Testimonials & User Feedback

Data Collection & Validation Process

Feedback data was collected from four distinct sources:

Source	Methodology	Validation	Sample Size
Client Interview	Structured 1:1 Zoom call post-campaign	Cross-referenced with performance dashboard	1 (Marketing Director)
Customer Feedback	Instagram comments, story polls, and loyalty survey (Typeform)	Manual sampling and keyword sentiment tagging	413 valid responses
Internal Team	Campaign retrospective using Miro and Asana feedback forms	Triangulated with ad platform metrics	8 team members
Public Mentions	UGC tracking using Brand24 (keyword: "Haksoss")	Filtered for relevance and authenticity	742 posts

Each dataset was scored using a **Sentiment Index Model** (SIM) that categorized responses as *positive, neutral, or negative*. Outliers were discarded after linguistic consistency analysis using NLP tools (LightTag + manual verification).

Client's Original Targets vs Real Outcomes

Initially, Haksoss Café sought a **minimum engagement rate of 9%** and a **conversion rate of 4.5%**, primarily focused on driving loyalty sign-ups rather than deep brand storytelling. I restructured their testimonial strategy by embedding user emotion into content design — encouraging real customers to share experiences through branded hashtags and short-form video challenges.

Metric	Client Target	Actual Achieved	Variance	Insight
Engagement Rate	9%	11.3%	+2.3%	Driven by influencer reposts and micro UGC
Conversions	4.5%	6.2%	+1.7%	Personalized CTAs outperformed generic versions
UGC Rate	1%	2.1%	+1.1%	Customer stories increased campaign virality
Brand Sentiment	85%	93%	+8%	Improved visual identity and tone alignment

Client Testimonial

> *"The campaign exceeded our expectations — ROAS and engagement were outstanding. Haksoss truly captured our brand's premium essence."*
>
> *– Marketing Director, Haksoss Café*

This feedback was gathered after presenting the Looker Studio performance dashboard. The validation came when the client increased the next quarter's ad budget by **+18%** and renewed the annual digital retainer.

Customer Sentiment Highlights

> *"I loved the Hero Latte! The storytelling on Instagram made me feel part of the VIP experience. Signed up immediately for the loyalty program."* – *@UPEliteAlex*

Feedback Type	Volume	Sentiment (%)	Average Engagement per Post
Positive	342	83%	1,120 likes
Neutral	49	12%	450 likes
Negative	22	5%	310 likes

Internal Team Reflections

> *"The integration between social, email, and search campaigns worked flawlessly. Data-driven decisions during A/B testing were crucial for performance optimization."* –
> ***Campaign Manager***

Our internal reflection meetings revealed 12 A/B tests executed during the campaign, focusing on subject lines, CTA variations, and image styles. The winning variants achieved a **+3% higher open rate** and **+0.8% higher conversion rate**, which were rolled into all live ad sets by Week 6.

Strategic Reformation Summary

What began as a transactional testimonial concept evolved into a structured **advocacy-driven content layer**. My reform strategy introduced three key shifts:

- **From Passive Reviews → Active Narratives:** Encouraged storytelling formats through interactive polls and micro video reels.
- **From Brand-Led → Community-Led Messaging:** Empowered real customers to co-own campaign tone, creating emotional credibility.
- **From Isolated Posts → Funnel-Integrated Testimonials:** Mapped testimonial snippets into retargeting sequences and landing pages for authenticity-based conversion.

By merging qualitative sentiment data with quantifiable engagement performance, the testimonials became a measurable performance driver rather than decorative content. This reformation not only exceeded all sentiment and conversion goals but also established a replicable framework for future café launches under the Haksoss brand.