# SMART Goals & KPI – Campaign Data Foundation

**Client:** Haksoss Café | **Campaign Duration:** 90 Days | **Project Type:** Demand-Generation & Revenue Campaign

## 1. Original Client Objectives

The client initially sought to **elevate Haksoss Café’s brand positioning** within Alexandria’s premium hospitality market. Their internal goal was to attract high-income professionals and lifestyle-oriented customers through digital channels. Their specific expectations were modest but brand-focused rather than data-focused:

* Increase social visibility by 40% across social channels.
* Reach approximately 50,000 users within 3 months.
* Achieve at least 500 loyalty sign-ups during launch.
* Maintain an ROI benchmark of 300% from ad spend.
* Solidify their image as a “premium yet approachable café.”

However, these objectives were not yet **SMART-defined** (specific, measurable, achievable, relevant, and time-bound). The campaign required reformulation to connect brand intent with measurable outcomes.

## 2. Data Collection & Validation Process

Before defining new SMART goals, data was collected through multiple validated sources to establish a factual foundation:

1. **Market Benchmarking:** Local F&B market data from Egypt’s Central Agency for Public Mobilization & Statistics (CAPMAS) and Think Tank reports indicated an average café ROI of 210–280% in luxury segments.
2. **Social Media Audit:** Prior brand accounts (Instagram, Facebook, TikTok) were analyzed using Meta Insights & TikTok Analytics. The audit showed an **average reach of 22,000/month** and **engagement rate of 7.9%**.
3. **Audience Profiling:** Custom survey (n=340) and geolocation insights from Meta Ads identified that **68% of users engaged with café content within 5km of Alexandria Corniche.**
4. **Competitor Benchmark:** Competitors like Délices and Tivoli Café reported loyalty conversion rates averaging **4.2–5.0%**.
5. **Sales Correlation Data:** Historical POS data showed an **average purchase frequency of 1.4x/week** among repeat visitors, which was used to model achievable conversion outcomes.

All data was cross-referenced through analytics dashboards (Meta Ads, Google Analytics, and POS exports) to ensure integrity and comparability.

## 3. Reformulating the Goals into SMART Objectives

Based on data and business modeling, the goals were restructured into actionable SMART objectives that align directly with ROI accountability:

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| **SMART Element** | **Original Client Target** | **Revised Data-Driven Target** | **Actual Result** |
| **Specific** | Boost visibility and attract premium clientele | Achieve 1,000+ loyalty sign-ups through luxury positioning | 1,070 Sign-ups (↑7%) |
| **Measurable** | Maintain ROI ≥ 300% | Target ROI 350% minimum | 411% ROI achieved |
| **Achievable** | Reach 50,000 users | Reach 75,000 qualified impressions | 80,800 actual reach |
| **Relevant** | Align with brand vision of luxury coffee | Integrate sales and loyalty KPIs with brand positioning | Sales mix 58% premium segment |
| **Time-bound** | 3-month campaign | 90-day structured execution plan (10 steps) | Completed within 90 days |

## 4. Strategy Behind Reformulation

The transformation of the goals was guided by data-modeling logic that ensured realism and scalability:

* **Ad Budget Allocation:** Budget was redistributed from awareness-heavy campaigns to conversion-optimized funnels (40% → 60% shift).
* **Lookalike & Interest Targeting:** AI-powered segmentation improved CTR by 32% (3.8% vs 2.9% benchmark).
* **Creative A/B Testing:** The use of “morning ritual luxury” visuals outperformed generic café ads by 26% engagement uplift.
* **Landing Page Optimization:** The loyalty sign-up form was reduced from 5 fields to 3, improving completion rate by 19%.
* **Retention Automation:** Email & SMS remarketing cycles increased repeat purchase frequency to 1.8x/week.

## 5. Data That Built Each KPI

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| **KPI** | **Data Source** | **Analytical Basis** | **Outcome** |
| Reach (80,800) | Meta Ads Manager, TikTok Analytics | Optimized budget delivery + influencer reach boost | Exceeded target by 8% |
| Sign-ups (1,070) | CRM Data, Landing Page Analytics | Reduced friction + premium incentive funnel | Achieved 7% over target |
| Conversion Rate (6.2%) | GA4 + Meta Pixel | Form optimization, precise targeting | +1.1% over segment average |
| ROI (411%) | Financial Analysis (Ad spend vs. Sales) | Cross-channel ROI modeling | 61% over client’s expected return |