



Superhero U Ad Analysis



*Data Visualization
Internship*

SLU DTV TEAM 7

=====
Excelerate



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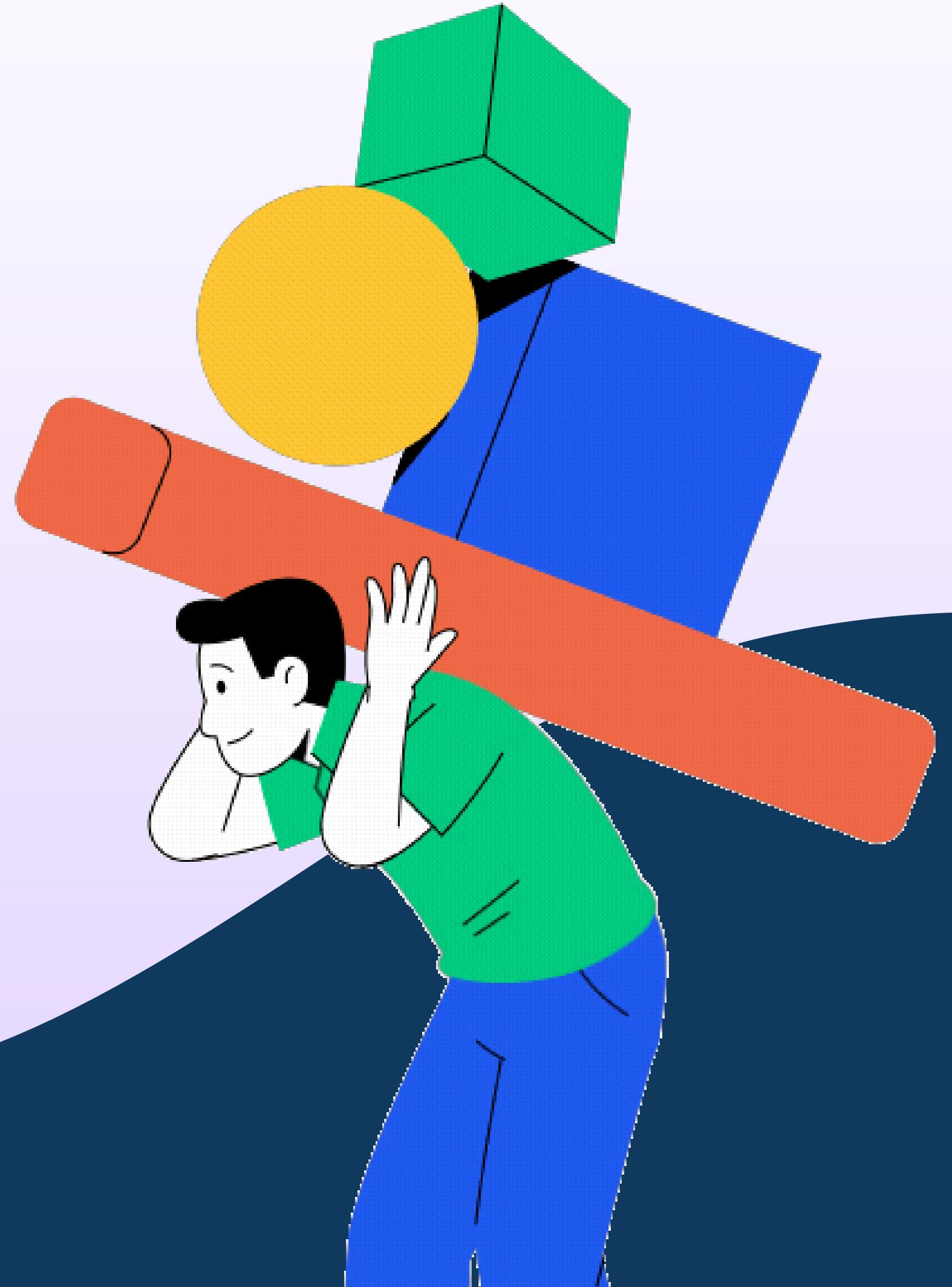
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What is Superhero U

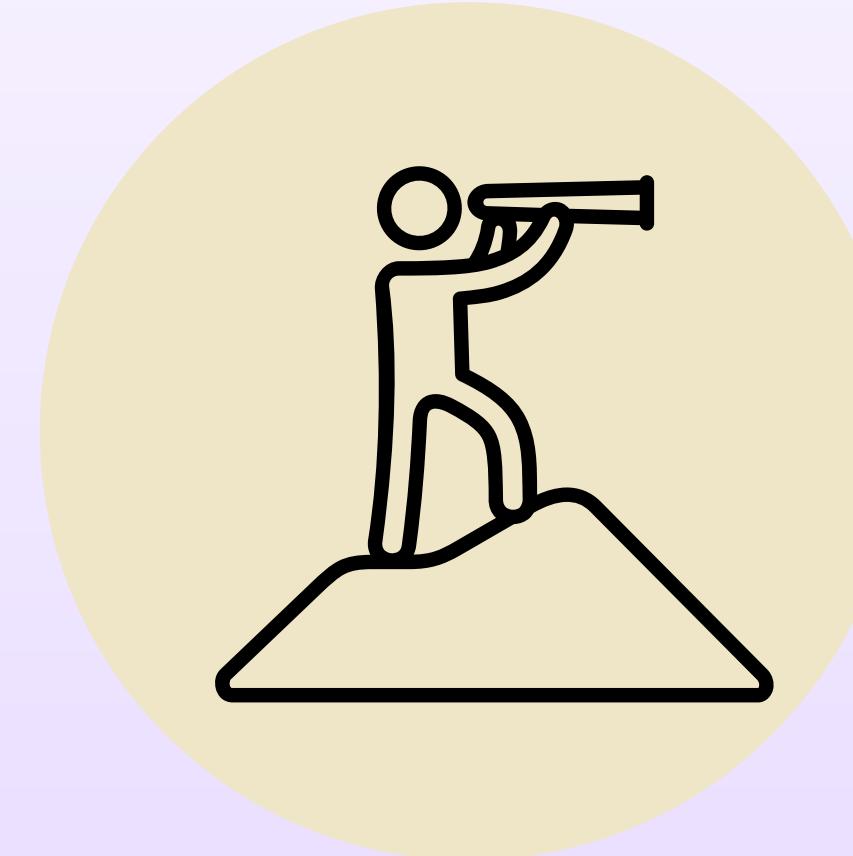


Introduction

"Superhero U" event is a competition, typically hosted by an educational platform like **GlobalShala**, where participants are encouraged to create their own superhero character with a focus on addressing real-world issues, essentially promoting responsible leadership and tackling sustainability challenges through creative thinking and innovation.

Participants can submit stories, illustration, posters, photo collages, and even movies that can explain their Superhero's mission.

About Superhero U



MISSION

Inspire youth to creatively address global challenges through superhero design.

VISION

Cultivate a generation of responsible leaders committed to sustainable development.

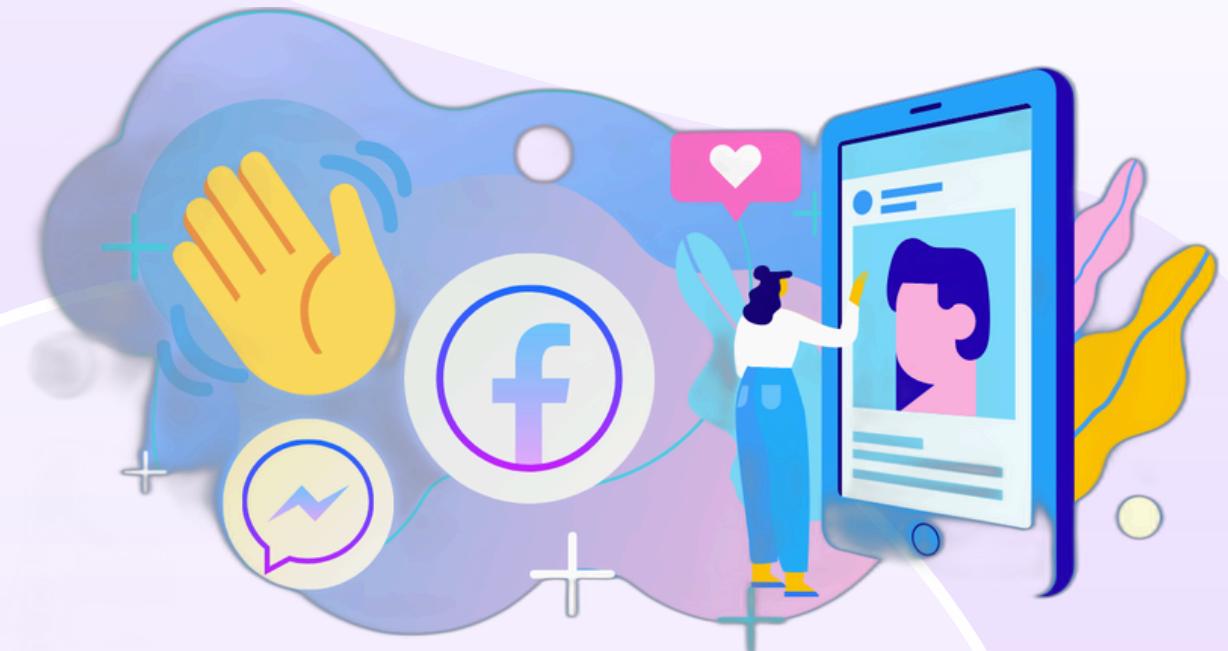
INSPIRATION

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



Next

Facebook Ads



Introduction

- 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.



Key elements for good facebook ad

Compelling visuals:

High-quality images or videos that are relevant to your product or service, and visually engaging to capture attention.



Clear headline:

A concise summary of your offer, highlighting the key benefit to the user.

Concise body text:

Short, impactful copy that explains the value proposition and encourages action.





Overview of SuperheroU Ad Campaign



Amount Spent



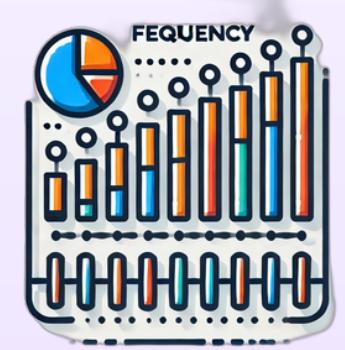
Impression



Reach



CTC



Frequency



Audience



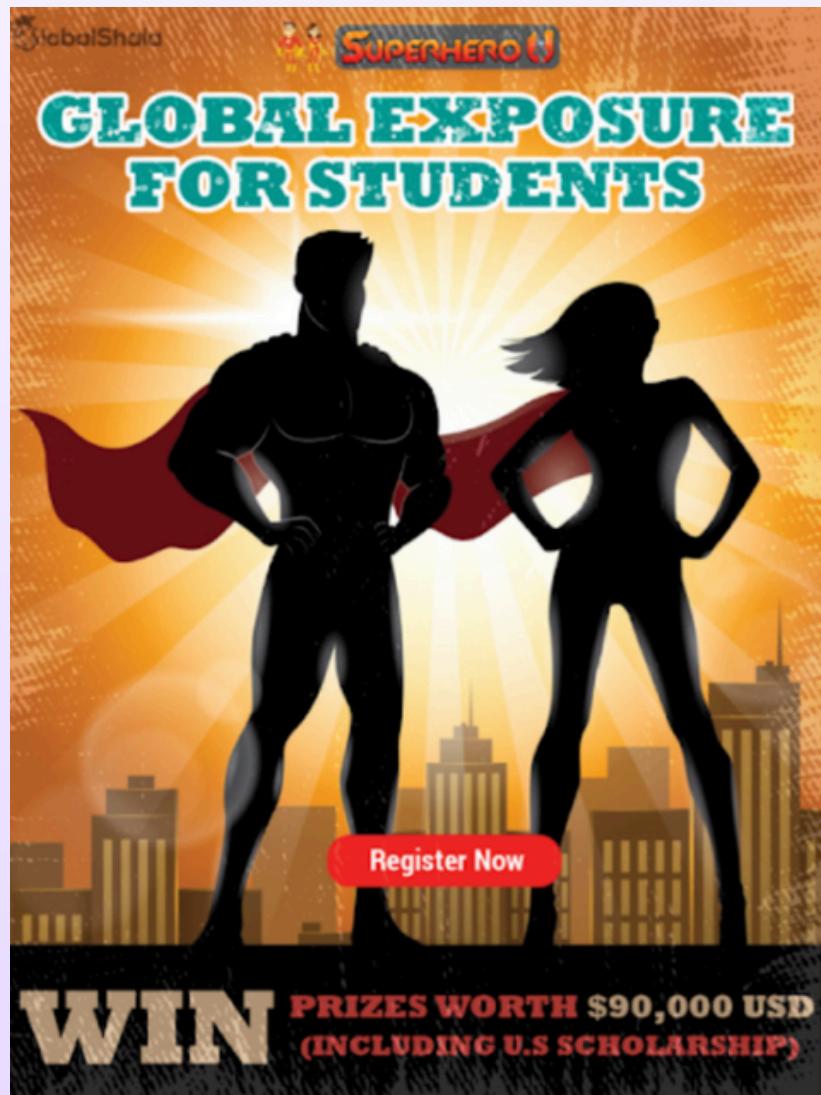
Geographics



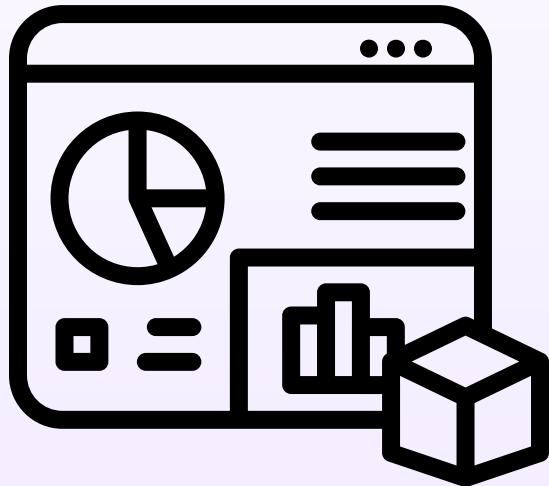
CPC

Superhero U Ad Campaign

Students



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



campaign ID	Amount Spent in INR	Cost Per Click	Cost per Result (CPR)
Campaign 1	2,333.33	7.34	20.52
Campaign 10	856.67	22.36	55.95
Campaign 11	897.68	14.44	28.71
Campaign 2	1,579.02	1.24	3.10
Campaign 3	850.68	23.76	69.32
Campaign 4	923.96	16.51	23.79
Campaign 5	837.78	3.85	11.91
Campaign 6	955.21	1.35	2.11
Campaign 7	1,035.24	2.17	5.99
Campaign 8	942.78	1.04	2.69
Campaign 9	876.26	10.75	28.05
Total	12,088.61	104.81	252.14

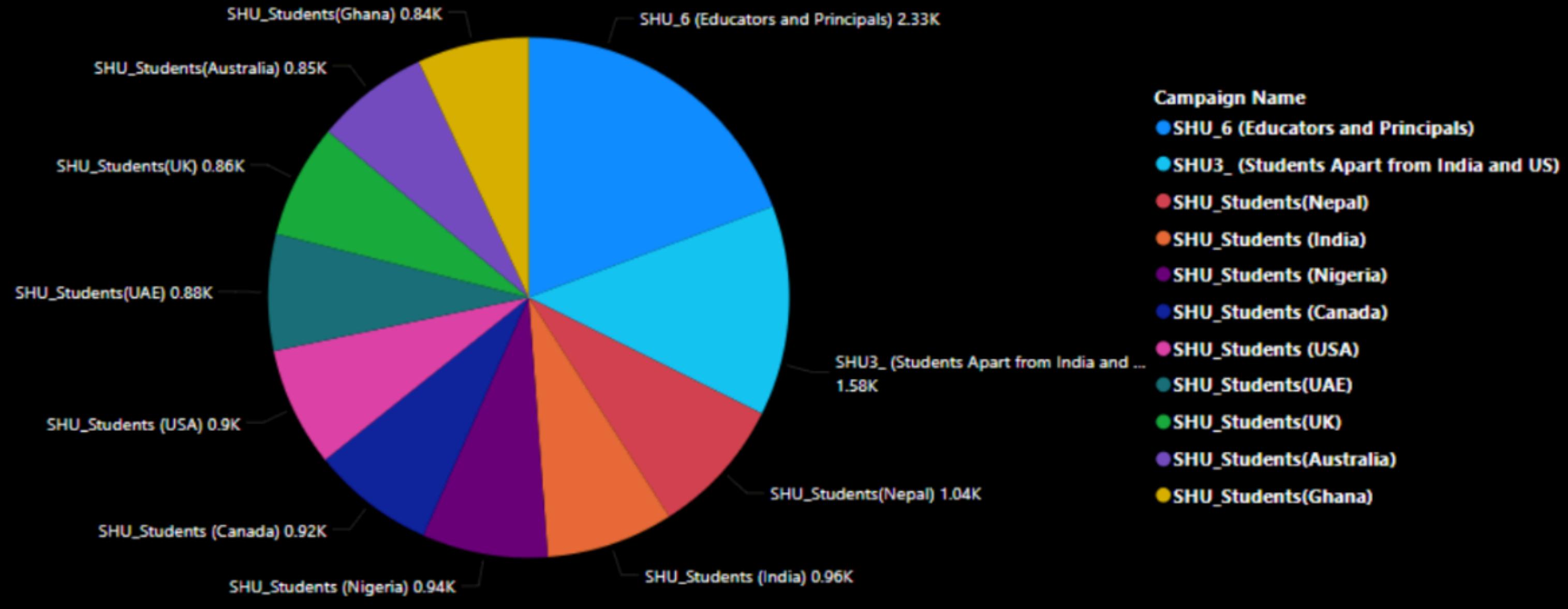


Campaign Overview

VISUALIZATIONS

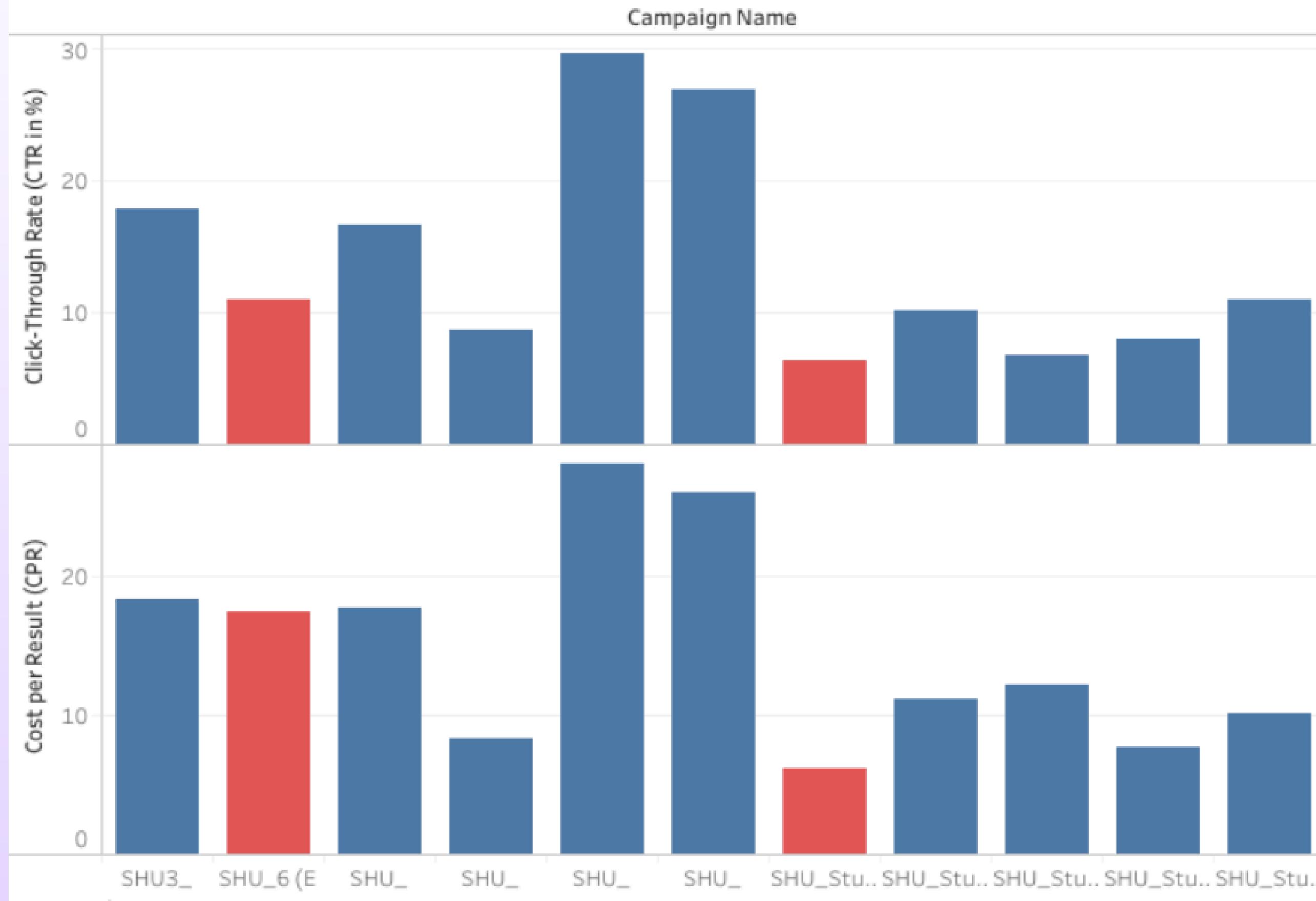


Sum of Amount Spent in INR by Campaign Name



SHU_6 (Educators and Principals) has the highest amount spent

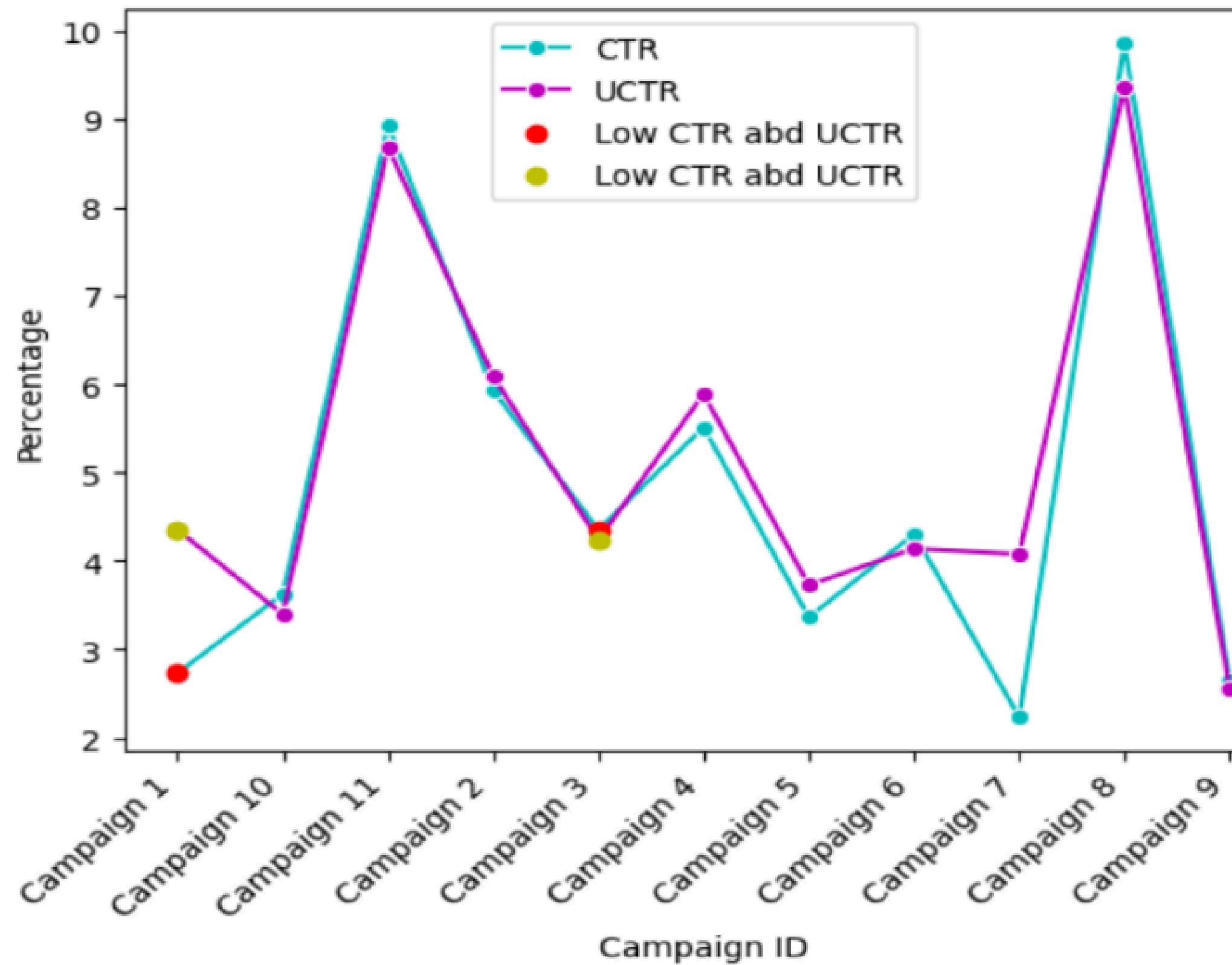
CTR Vs CPR



SHU_ Students (Australia) has a Click-Through Rate (CTR) of 6.38% and a Cost per Result (CPR) of 6.19 INR.

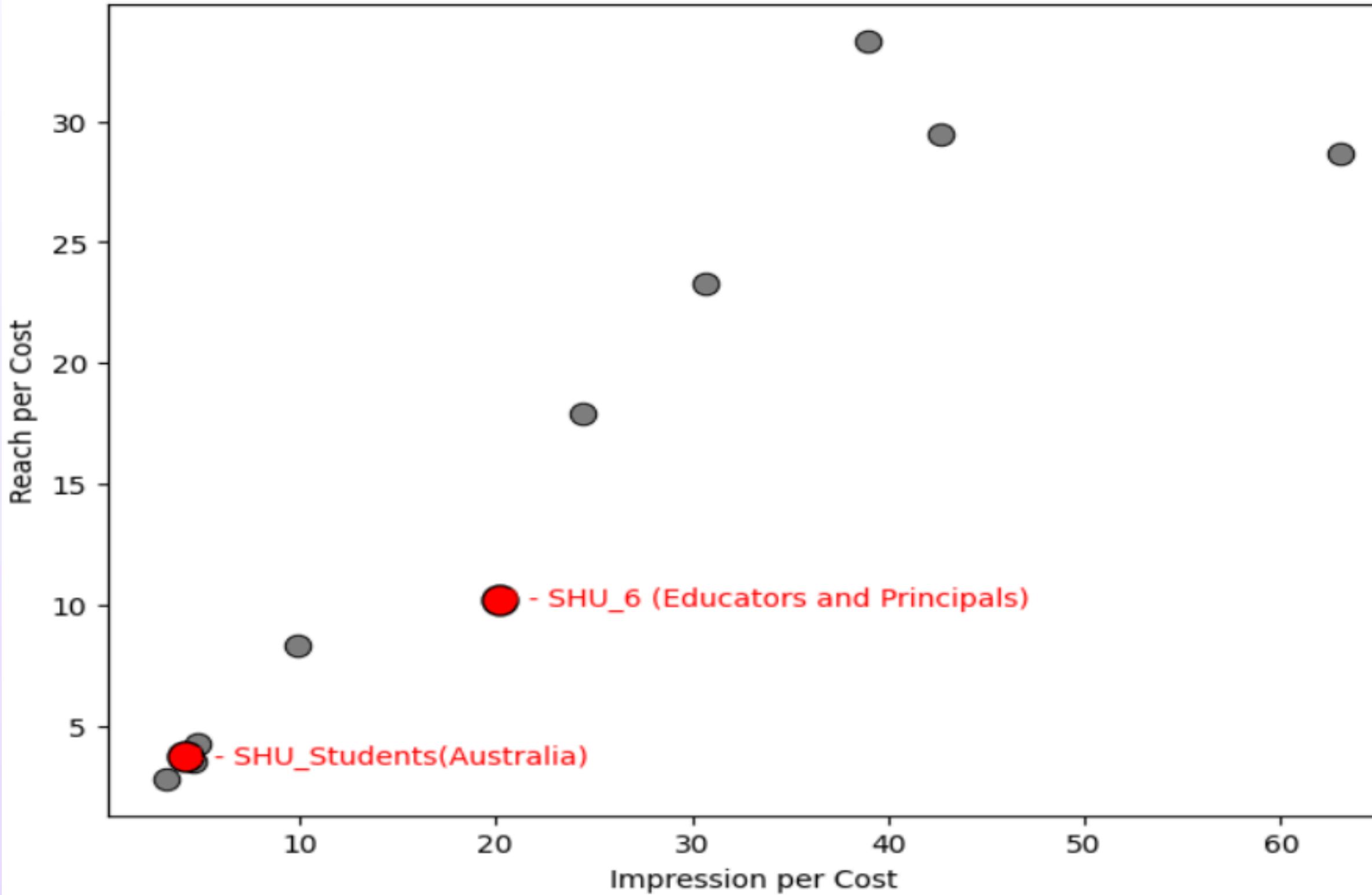
This campaign struggles with a significantly lower CTR, indicating weak audience engagement.

CTR vs UCTR



SHU_6(Educators and Principals) 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 Comparison: Impression per Cost vs Reach per Cost



SHU_6 (Educators and Principals) and SHU_Students (Australia) have relatively lower values compared to others, suggesting a need for further evaluation or optimization.

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

Thank you for your ongoing support and contributions to our success.



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