EARNING MONEY BY DISCONTINUING CAMPAIGN 3 & 10

TEAM INTRODUCTION

Client - GlobalShala

Client (Role in Company) - Rinthiya

<u>Team Lead</u> - Dipankar Bhatia

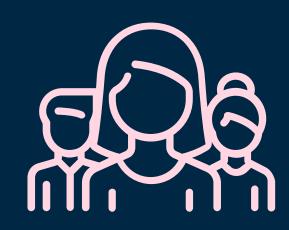
Project Manager - Bhavin G Chennu

Pranav Patil

Project Scribe - K V Vishal

Ramya Telidevulapalli

Project Lead - Vedant Lanjewar



SUPERHERO U

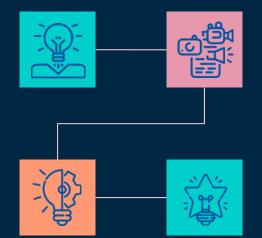
Superhero U was a competitive event targeted towards providing an encouraging and equal educational opportunity to the budding stars



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



2

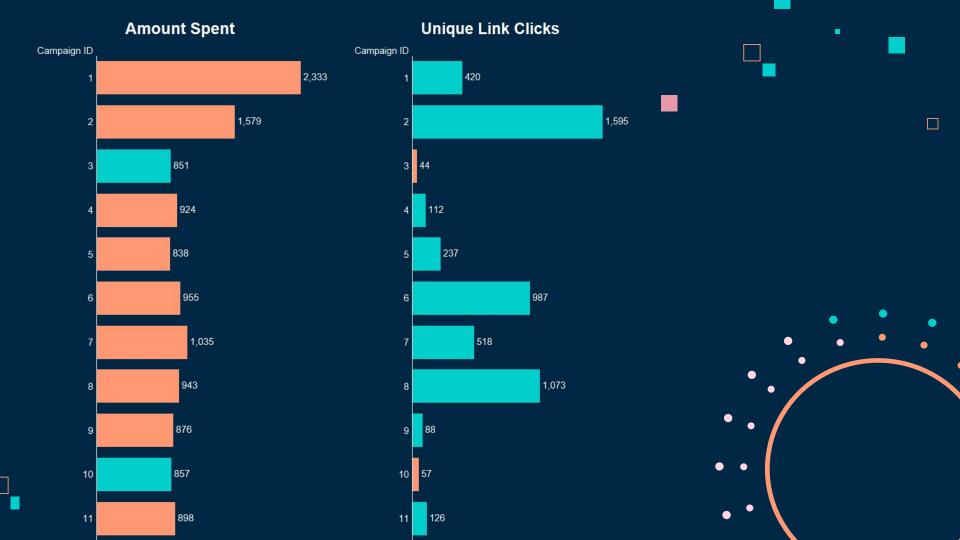
3

OVERVIEW OF CAMPAIGN

1 SHU_6 (Educators and Principals) 10 SHU_Students(UK)	2 SHU3_ (Students Apart from India and US) 3 SHU_Students(Australia)	6	HU_Students(Ghana)		10	11	2 SHU3_ (Students Apart from India and U	n	Age 13-17 18-24 25-34 35-44 45-54 55-64
11 SHU_Students (USA)	4 SHU_Students (Canada)	7 SHU_Students(Nepa	HU_Students(Nepal)		4 SHU_Students (7	8 SHU_Students (Nigeria)	
10 SHU_Students(UK)	3 SHU_Students(Australia)	6	7	8	5 SHU_Students(Ghana)	9 SHU_Students(U	AE)	
11 SHU_Students (USA)	4 SHU_Students (Canada)				1 SHU_6 (Educato and Principals)		J_6 (Educators Principals)	1 SHU_6 (Educators and Principals)	
2 SHU3_ (Students Apart from India and US)	5 SHU_Students(Ghana)	9 SHU_Student	s(UAE)						

WHY?

Discontinuation of campaign 3 and 10

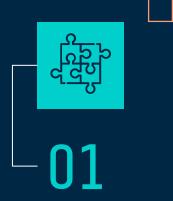




Unique Link Clicks Campaign ID 420 1,595 112 237 987 518 1,073 • 88 • 10 126



CONCLUSION



REACH

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



UNIQUE LINK CLICKS

Campaign 3 and 10 appeal approx. 97% less than the best campaign, which has

1/2 the investment



COST PER RESULT

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