

Retargeting & Remarketing: Maximizing Conversions from Warm Audiences

Strategically engaging users who have interacted with Haksoss content but have not yet converted — using multi-channel personalized messaging to boost efficiency and ROI.

Audience Segmentation

Segments:

- Website visitors (last 7 days)
- Cart abandoners
- Email openers (no conversion)
- Social engagers (liked/commented)

Goal: Deliver highly relevant content to increase conversion likelihood.

Channels & Content

Channels: Facebook & Instagram Ads, Google Display, Email, Push Notifications

Content Types:

- Dynamic product ads (Hero Latte, Croissants, Seasonal Offers)
- Short-form UGC clips for social media
- Email reminders with VIP offers & urgency triggers

Frequency & Timing

Ad Frequency: 3–5 impressions/user/week

Email Cadence: 2 follow-ups over 7 days post-abandonment

Optimal Timing: Morning hours (7–10 AM) for premium breakfast engagement

Expected Conversions & ROI

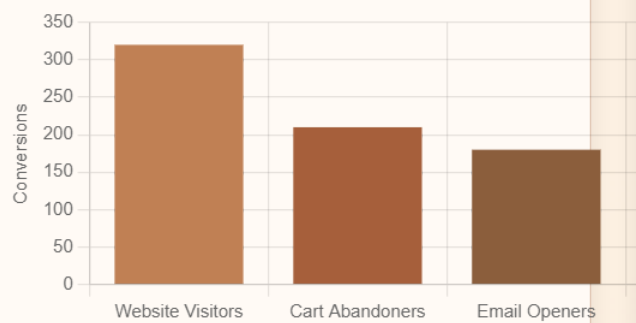
Target Conversion Rate: 8–10%

Projected CPL: EGP 38–42

Expected ROI: 4.5:1

Insight: Retargeting warm audiences enhances efficiency over cold acquisition, driving high-LTV loyalty sign-ups.

Expected Conversions per Segment



Projected ROI by Channel

