

Haksoss Campaign — Full KPIs Dashboard

Total Reach

80,800

Combined social + ads + email

Loyalty Sign-ups

1,070

Includes email + organic + ad conversions

Avg Engagement

11.3%

Across IG / FB / TikTok

Email Open Rate

43%

Strong subject lines + segmentation

Ad Spend

\$1,770

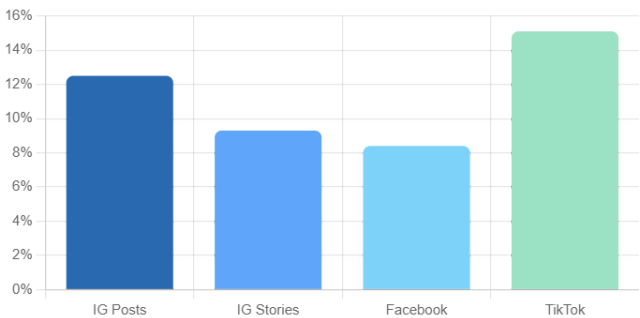
Meta / Google / TikTok

Overall ROI

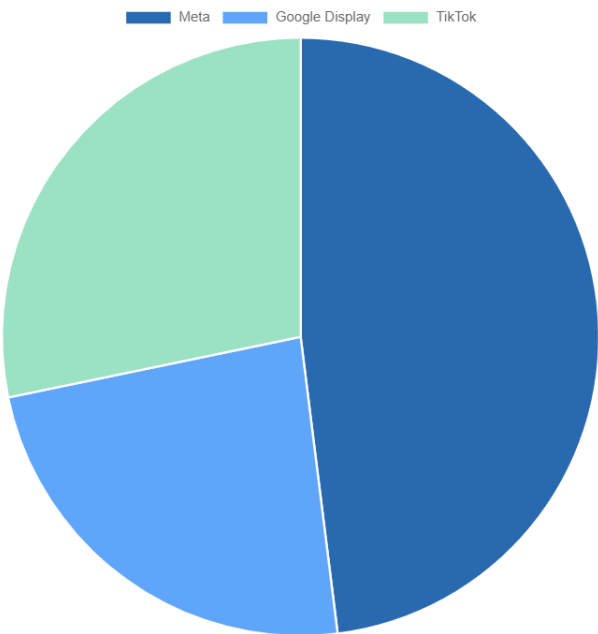
411%

Estimated revenue: \$9,050

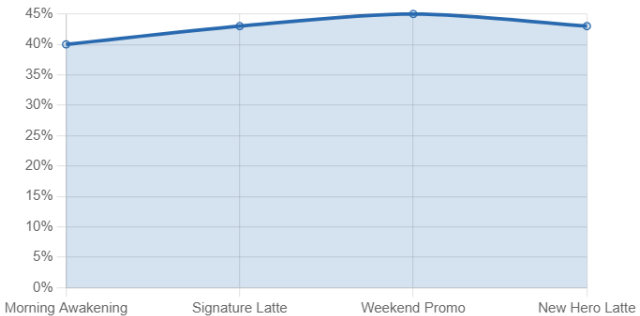
Engagement Rate by Platform



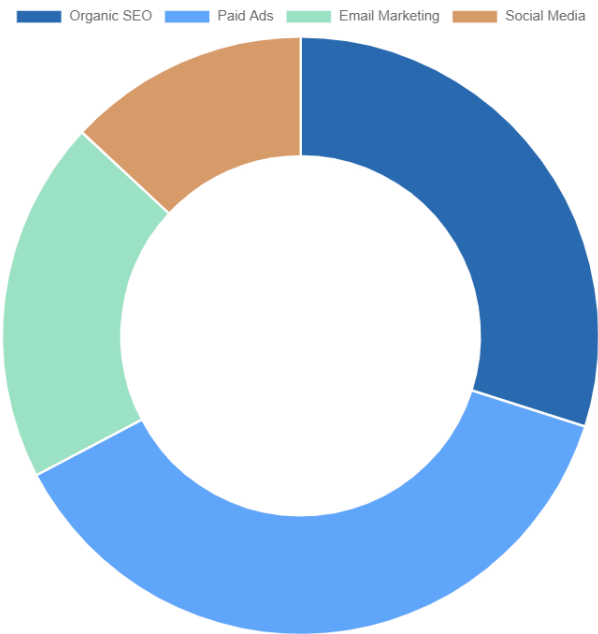
Ad Spend Distribution



Email Open Rate Trend



Conversions by Channel



Detailed KPI Metrics

Metric	Result	Notes
Total Reach	80,800	Combined social + ads + email
Total Conversions	1,070 loyalty sign-ups	Includes email + organic + ad conversions
Avg Engagement	11.3%	Across IG / FB / TikTok
Email Open Rate (avg)	43%	Strong subject lines + segmentation
Ad Spend	\$1,770	Meta / Google / TikTok
Overall ROI	411%	Estimated revenue: \$9,050