

Haksoss Café — Audience Insights & Behavioral Trends

1. Original Client Targeting

- The client initially targeted a broad affluent audience, with no segmentation between young aspirational trendsetters and super-elite professionals.
 - Primary goal: Increase loyalty program sign-ups and repeat visits.
 - Initial campaigns focused on generic social media posts and broad email newsletters, lacking personalization and segmentation for VIP audiences.
-

2. Data Collection & Research Methodology

- **Primary Research:**
 - Interviews with 30 super-elite and aspirational young urban clients to understand motivations, behaviors, and social media habits.
 - Focus groups to explore engagement triggers and content preferences.
 - In-store observations to record purchase patterns, interaction times, and service expectations.
- **Secondary Research:**
 - Social media analytics (Instagram, TikTok, LinkedIn) to quantify engagement rates, CTRs, and content preferences.
 - Competitor benchmarking of high-end cafés in Alexandria & Greater Cairo.
 - Market reports on luxury coffee and lifestyle spending trends in Egypt.
- **Data Processing:**
 - Segmented audience by demographics, psychographics, engagement patterns, and purchase behavior.
 - Mapped patterns to journey stages to identify high-value touchpoints and messaging priorities.

3. Audience Insights

Category	Collected Data & Metrics	Strategic Reformulation
Demographics	<ul style="list-style-type: none">Age: 20–50 (Trendsetters & Professional Elite)Gender: 50% Male / 50% FemaleLocation: Alexandria, urban districtsIncome: EGP 200k–1M+/yearEducation: College to Master’s or higher	Segment audience into aspirational trendsetters (20–35) and professional elites (35–50) to tailor messaging, offers, and visual content.
Psychographics	<ul style="list-style-type: none">Lifestyle: Busy professionals, trend-focused young adults seeking premium, social experiencesValues: Quality, exclusivity, aesthetics, prestige, convenienceInterests: Specialty coffee, fine dining, lifestyle content, social networkingPersonality: Sophisticated, ambitious, socially influential, adventurous	Develop personalized campaigns highlighting exclusivity and prestige for elite professionals and visually-driven, socially sharable experiences for trendsetters.
Engagement Behavior	<ul style="list-style-type: none">Social Media Engagement: 11.3% average rate across Instagram, TikTok, LinkedInEmail Open Rate: 35%	Focus content strategy on high-impact visuals and social proof, use segmented emails for VIP-specific offers, and leverage short-form video content for trendsetters.

	<ul style="list-style-type: none"> • CTR on VIP campaigns: 3.8% • Content preference: Hero visuals, curated experiences, seasonal offers 	
Purchase Behavior	<ul style="list-style-type: none"> • Average spend: EGP 200–2000 per visit • Loyalty sign-ups: 1,070 members • Conversion Rate: 6.2% • Repeat visits: 1.5–2/week • ROAS: 4.11:1 	Design tiered loyalty rewards: premium perks for frequent elites, curated experiences for aspirational trendsetters, driving repeat purchases and program adoption.
Preferences & Influencers	<ul style="list-style-type: none"> • Preference for premium coffee blends, seasonal specials, curated offerings • Influenced by social proof, VIP exclusivity, peer recommendations • Responds to personalized campaigns and loyalty perks • Shares experiences online and participates in referral programs 	Leverage referral campaigns, user-generated content, and personalized VIP communications to boost advocacy and retention.
Opportunities & Insights	<ul style="list-style-type: none"> • Introduce short-form video content for Instagram/TikTok • Offer dynamic, exclusive seasonal offers for retention • Email segmentation for VIP personalization 	Implement targeted campaigns using identified channels, messaging, and content formats to increase engagement, retention, and conversion among both audience segments.

	<ul style="list-style-type: none"> • Influencer partnerships to attract aspirational urban trendsetters • Highlight premium curated experiences vs. competitors 	
--	---	--

4. Methodology & Rationale

- Collected both qualitative (interviews, focus groups, observations) and quantitative data (social metrics, CTR, ROAS, conversion rate).
- Analyzed behavioral patterns to segment audience and align messaging to journey stages.
- Reformed campaigns to focus on exclusivity, personalized experiences, and social sharing triggers.
- Insights directly influenced the creative, channel selection, and loyalty program design.

5. Key Takeaways

- Segmentation into trendsetters vs. super-elite professionals allows tailored campaigns for maximum impact.
- Visual content and influencer partnerships drive awareness and social engagement.
- VIP personalization increases conversion, repeat visits, and program loyalty.
- Referral and social proof programs turn loyal customers into advocates.
- Data-driven approach ensures each stage of the customer journey is supported by evidence and measurable metrics.