# Haksoss Campaign — KPI & Performance Analysis Report

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**Period:** June 2025

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

## 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

## 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

## 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%

## 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%)

## 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.

## 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.