# Data Foundation Report — Campaign KPIs & Performance Dashboard

**Client:** Haksoss Café  
**Campaign Type:** Revenue & Loyalty Growth (Digital Demand + Retention Focus)  
**Duration:** 90 Days

## 1. Client’s Original Targets

The client initially approached us with a broad goal: “Boost café traffic and loyalty membership through social media and online offers.” Their prior digital activity lacked structure, data tracking, and measurable ROI.

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| **Goal Area** | **Client’s Original Target** | **Rationale** |
| Reach | 70,000 | Based on previous seasonal average (IG + TikTok combined reach) |
| Loyalty Sign-ups | 1,000 members | From historic in-store QR sign-up rate (1.2%) |
| ROAS | 3.5:1 | Expected digital return at 350% benchmark |
| Engagement Rate | 10% | Aligned with F&B industry average in Egypt |
| Retention Rate | 12% | Estimated from loyalty program baseline |
| Conversion Rate | 5% | From total landing page visits to loyalty sign-ups |

## 2. Data Collection & Tracking Methods

To move from assumption-based to evidence-driven decision-making, multiple data streams were integrated and tracked consistently throughout the 90-day period:

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| **Data Source** | **Tool/Method** | **Metrics Captured** |
| Social Platforms (Instagram & TikTok) | Native Insights + Meta Business Suite | Reach, CTR, Engagement Rate, Audience Demographics |
| Landing Page Analytics | UTM-tagged URLs + Google Analytics 4 | Sessions, Bounce Rate, Conversion Events |
| Email Automation Platform | Mailchimp Reports | Open Rate, CTR, Conversion Funnel Tracking |
| POS System Integration | Loyalty IDs + Purchase Frequency Data | Customer LTV, Retention Rate, Average Order Value |
| Paid Ads (Meta, Google) | UTM Campaign Tracking + Ad Manager | Impressions, Spend, Conversions, ROAS |

Each metric was connected to a centralized Excel + Looker Studio dashboard, updated weekly for continuous optimization.

## 3. Data-Driven Reformation of Targets

After 14 days of baseline data, optimization hypotheses were tested:

* Redirected ad budget from static awareness posts → high-performing Reels (CTR ↑ 27%).
* Introduced geo-targeting (radius: 5km around Corniche cafés) → Sign-ups ↑ 11%.
* Retargeting campaign for website visitors not signed up → Conversion ↑ 1.2x.
* Introduced “VIP Morning” upsell tier → increased LTV by EGP 125 (+25%).

## 4. Final KPI Outcomes vs Targets

The table below summarizes performance improvements and the variance from original client targets:

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| **KPI** | **Target** | **Actual** | **Variance** | **Interpretation** |
| Reach | 70,000 | 80,800 | +15% | Achieved via Reels dominance and influencer collaboration. |
| Engagement Rate | 10% | 11.3% | +13% | Better storytelling content increased saves & shares. |
| CTR | 3% | 3.8% | +26% | Improved creative call-to-actions & visuals. |
| Conversion Rate | 5% | 6.2% | +24% | Optimized landing page funnel and retargeting ads. |
| Loyalty Sign-ups | 1,000 | 1,070 | +7% | Incentivized “1st coffee free” for sign-ups. |
| Retention Rate | 12% | 15% | +25% | VIP tier introduction increased repeat visits. |
| Customer LTV | EGP 500 | EGP 625 | +25% | Cross-sell and higher ticket morning bundles. |
| Average Order Value | EGP 100 | EGP 115 | +15% | Menu pairing promotions raised order values. |
| ROAS | 3.5:1 | 4.11:1 | +17% | Campaign efficiency improved by ad performance optimization. |

## 5. Insights and Strategic Learnings

*"Performance was driven not only by optimized targeting but also by creative sequencing that aligned emotional resonance with financial efficiency."*

* **Data Integration:** Unified analytics removed blind spots between ad spend and store conversion.
* **Creative Performance:** 3 best Reels generated 48% of total engagement—visual storytelling proved decisive.
* **Retention Leverage:** Loyalty members with >3 visits accounted for 38% of ROI.
* **Ad Optimization:** Weekly creative refresh reduced fatigue and sustained CTR growth.

## 6. Visual Funnel Summary (Concept)

The funnel visualization used in the HTML section represents the following user journey metrics:

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| **Stage** | **Users** | **Conversion Rate** |
| Awareness | 80,800 | — |
| Consideration | 50,000 | 61.8% |
| Conversion | 1,070 | 2.14% |
| Retention | 215 | 20.1% |
| Advocacy | 180 | 83.7% |

Funnel data was modeled using event tagging and GA4 conversion paths to ensure precision in attribution.