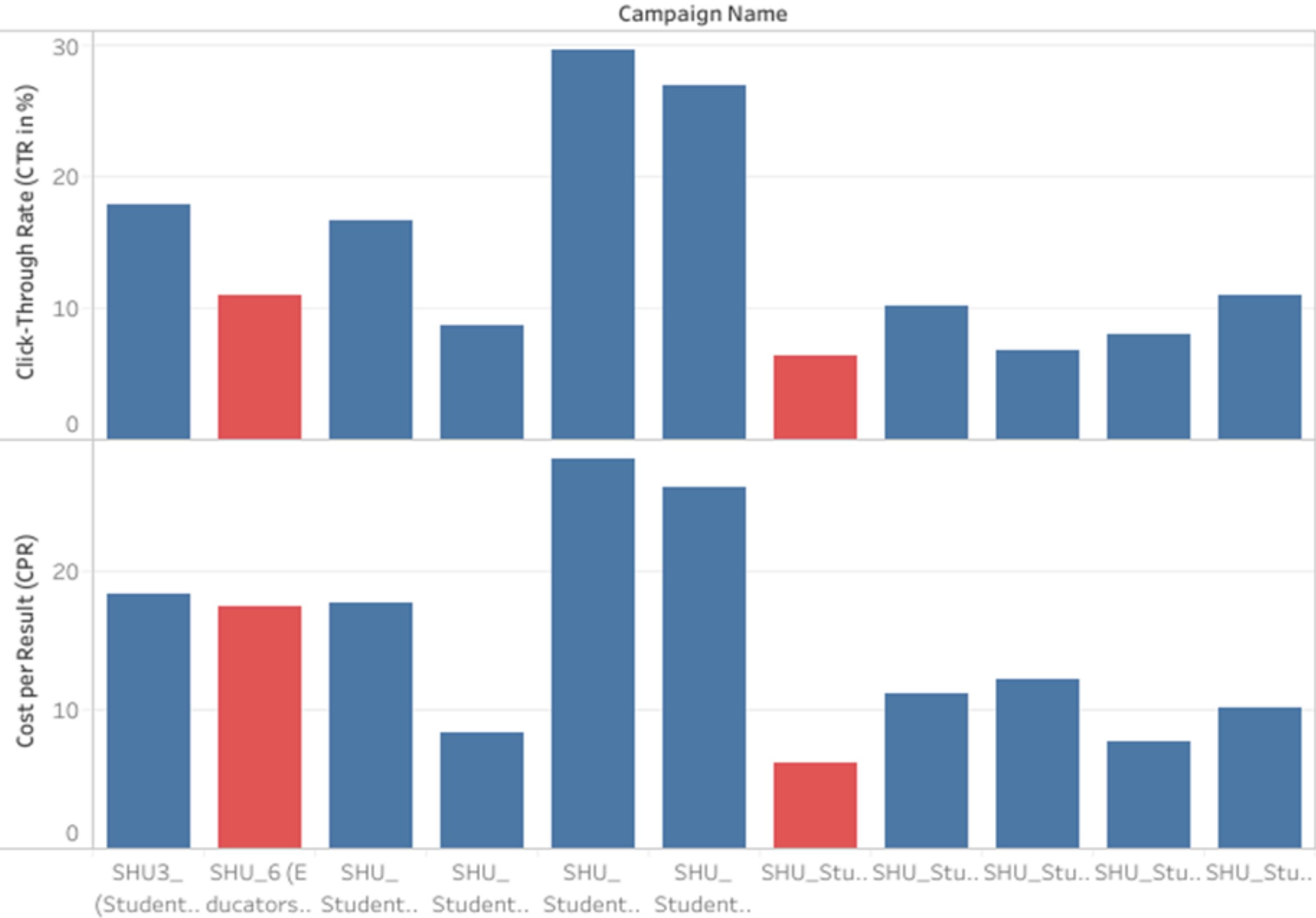


Sum of Amount Spent in INR by Campaign Name



SHU_6 (Educators and Principles) has the highest amount spent whereas SHU_Students(Ghana) has the lowest amount spent.

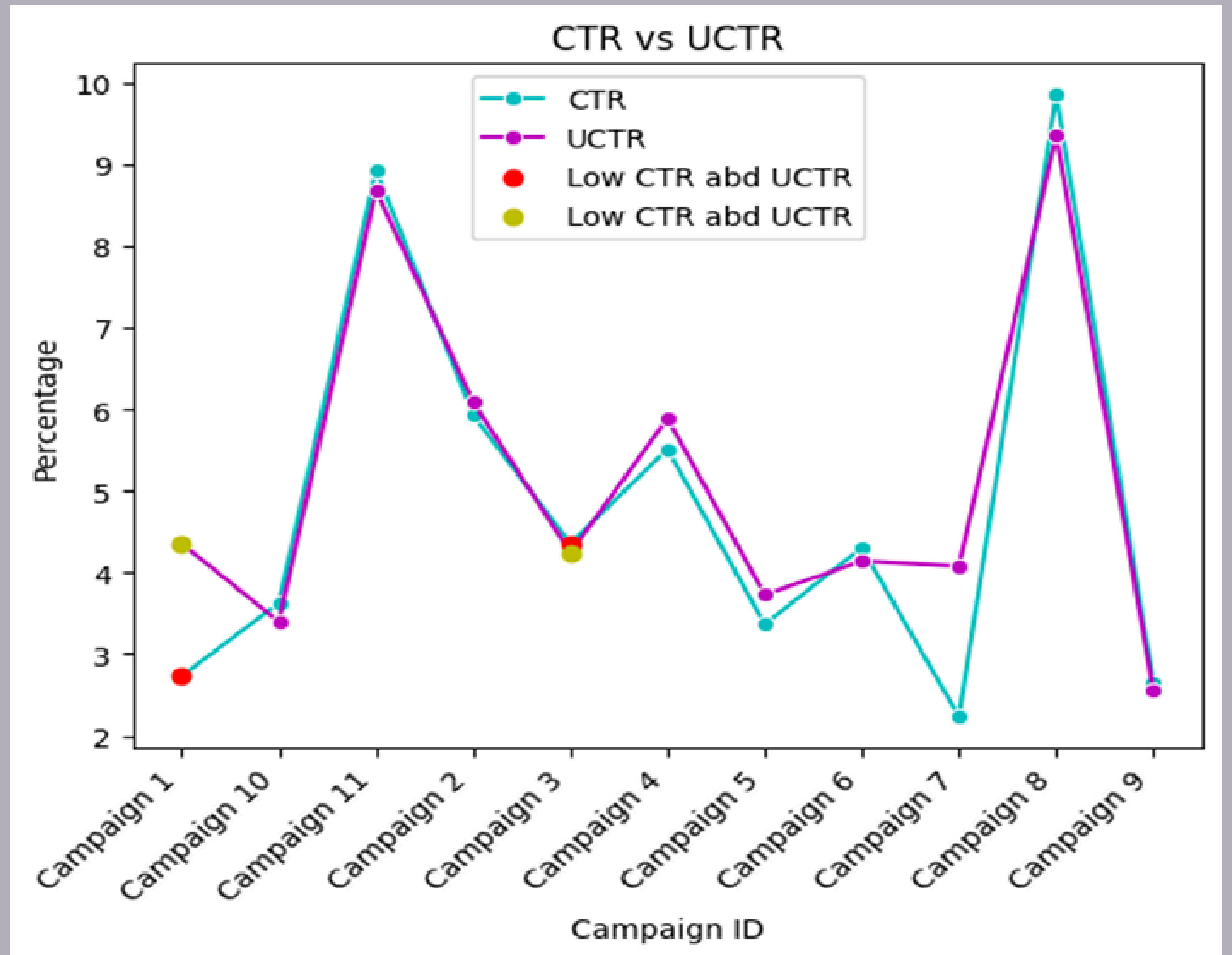
CTR Vs CPR



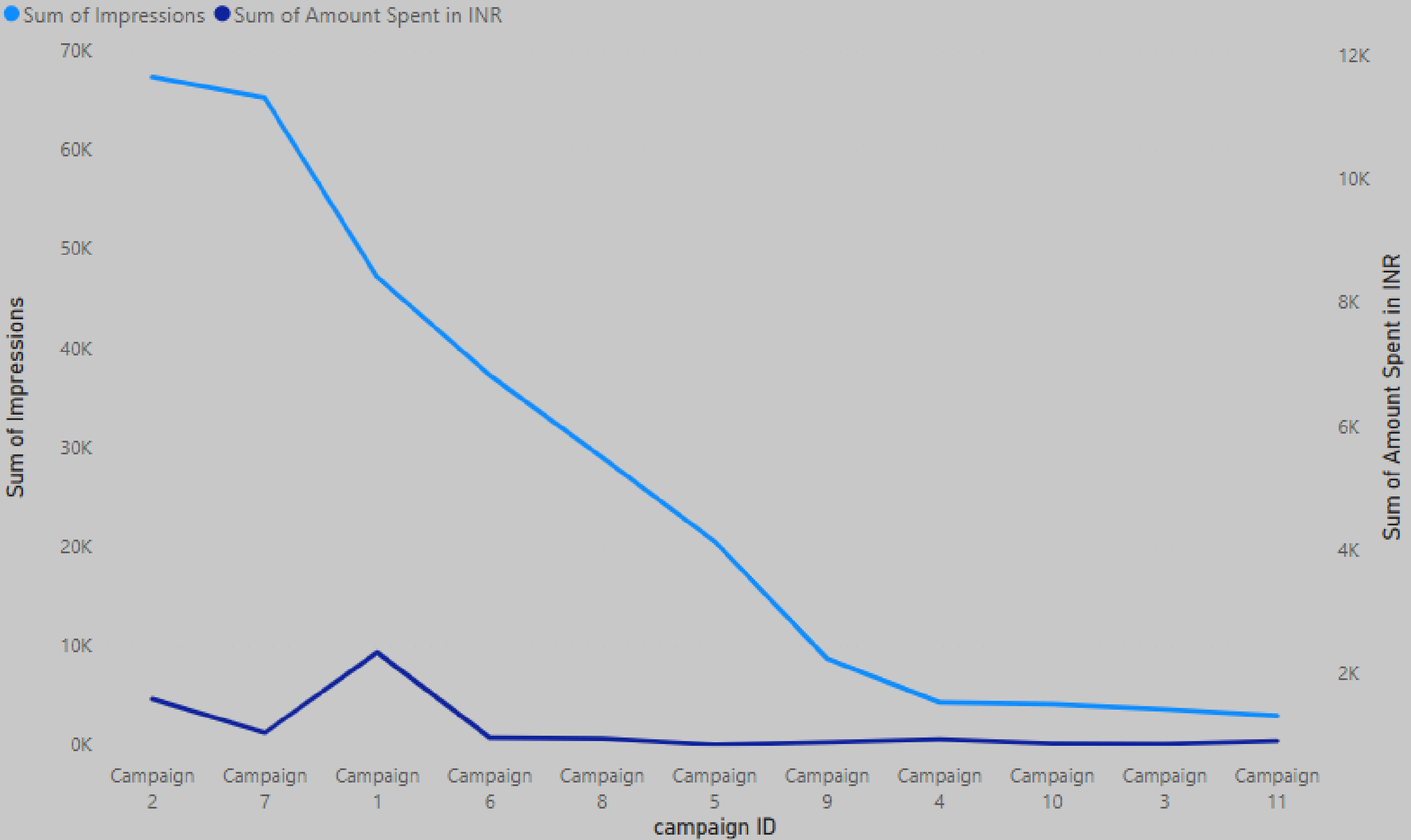
SHU_6 has a high CTR of 10.92% but a costly CPR of 17.42 INR, making it inefficient, while **SHU_Students(Australia)** has a lower CTR of 6.38% and weak engagement, though its CPR of 6.19 INR is lower than SHU_6.



- **Campaign 1 and Campaign 3** both have low CTR, indicating poor ad performance and ineffective targeting.
- The low uCTR for both **Campaign 1 and Campaign 3** shows they aren't attracting enough unique users, suggesting the ads aren't reaching the right audience and should be discontinued.



Sum of Impressions and Sum of Amount Spent in INR by campaign ID



Campaign 1 had relatively high spending but failed to generate proportionate impressions, while Campaign 3 had extremely low impressions and spending, indicating poor performance and inefficiency



CONCLUSION

- Based on the analysis, **Campaign 1 and Campaign 3** were identified as underperforming. These campaigns exhibited the **lowest reach, impressions, clicks, unique clicks, unique CTR, and highest CPC and CPR**. It is recommended to discontinue these campaigns to optimize future marketing efforts and enable cost-effective decision-making.
- By discontinuing the underperforming campaigns and reallocating resources to more promising growth opportunities, the Superhero U initiative can maximize its return on investment and achieve better engagement with its target audience.

High CTR and CPR

Low impressions per cost

Lowest Reach



Thank You!

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