

Superhero U Ad Campaign



Facebook Ad Campaign Analysis

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About Superhero U

Is a movement that instills a sense of innovation and inventiveness among the youth, Superhero U is an endeavor to empower imaginative and fervent young minds to make the best possible use of their skills and creativity

Facebook Ads

Facebook Ads is the advertising platform of the social network Facebook that aims to promote products and services through publications or ads of text, image or video.

Types Of Facebook Ads

1

- Text ads
- Images ads

2

- Videos
- Events

3

- Promoted Posts
- Retargeting

Overview of campaigns

Superhero had two types of ads for Students and Educators

1. Total Number of 11 Campaigns

- Campaign 1 targeted at Educators & Principals

2. Campaign 2 targeted at Students apart from US and India

- Campaign 3 – 11 targeted at Students in Australia, Canada, Ghana, India, Nepal, Nigeria, UAE, UK, USA

DECK CONTENT

- Our Visualization Team
- Superhero U event in brief
- Facebook ads in brief
- An overview campaigns run by GlobalShala Marketing team
- Criteria considered in order to discontinue some campaigns
- Visuals and analytics of campaigns
- Recommendations and conclusion

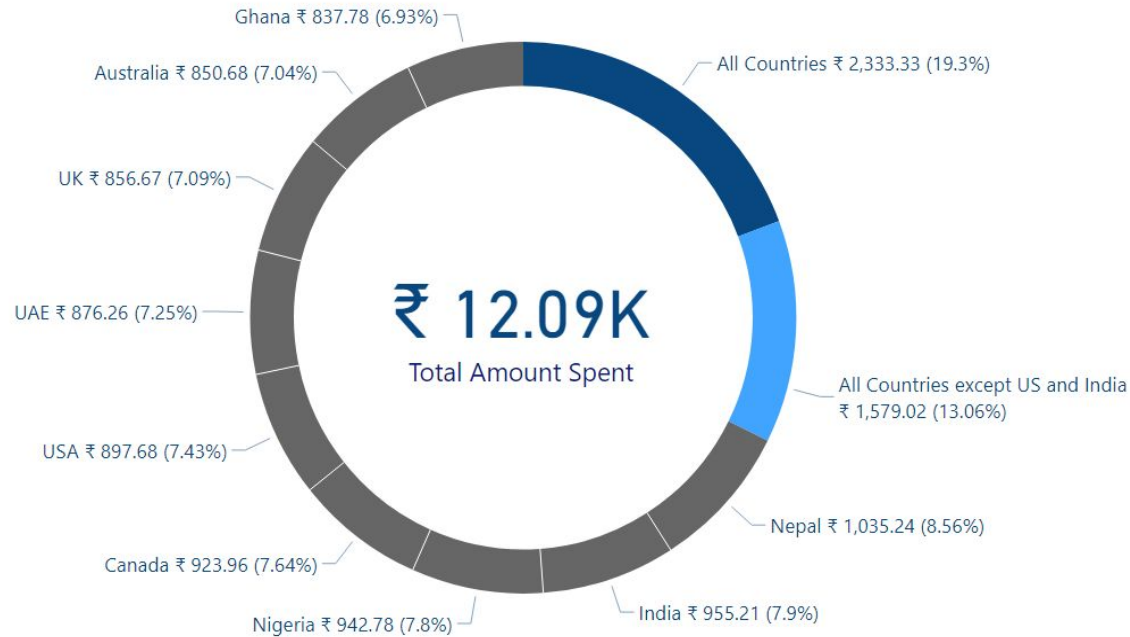
Key Criteria

Parameters set to evaluate performance of campaigns

- **Campaign Cost** *(Results based cost)*
 - **Reach** *(Effectiveness watch)*
 - **Unique Link Click** *(The main ads target)*
-

CAMPAIGN COST

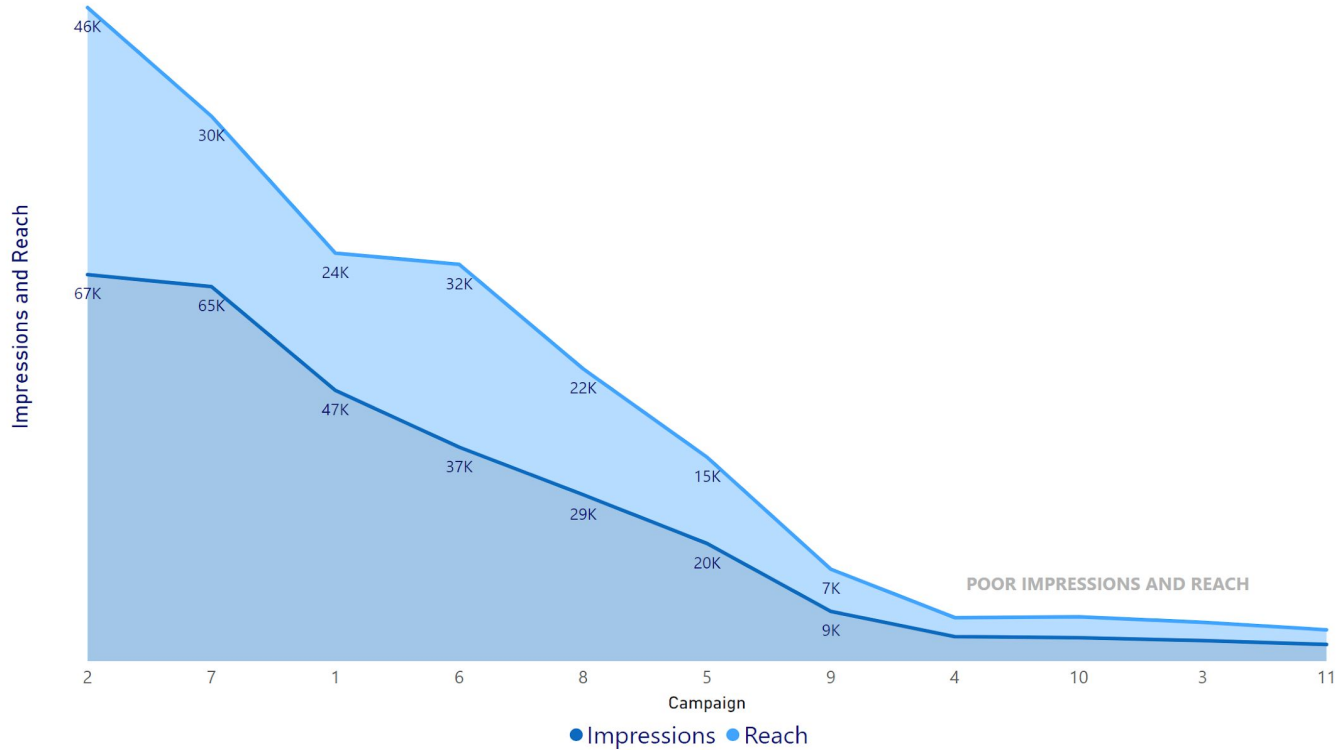
Total Amount Spent by Countries



As evident, More money was spent on Campaign 1 (All Countries and Campaign 2 (All Countries except US and India).

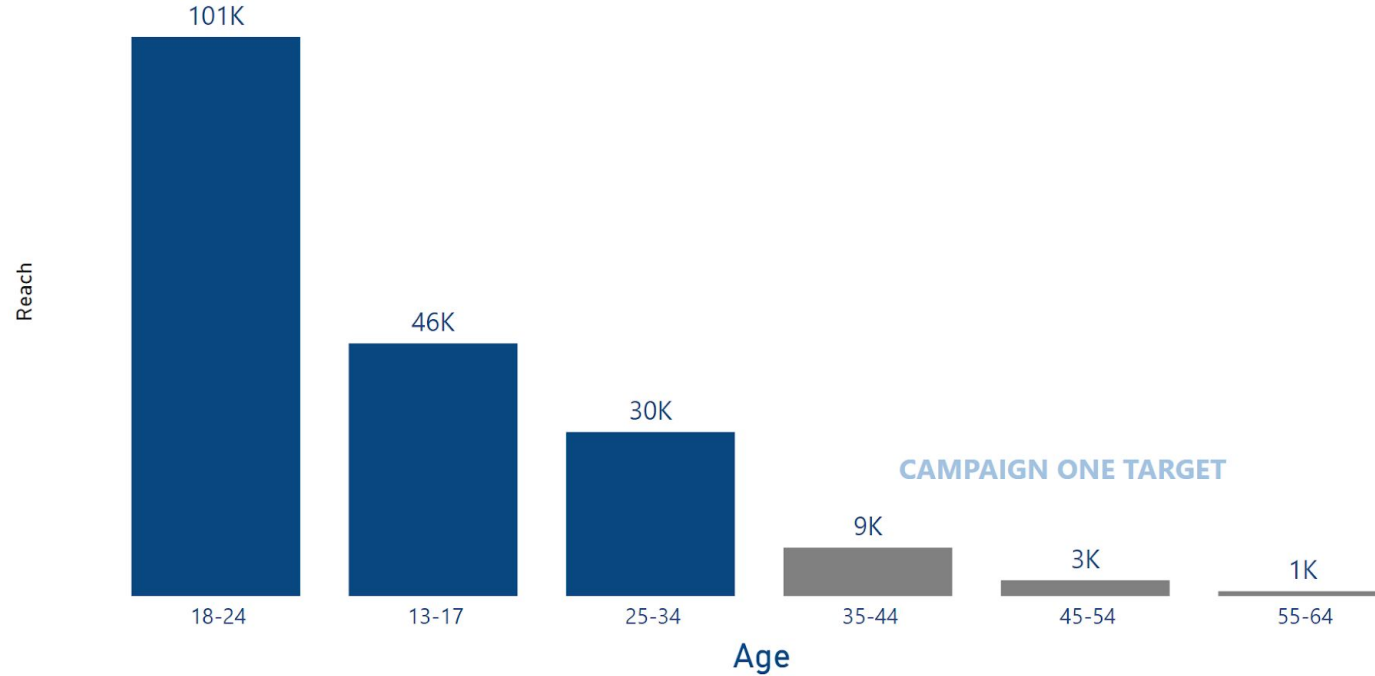
REACH AND IMPRESSIONS

Impressions and Reach by Campaign



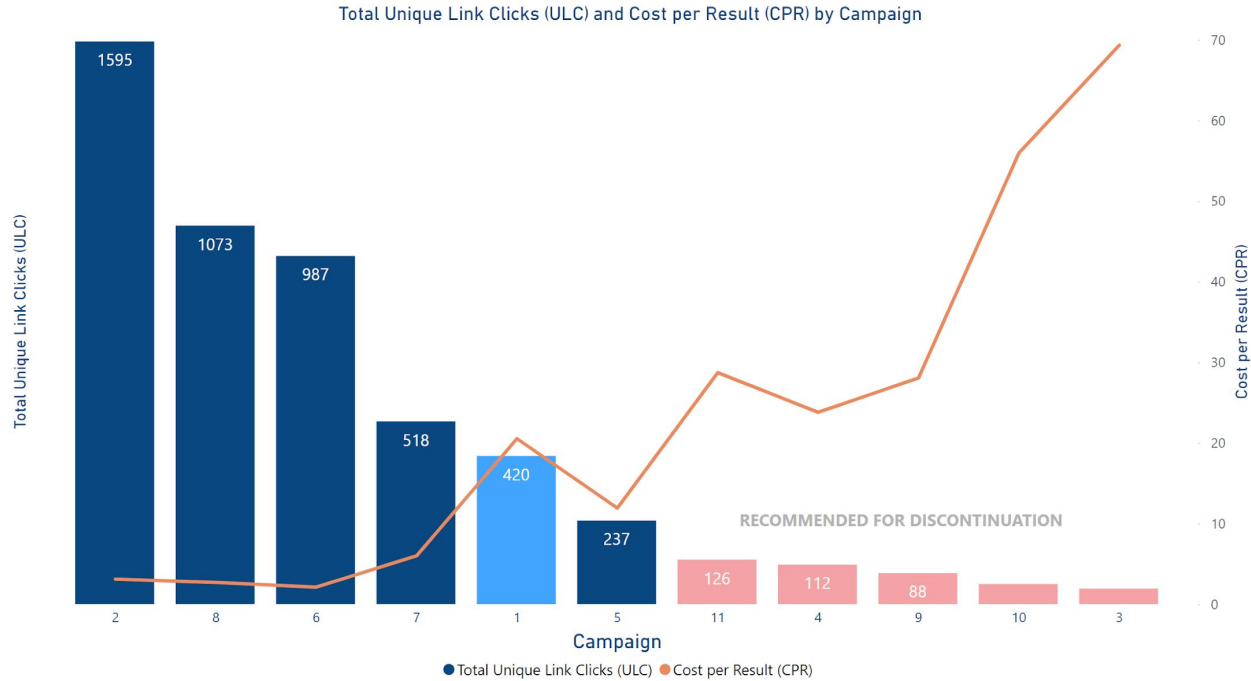
The Reach and Impressions for campaign 3, 4, 9, 10 and 11 are low.

Reach by Age



Basically Campaign One which retargeted Ages 35 - 64 had less reach despite the resources put into it. It is safe to say that Campaign was wrongly targeted hence needs to be retargeted or discontinued.

UNIQUE LINK CLICK



Campaign 3, 4, 9, 10 and 11 yield poor result despite the money spent to boost them.

Conclusion and Recommendation

- Discontinuation of **Campaign 3, Campaign 4, Campaign 9, Campaign 10, Campaign 11**
- The reach to students category is significantly more than that of educators and principals combined. Hence, the ads content targeted at Educators and Principal should be remodel.
- Campaign 2 performance should be leveraged optimally.
- Campaign 1 can be improved upon through proper targeting.

Thank you.