Haksoss Campaign — KPI & Performance Analysis Report

Period: June 2025

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Campaign Type: Integrated Digital Marketing (Email, Social Media, Paid Ads)

1. Campaign Overview

The Haksoss campaign aimed to increase brand awareness, drive engagement, and boost loyalty sign-ups for the café's premium morning experience. The campaign combined bilingual storytelling, social media visuals, and email automation.

2. Email Marketing KPIs

Email Title	Open Rate	CTR	Conversion (Loyalty)	Unsubscribe
Morning Awakening	42%	18%	5.2%	0.4%
Signature Indulgence	40%	15%	4.8%	0.3%
Exclusive Offer	45%	21%	6.0%	0.2%
Loyalty Invitation	47%	24%	8.3%	0.2%
Haksoss Spotlight	39%	13%	3.5%	0.5%
Final Sunrise Reminder	44%	17%	5.0%	0.3%

Average Open Rate: 43%

Average CTR: 18%

Average Conversion: 5.5%

Total Loyalty Sign-ups from Email: ~410 users

2. Social Media KPIs

Platform	Post Type	Engagement Rate	Reach	Conversions
Instagram	Static Posts	12.5%	22,300	310 sign-ups
Instagram	Stories	9.3%	18,200	205 sign-ups
Facebook	Ads + Posts	8.4%	14,500	175 sign-ups
TikTok	Short Videos	15.1%	25,800	380 sign-ups

Total Reach: 80,800

Average Engagement Rate: 11.3%

Total Conversions: 1,070 new loyalty members

3. Paid Advertising KPIs

Platform	Ad Spend	Clicks	CPC	Revenue	ROI
Meta (Facebook + Instagram)	$850	4,220	$0.20	$4,600	441%
Google Display	$420	2,150	$0.19	$1,850	340%
TikTok Ads	$500	3,980	$0.13	$2,600	420%

Total Ad Spend: $1,770

Total Revenue: $9,050

Overall ROI: 411%

4. Campaign Highlights

- Total Reach: 80,800 unique users
- Total Engagements: 17,450 (likes, shares, comments, saves)
- Total Loyalty Sign-ups: 1,070
- Highest Performing Content: "Hero Latte" post & "Signature Indulgence" email
- Best Posting Time: 8–10 AM (Instagram), 6–9 PM (Email)
- Top Conversion Driver: Loyalty Invitation Email (8.3%)

5. Key Insights

- Bilingual storytelling enhanced emotional connection and improved retention rates.
- Morning lifestyle visuals delivered 40% higher engagement than static product posts.
- Reels and TikTok short-form content drove the majority of new loyalty sign-ups.
- Email automation converted 3x better than paid media at lower cost.

6. Recommendations

1. Increase focus on loyalty campaigns and short-form storytelling.
2. Expand retargeting budget on Meta platforms (ROI > 400%).
3. Maintain bilingual tone but lead with English for awareness campaigns.
4. Test "limited morning drops" and influencer collaborations next phase.