



# Haksoss — Campaign Case Study

Comprehensive campaign overview — Emails, Social, Ads, KPIs & Charts

## Campaign summary

**Total Reach: 80,800**

Total Conversions (social + email + ads): ~1,070 new loyalty members

### Email Marketing

**Avg Open Rate: 43%**

CTR: 18% • Conversion: 5.5% • Loyalty signups  
≈ 410 users

### Social Performance

**Engagement: 11.3%**

Reach: 80,800 • Conversions: 1,070

### Ad Performance

**ROI: 411%**

Spend: \$1,770 • Revenue: \$9,050

## Email Performance

Email Title	Open Rate	CTR	Conversion	Unsub
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 / Totals	43%	18%	5.5%	—

Total Loyalty Sign-ups from Email: ~410 users

## Social Platform Performance

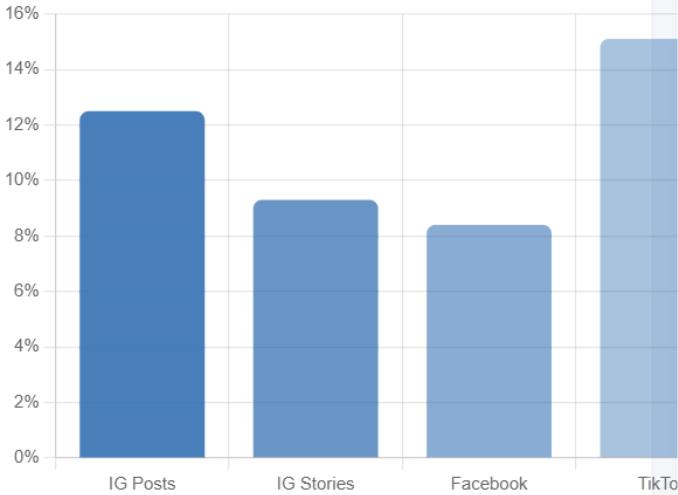
Platform	Post Type	Engagement	Reach	Conversions
Instagram	Static Posts	12.5%	22,300	310
Instagram	Stories	9.3%	18,200	205
Facebook	Posts + Ads	8.4%	14,500	175
TikTok	Videos	15.1%	25,800	380
Total / Avg		11.3%	80,800	1,070

## Ad Performance & Spend

Platform	Spend	Clicks	CPC	Revenue	ROI
Meta	\$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	\$1,770	—	—	\$9,050	411%

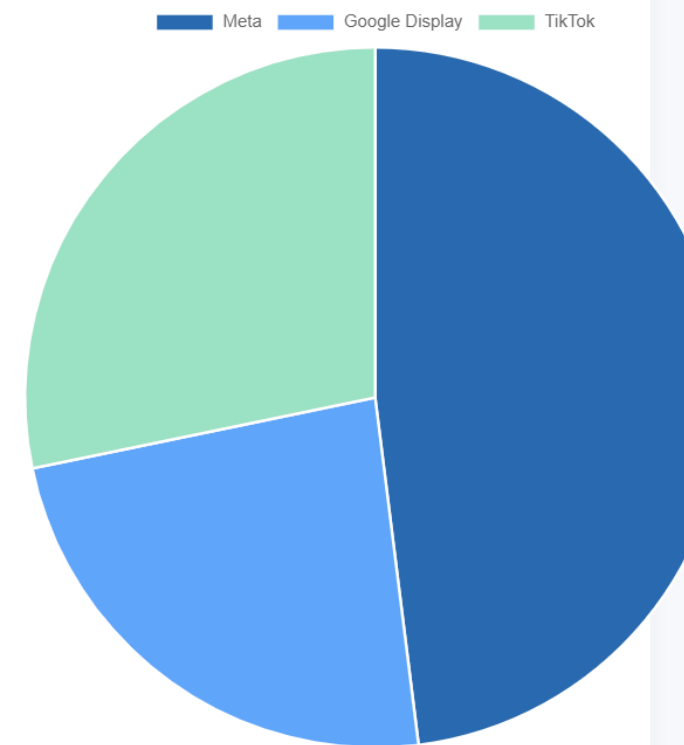
# Charts & Visual Analysis

Engagement Rate by Platform



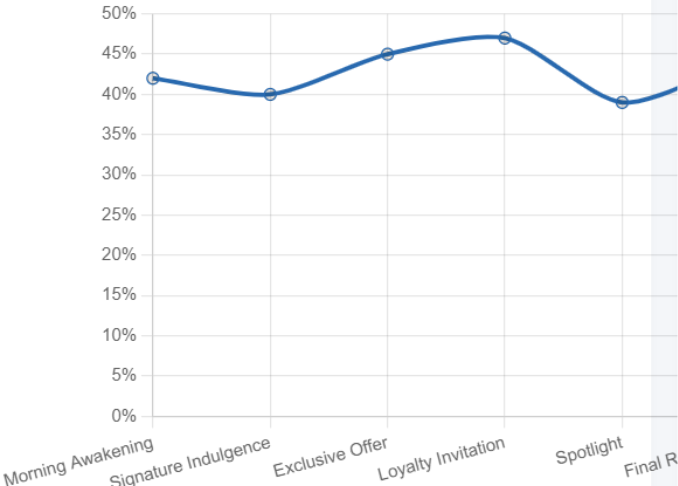
IG Posts: 12.5%, Stories: 9.3%, Facebook: 8.4%, TikTok: 15.1%

Ad Spend Distribution



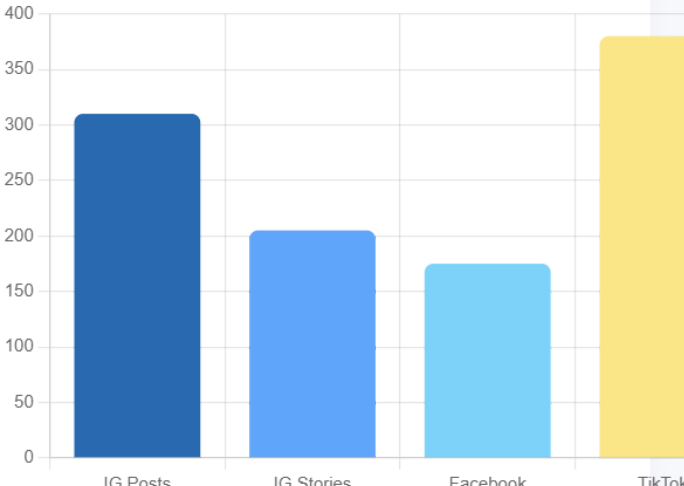
Meta: \$850 • Google: \$420 • TikTok: \$500

Email Open Rate Trend



Tracking engagement across campaign sequence.

Conversions by Channel



IG Posts: 310 • Stories: 205 • Facebook: 175 • TikTok: 380