

# Post-Campaign Analysis & Insights

## 1. Client’s Original Targets

When Haksoss Café initially approached me, their objective was to position the new “Hero Latte” as a seasonal bestseller while increasing loyalty program adoption in their New Cairo branches. Their internal benchmark metrics were built from a blend of historical in-store sales, social engagement patterns, and loyalty app performance.

Metric	Client Target	Source of Target
Total Reach	77,000 users	Average monthly audience size from Meta Ads Manager (Q2–Q3 data)
Engagement Rate	≥ 10%	Previous campaign benchmarks for café category in Egypt (Meta Insights, 2024)
Loyalty Sign-Ups	1,000 members	Projected growth rate from CRM analytics
ROAS	3.5 : 1	Standard ROI expectation for beverage F&B promotions

Conversion Rate	$\geq 5\%$	Derived from historical click-to-purchase data
-----------------	------------	------------------------------------------------

## 2. Data Collection & Validation Methodology

---

Every insight was drawn from validated first-party and third-party data. To ensure reliability, I combined automated platform analytics with manual verification through exported CSV datasets. The following framework guided the process:

Data Source	Purpose	Validation Method
Meta Ads Manager	Reach, CTR, conversion data	Cross-checked with UTM-tagged Google Analytics reports
Google Analytics 4	User journeys, retention, and funnel drop-offs	Session-based segmentation + event validation via GA debug mode
Mailchimp Reports	Email open & click-through rates	Random sampling vs manual URL click verification
POS / CRM data	Loyalty sign-ups and redemptions	Cross-referenced against timestamped offer codes

Survey & Social Polls	Qualitative sentiment	Responses filtered by completion rate > 80%
-----------------------	-----------------------	---------------------------------------------

### 3. Strategic Reform & Optimization

---

During execution, it became clear that initial audience definitions were too broad, leading to inefficiencies in cost-per-conversion. I restructured the segmentation strategy using GA4 behavior data and Meta custom audiences, focusing exclusively on:

- Users with  $\geq 2$  previous content engagements
- Website visitors who viewed pricing or location pages
- Loyalty members inactive for 30 days

This refined focus reduced wasted impressions by 14%, improved CTR by 22%, and allowed the campaign budget to concentrate on high-intent clusters. Parallel A/B tests on creative tone and urgency language helped identify that concise, emotional messaging (“Your Morning Ritual Awaits”) outperformed neutral copy by 41% CTR uplift.

### 4. Quantitative Outcomes vs. Targets

---

Metric	Target	Actual	Variance (%)	Insight
Total Reach	77,000	80,800	+4.9 %	Higher ad frequency tolerance than expected within New Cairo demographic

Engagement Rate	10 %	11.3 %	+13 %	UGC & social proof drove deeper interaction
Loyalty Sign-Ups	1,000	1,070	+7 %	“Latte Circle” rewards CTA increased member acquisition
ROAS	3.5 : 1	4.11 : 1	+17 %	Reallocation from awareness to retargeting phase improved efficiency
Conversion Rate	5 %	6.2 %	+24 %	Personalized remarketing drove stronger intent

## 5. Key Learnings & Interpretation

---

The campaign’s performance validated that consumer decisions in specialty cafés are highly responsive to emotional storytelling paired with time-sensitive incentives. Below are the categorized insights:

Category	Observation	Actionable Takeaway
Audience Behavior	Warm audiences converted at 2.3× the rate of cold traffic	Expand lookalike audience modeling around high-LTV profiles

Creative Optimization	Seasonal visuals increased click-through by 31 %	Repurpose top-performing visuals for future limited-edition drinks
Email Performance	Cart-abandonment CTR only 3.2 %	Re-engineer sequence with urgency-based copy and limited coupons
Ad Copy Testing	Urgency phrasing (“Final Hours”) outperformed neutral CTAs by 2.6×	Adopt scarcity language strategically during final 48 hours

## 6. Failures, Gaps & Recovery Actions

---

While the campaign surpassed all key quantitative targets, two underperforming areas were documented. The first was the mid-funnel nurture email series, which saw below-target engagement; the second was an over-saturation of remarketing frequency that led to ad fatigue by week 10. I corrected these by re-segmenting recipients and deploying a cooldown schedule, which restored CTR stability within one week.

## 7. Recommendations for Future Campaigns

---

Based on both performance analytics and behavioral trend analysis, I recommend the following for Haksoss Café’s upcoming launches:

- Integrate predictive analytics to automate bid adjustments across Meta and Google channels.
- Implement a loyalty-driven retargeting funnel (push notification + email + dynamic ads) to sustain post-campaign momentum.
- Establish quarterly A/B testing calendars to optimize creative and copy rotation systematically.

- Develop a micro-influencer partnership network to reinforce community credibility.

## 8. Summary of Post-Campaign Value Creation

---

In total, this campaign not only exceeded its quantitative targets but redefined Haksoss Café's digital performance benchmarks. The refined segmentation model, validated data flows, and insight-driven optimizations will serve as replicable frameworks for future launches. By maintaining precision in audience mapping and creative testing, the brand can continue to grow its loyal base while maintaining a sustainable ROAS > 4.0 across seasonal cycles.