

# SMART Goals & KPI – Campaign Data Foundation

**Client:** Haksoss Café | **Campaign Duration:** 90 Days | **Project Type:**  
Demand-Generation & Revenue Campaign

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## 1. Original Client Objectives

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The client initially sought to **elevate Haksoss Café’s brand positioning** within Alexandria’s premium hospitality market. Their internal goal was to attract high-income professionals and lifestyle-oriented customers through digital channels. Their specific expectations were modest but brand-focused rather than data-focused:

- Increase social visibility by 40% across social channels.
- Reach approximately 50,000 users within 3 months.
- Achieve at least 500 loyalty sign-ups during launch.
- Maintain an ROI benchmark of 300% from ad spend.
- Solidify their image as a “premium yet approachable café.”

However, these objectives were not yet **SMART-defined** (specific, measurable, achievable, relevant, and time-bound). The campaign required reformulation to connect brand intent with measurable outcomes.

## 2. Data Collection & Validation Process

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Before defining new SMART goals, data was collected through multiple validated sources to establish a factual foundation:

1. **Market Benchmarking:** Local F&B market data from Egypt's Central Agency for Public Mobilization & Statistics (CAPMAS) and Think Tank reports indicated an *average café ROI of 210–280%* in luxury segments.
2. **Social Media Audit:** Prior brand accounts (Instagram, Facebook, TikTok) were analyzed using Meta Insights & TikTok Analytics. The audit showed an **average reach of 22,000/month** and **engagement rate of 7.9%**.
3. **Audience Profiling:** Custom survey (n=340) and geolocation insights from Meta Ads identified that **68% of users engaged with café content within 5km of Alexandria Corniche**.
4. **Competitor Benchmark:** Competitors like Délices and Tivoli Café reported loyalty conversion rates averaging **4.2–5.0%**.
5. **Sales Correlation Data:** Historical POS data showed an **average purchase frequency of 1.4x/week** among repeat visitors, which was used to model achievable conversion outcomes.

All data was cross-referenced through analytics dashboards (Meta Ads, Google Analytics, and POS exports) to ensure integrity and comparability.

### 3. Reformulating the Goals into SMART Objectives

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Based on data and business modeling, the goals were restructured into actionable SMART objectives that align directly with ROI accountability:

SMART Element	Original Client Target	Revised Data-Driven Target	Actual Result
Specific	Boost visibility and attract premium clientele	Achieve 1,000+ loyalty sign-ups through luxury positioning	1,070 Sign-ups (↑7%)
Measurable	Maintain ROI $\geq$ 300%	Target ROI 350% minimum	411% ROI achieved
Achievable	Reach 50,000 users	Reach 75,000 qualified impressions	80,800 actual reach
Relevant	Align with brand vision of luxury coffee	Integrate sales and loyalty KPIs with brand positioning	Sales mix 58% premium segment
Time-bound	3-month campaign	90-day structured execution plan (10 steps)	Completed within 90 days

## 4. Strategy Behind Reformulation

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The transformation of the goals was guided by data-modeling logic that ensured realism and scalability:

- **Ad Budget Allocation:** Budget was redistributed from awareness-heavy campaigns to conversion-optimized funnels (40% → 60% shift).
- **Lookalike & Interest Targeting:** AI-powered segmentation improved CTR by 32% (3.8% vs 2.9% benchmark).
- **Creative A/B Testing:** The use of “morning ritual luxury” visuals outperformed generic café ads by 26% engagement uplift.
- **Landing Page Optimization:** The loyalty sign-up form was reduced from 5 fields to 3, improving completion rate by 19%.
- **Retention Automation:** Email & SMS remarketing cycles increased repeat purchase frequency to 1.8x/week.

## 5. Data That Built Each KPI

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KPI	Data Source	Analytical Basis	Outcome
Reach (80,800)	Meta Ads Manager, TikTok Analytics	Optimized budget delivery + influencer reach boost	Exceeded target by 8%
Sign-ups (1,070)	CRM Data, Landing Page Analytics	Reduced friction + premium incentive funnel	Achieved 7% over target
Conversion Rate (6.2%)	GA4 + Meta Pixel	Form optimization, precise targeting	+1.1% over segment average

ROI (411%)	Financial Analysis (Ad spend vs. Sales)	Cross-channel ROI modeling	61% over client's expected return
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