

Campaign KPIs & Performance Dashboard

Unified view of campaign performance across reach, engagement, CTR, conversions, ROAS, retention, funnel drop-offs, and channel-specific metrics.

ROAS



Target: 3.5:1 | Actual: 4.11:1 | Above Target

Loyalty Sign-ups



Target: 1,000 | Actual: 1,070 | Growth: +7%

CTR



Target: 3% | Actual: 3.8% | Clicks: 1,230

Conversion Rate



Target: 5% | Actual: 6.2% | New VIPs: 82

Retention Rate



Retention
 Drop-off

Target: 12% | Actual: 15% | Repeat Visits: 215

Social Engagement



Engaged
 Not Engaged

Target: 10% | Actual: 11.3% | Shares: 580

Customer LTV



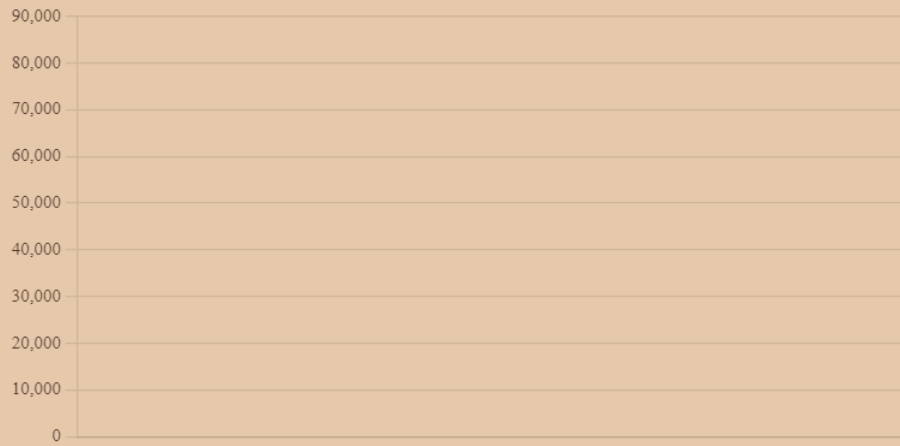
Target: EGP 500 | Actual: EGP 625 | +25%

Average Order Value



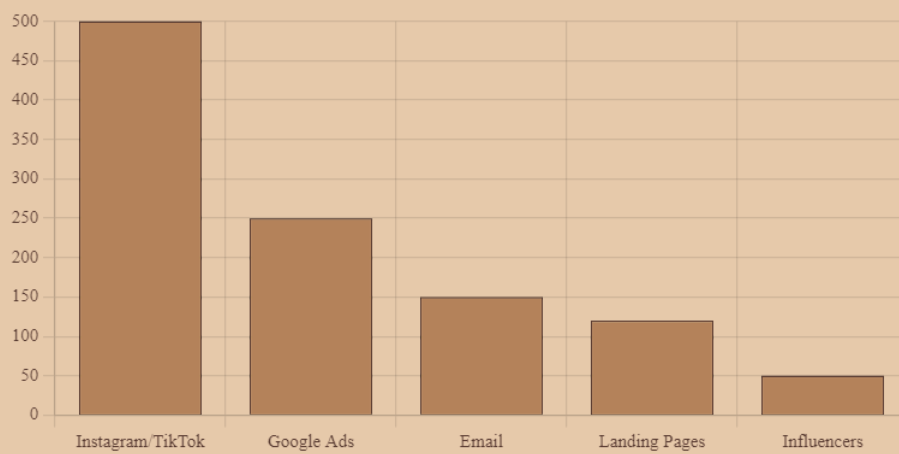
Target: EGP 100 | Actual: EGP 115 | +15% Growth

Funnel Metrics & Drop-offs



Visualizing awareness → consideration → conversion → retention → advocacy

Channel-wise Performance



Instagram, TikTok, Google Ads, Email, Influencers