

Testimonials & User Feedback

Real reflections from clients, customers, and internal team members, highlighting the impact and success of the campaign.

Client Feedback

"The campaign exceeded our expectations — ROAS and engagement were outstanding. Haksoss truly captured our brand's premium essence." – **Marketing Director, Haksoss Café**

Engagement: 11.3%

Conversions: 6.2%

Customer Feedback

"I loved the Hero Latte! The storytelling on Instagram made me feel part of the VIP experience. Signed up immediately for the loyalty program." – **@UPEliteAlex**

Social Shares: 580

UGC Rate: 2.1%

Internal Team Reflections

"The integration between social, email, and search campaigns worked flawlessly. Data-driven decisions during A/B testing were crucial for performance optimization." – **Campaign Manager**

AB Tests: 12 completed

Winner Improvements: +3% Open Rate, +0.8% Conversion

Supporting Quotes

- "High-value audiences love the personalized touch." – Social Media Analyst
- "Seasonal visuals boosted engagement significantly." – Creative Lead
- "Urgency language in CTAs increased conversion by 0.8%." – Paid Ads Specialist