# Detailed Campaign Results Dashboard

This section consolidates the comprehensive performance metrics from the Meta + SEO campaign for Rafiki Pet Hospital, tracking month-by-month progress across all critical KPIs and operational results.

## 1. Executive Performance Overview

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Metric** | **Pre-Campaign** | **Month 1** | **Month 2** | **Month 3** | **Total / Change** |
| Website Traffic | 2,800 | 5,100 | 9,200 | 12,600 | +350% |
| Organic CTR (SEO) | 1.9% | 2.8% | 3.9% | 4.8% | +2.9 pts |
| Meta Reach | 410,000 | 630,000 | 880,000 | 1,050,000 | +156% |
| Engagement Rate (Meta) | 3.1% | 5.2% | 6.7% | 7.8% | +4.7 pts |
| Leads / Bookings | 183 | 310 | 410 | 496 | +171% |
| CPL (EGP) | 72 | 58 | 49 | 41 | -43% |
| ROAS | 2.4× | 3.7× | 4.6× | 5.1× | +112% |
| Retention Rate | 28% | 31% | 34% | 38% | +10 pts |

## 2. Social Media (Meta) Analytics

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Metric** | **Pre-Campaign** | **Month 1** | **Month 2** | **Month 3** | **Change** |
| Followers (FB + IG) | 4,200 | 6,300 | 9,100 | 11,800 | +181% |
| Engagement Rate | 3.1% | 5.2% | 6.7% | 7.8% | +4.7 pts |
| Click-Through Rate (Ads) | 2.9% | 3.7% | 4.1% | 4.4% | +1.5 pts |
| Referral Leads | 82 | 103 | 125 | 146 | +78% |
| User-Generated Posts | 320 | 610 | 950 | 1,220 | +281% |

## 3. SEO Performance Dashboard

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Metric** | **Pre-Campaign** | **Month 1** | **Month 2** | **Month 3** | **Change** |
| Top 10 Keywords | 12 | 22 | 33 | 42 | +250% |
| Organic Traffic (visits) | 1,300 | 2,600 | 4,900 | 6,900 | +431% |
| Avg. Position | 18.6 | 14.2 | 11.7 | 9.4 | Improved by 9.2 |
| Backlinks Acquired | 8 | 18 | 32 | 49 | +512% |

## 4. Attribution & Conversion Mapping

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel** | **Leads Generated** | **Revenue (EGP)** | **% of Total Conversions** |
| Meta Ads | 296 | 248,000 | 60% |
| SEO Organic | 140 | 125,000 | 29% |
| Referral / Direct | 60 | 53,000 | 11% |
| **Total** | 496 | 426,000 | 100% |

## 5. A/B Testing & Optimization Outcomes

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Test** | **Variant A** | **Variant B** | **Winner** | **Impact** |
| Facebook Carousel CTA | “Book Now” CTR 3.8% | “Reserve Appointment” CTR 4.4% | Variant B | +0.6 pts CTR |
| Instagram Video Length | 30 sec CTR 5.9% | 15 sec CTR 7.1% | Variant B | +1.2 pts CTR |
| Landing Page Hero Image | Dog Image CTR 6.4% | Vet + Pet CTR 7.3% | Variant B | +0.9 pts CTR |
| Email Reminder Subject Line | “Your Pet’s Appointment” Open 22% | “Keep Your Pet Healthy” Open 28% | Variant B | +6 pts Open Rate |

## 6. Financial & ROI Summary (EGP)

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel / Tool** | **Investment** | **Revenue** | **ROI %** |
| Meta Ads | 82,000 | 418,000 | 410% |
| SEO & Content | 45,000 | 236,000 | 424% |
| Automation / Chatbots | 18,000 | 71,000 | 294% |
| **Total** | 145,000 | 725,000 | +400% |

## 7. Next-Phase Recommendations

* Expand Google & Meta Retargeting to increase repeat bookings by +20%.
* Launch AI-driven pet health content hub to increase SEO traffic by +35%.
* Implement Influencer & UGC Campaign 2.0 for higher social proof and engagement.
* Deploy loyalty-tier CRM segmentation to increase repeat customer value by 12 points.
* Track long-term sentiment and review metrics quarterly to maintain top 3 ranking in New Cairo.