# Haksoss Café — Audience Insights & Behavioral Trends

## 1. Original Client Targeting

* The client initially targeted a broad affluent audience, with no segmentation between young aspirational trendsetters and super-elite professionals.
* Primary goal: Increase loyalty program sign-ups and repeat visits.
* Initial campaigns focused on generic social media posts and broad email newsletters, lacking personalization and segmentation for VIP audiences.

## 2. Data Collection & Research Methodology

* **Primary Research:**
  + Interviews with 30 super-elite and aspirational young urban clients to understand motivations, behaviors, and social media habits.
  + Focus groups to explore engagement triggers and content preferences.
  + In-store observations to record purchase patterns, interaction times, and service expectations.
* **Secondary Research:**
  + Social media analytics (Instagram, TikTok, LinkedIn) to quantify engagement rates, CTRs, and content preferences.
  + Competitor benchmarking of high-end cafés in Alexandria & Greater Cairo.
  + Market reports on luxury coffee and lifestyle spending trends in Egypt.
* **Data Processing:**
  + Segmented audience by demographics, psychographics, engagement patterns, and purchase behavior.
  + Mapped patterns to journey stages to identify high-value touchpoints and messaging priorities.

## 3. Audience Insights

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| **Category** | **Collected Data & Metrics** | **Strategic Reformulation** |
| Demographics | * Age: 20–50 (Trendsetters & Professional Elite) * Gender: 50% Male / 50% Female * Location: Alexandria, urban districts * Income: EGP 200k–1M+/year * Education: College to Master’s or higher | Segment audience into aspirational trendsetters (20–35) and professional elites (35–50) to tailor messaging, offers, and visual content. |
| Psychographics | * Lifestyle: Busy professionals, trend-focused young adults seeking premium, social experiences * Values: Quality, exclusivity, aesthetics, prestige, convenience * Interests: Specialty coffee, fine dining, lifestyle content, social networking * Personality: Sophisticated, ambitious, socially influential, adventurous | Develop personalized campaigns highlighting exclusivity and prestige for elite professionals and visually-driven, socially sharable experiences for trendsetters. |
| Engagement Behavior | * Social Media Engagement: 11.3% average rate across Instagram, TikTok, LinkedIn * Email Open Rate: 35% * CTR on VIP campaigns: 3.8% * Content preference: Hero visuals, curated experiences, seasonal offers | Focus content strategy on high-impact visuals and social proof, use segmented emails for VIP-specific offers, and leverage short-form video content for trendsetters. |
| Purchase Behavior | * Average spend: EGP 200–2000 per visit * Loyalty sign-ups: 1,070 members * Conversion Rate: 6.2% * Repeat visits: 1.5–2/week * ROAS: 4.11:1 | Design tiered loyalty rewards: premium perks for frequent elites, curated experiences for aspirational trendsetters, driving repeat purchases and program adoption. |
| Preferences & Influencers | * Preference for premium coffee blends, seasonal specials, curated offerings * Influenced by social proof, VIP exclusivity, peer recommendations * Responds to personalized campaigns and loyalty perks * Shares experiences online and participates in referral programs | Leverage referral campaigns, user-generated content, and personalized VIP communications to boost advocacy and retention. |
| Opportunities & Insights | * Introduce short-form video content for Instagram/TikTok * Offer dynamic, exclusive seasonal offers for retention * Email segmentation for VIP personalization * Influencer partnerships to attract aspirational urban trendsetters * Highlight premium curated experiences vs. competitors | Implement targeted campaigns using identified channels, messaging, and content formats to increase engagement, retention, and conversion among both audience segments. |

## 4. Methodology & Rationale

* Collected both qualitative (interviews, focus groups, observations) and quantitative data (social metrics, CTR, ROAS, conversion rate).
* Analyzed behavioral patterns to segment audience and align messaging to journey stages.
* Reformed campaigns to focus on exclusivity, personalized experiences, and social sharing triggers.
* Insights directly influenced the creative, channel selection, and loyalty program design.

## 5. Key Takeaways

* Segmentation into trendsetters vs. super-elite professionals allows tailored campaigns for maximum impact.
* Visual content and influencer partnerships drive awareness and social engagement.
* VIP personalization increases conversion, repeat visits, and program loyalty.
* Referral and social proof programs turn loyal customers into advocates.
* Data-driven approach ensures each stage of the customer journey is supported by evidence and measurable metrics.