



EARNING MONEY BY DISCONTINUING CAMPAIGN 3 & 10

TEAM INTRODUCTION

Client - GlobalShala

Client (Role in Company) - Rinthiya

Team Lead - Dipankar Bhatia

Project Manager - Bhavin G Chennu

Pranav Patil

Project Scribe - K V Vishal

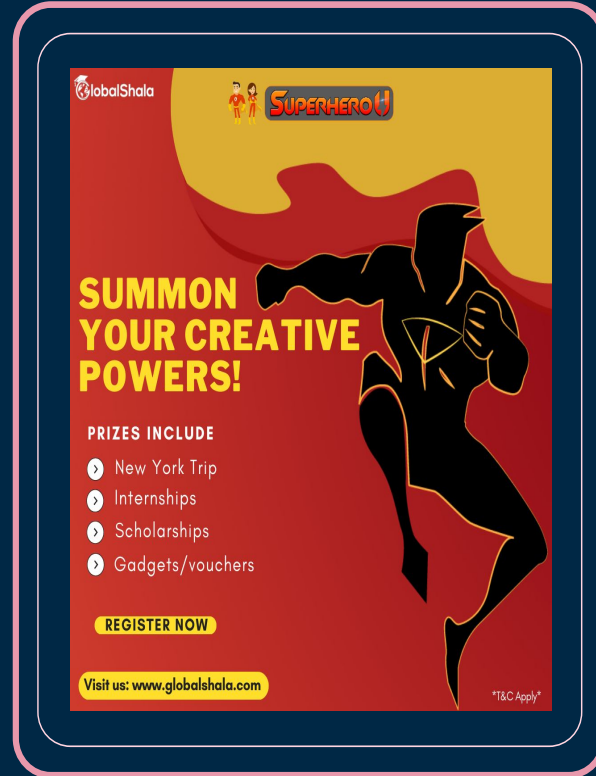
Ramya Telidevulapalli

Project Lead - Vedant Lanjewar



SUPERHERO U

Superhero U was a competitive event targeted towards providing an **encouraging** and **equal** educational opportunity to the budding stars



ABOUT SUPERHERO U

IMAGINE

Being an entrepreneur
Solving a real-world problem



ILLUSTRATE

A story about their
Superhero and mission

INNOVATE

A Superhero who takes
on the challenges



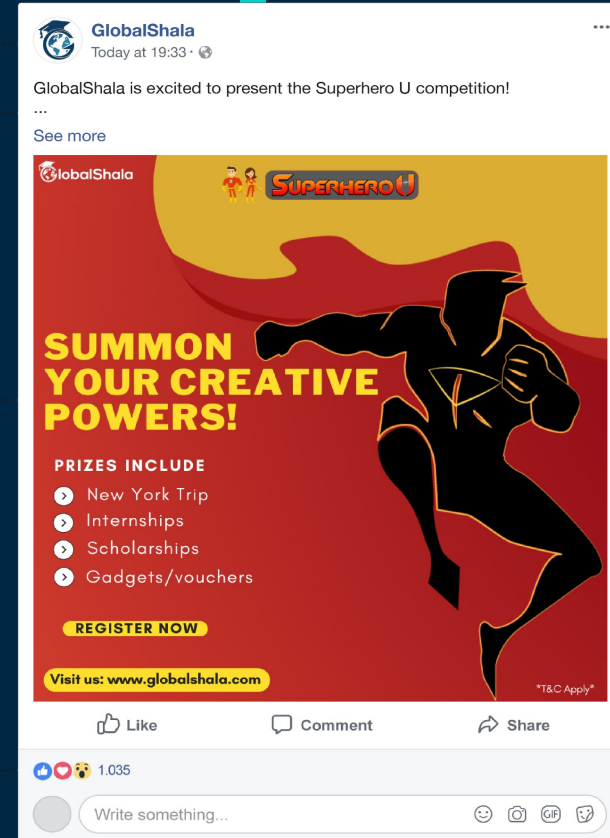
INSPIRE

Creativity among
themselves and peers

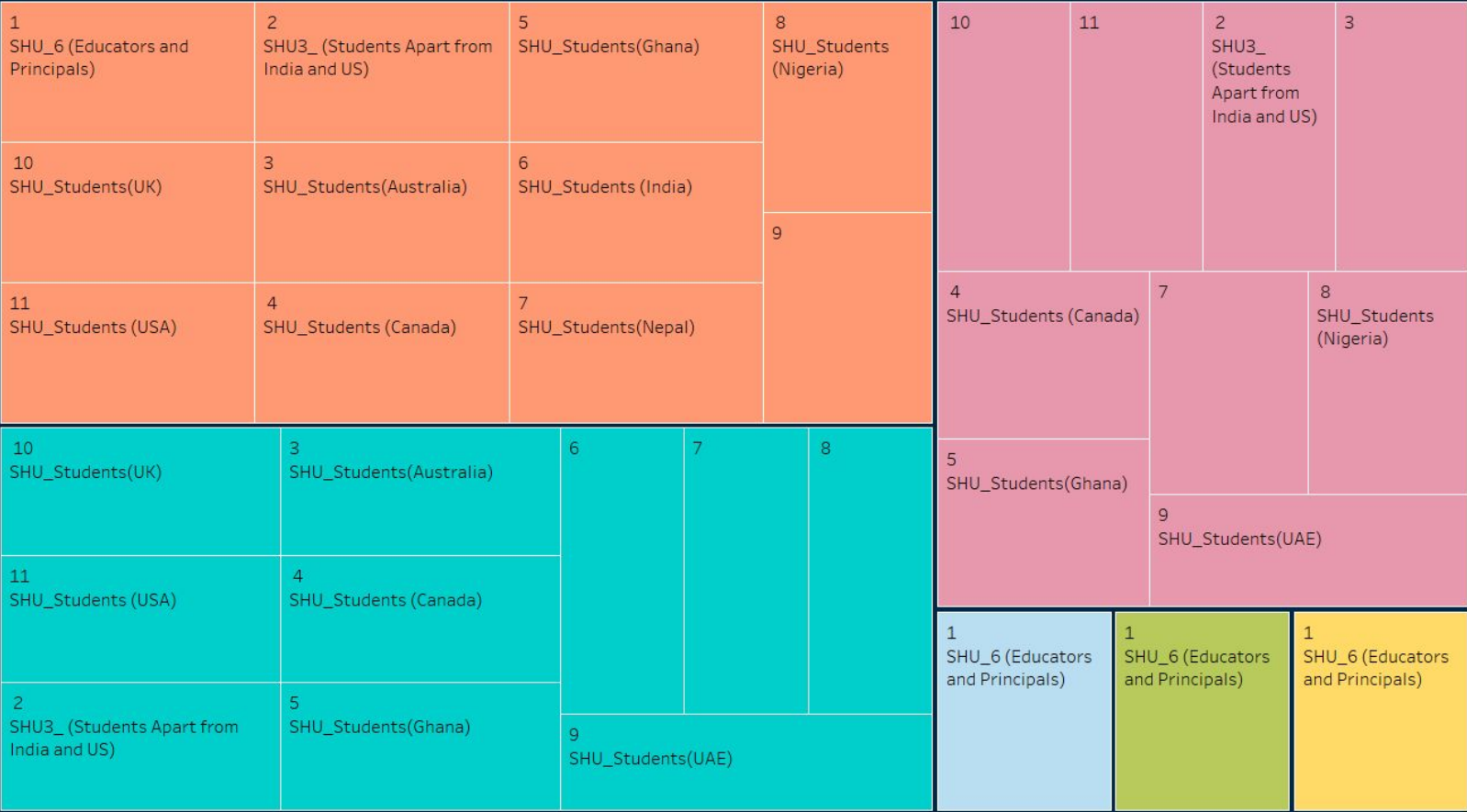
Facebook Ads - The Design

Space for **Content**:

- I. A **Profile Picture**, that has a lasting impact,
and an **Hyperlinked** Brand Name!
- II. A descriptive **Text**
- III. An **Image**, for visual impact!
- IV. Lastly, A Chance To Get A Response: **Like**,
Comment and **Share** Buttons



OVERVIEW OF CAMPAIGN

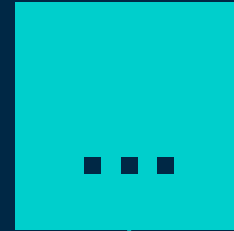


Age

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64

WHY ?

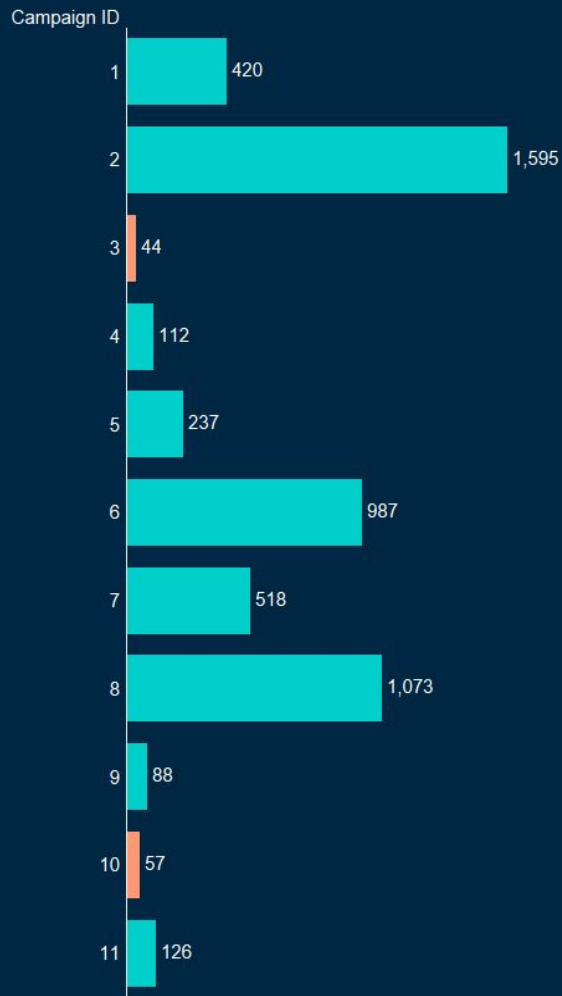
Discontinuation of campaign
3 and 10



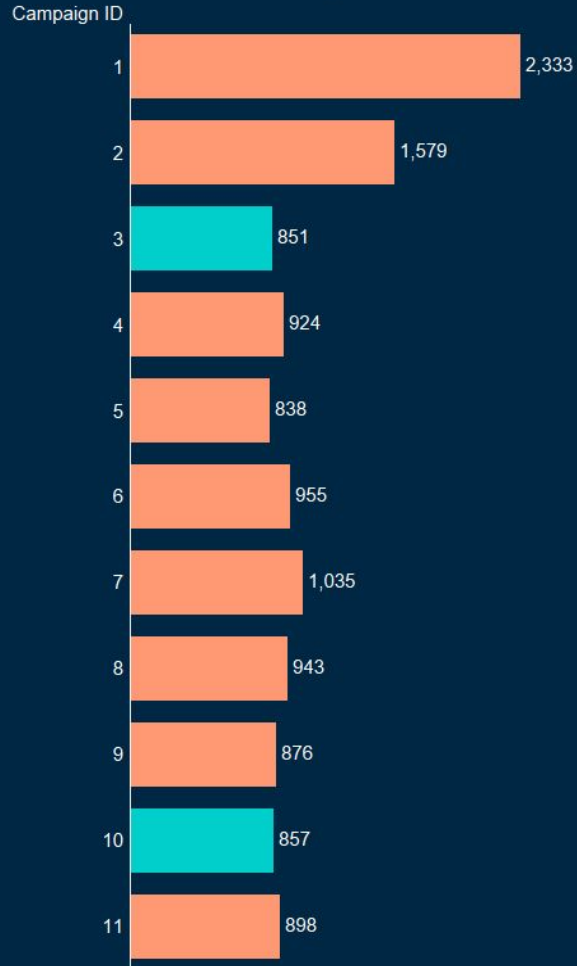
Amount Spent



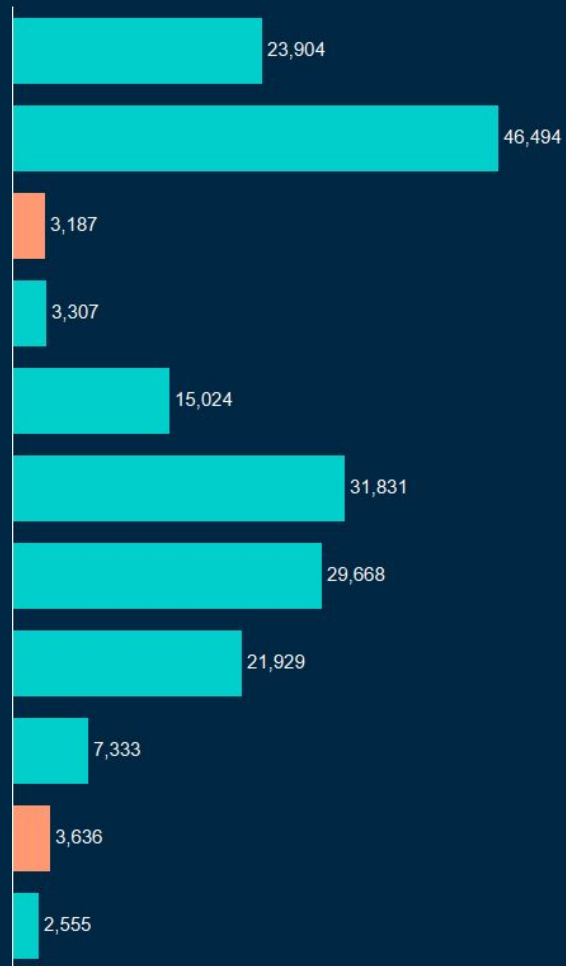
Unique Link Clicks



Amount Spent

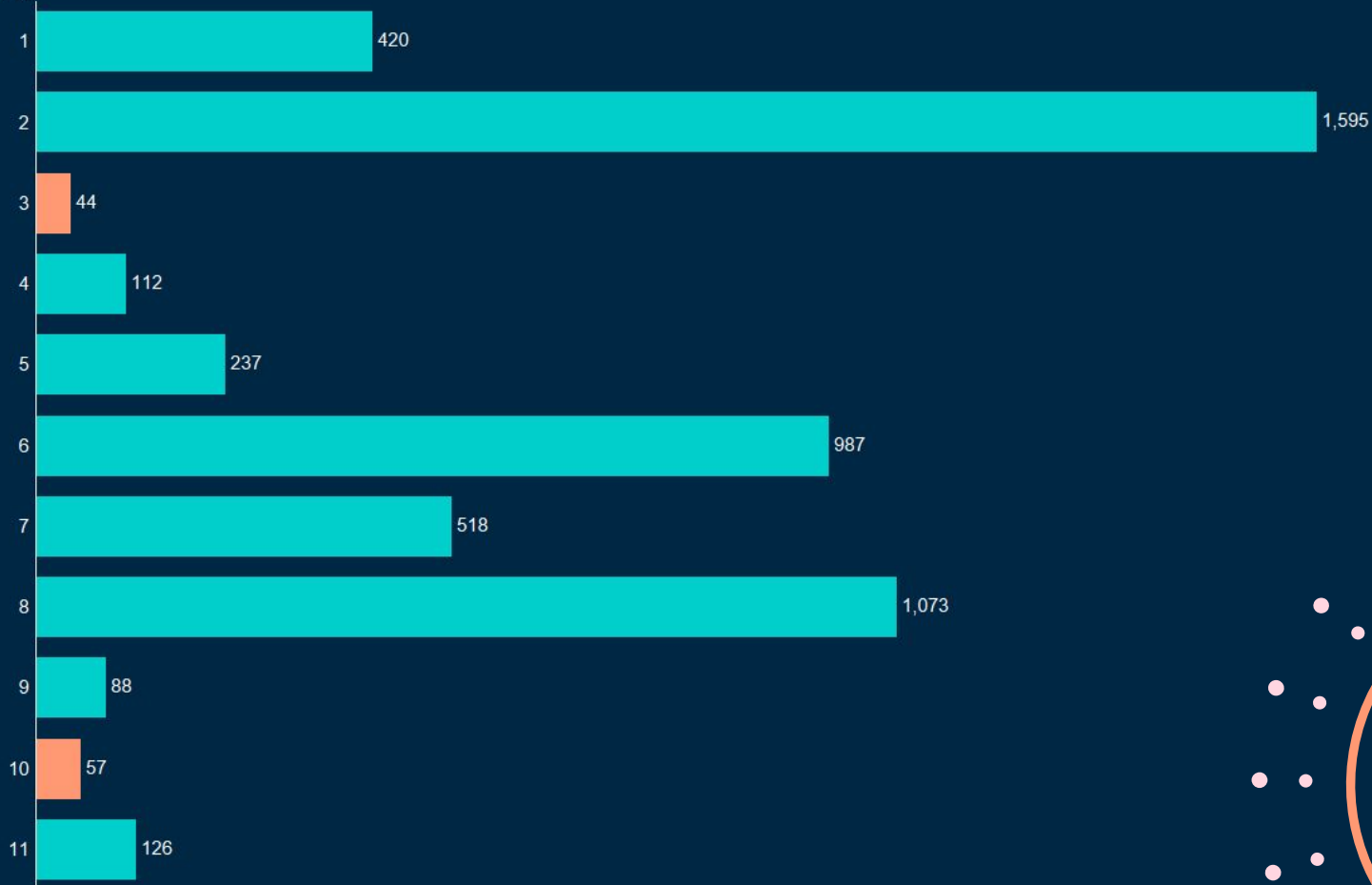


Reach



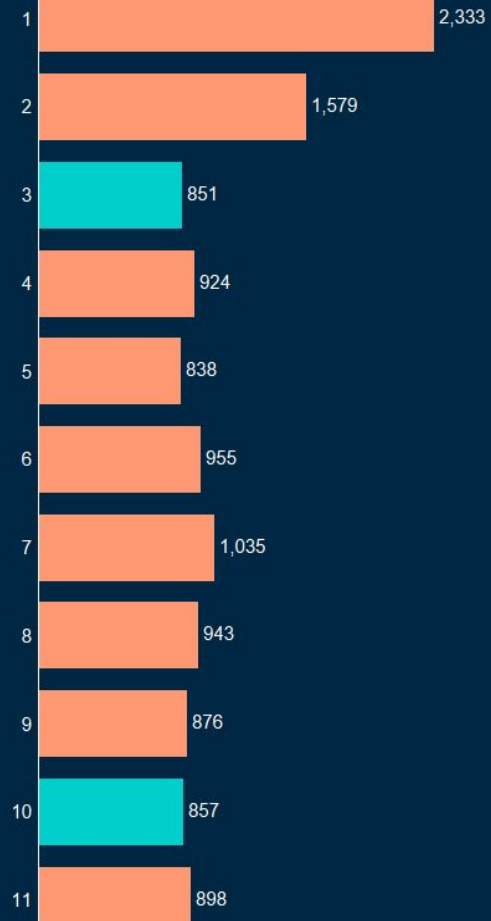
Unique Link Clicks

Campaign ID

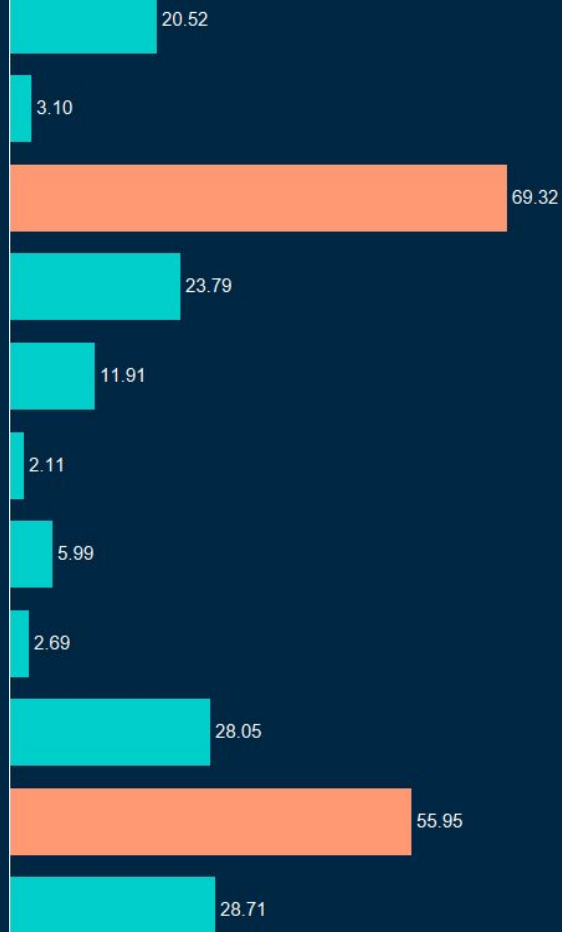


Amount Spent

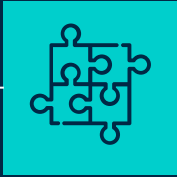
Campaign ID



Cost Per Result (CPR)



CONCLUSION



01

REACH

campaign 3 & 10 are
providing approx.
450% less reach



02

UNIQUE LINK CLICKS

Campaign 3 and 10 appeal
approx. **97%** less than the
best campaign, which has
1/2 the investment



03

COST PER RESULT

Campaign 3 & 10
has the highest
CPR for people
aged **25-34**