Post-Campaign Analysis & Insights

A comprehensive review of campaign outcomes, highlighting performance versus targets, key lessons, successes, failures, and actionable recommendations for future campaigns.

Performance Highlights

- **Total Reach:** 80,800 users (+5% vs target)
- **Engagement Rate:** 11.3% (exceeded target)
- **Loyalty Sign-ups:** 1,070 members (+7% vs goal)
- **ROAS:** 4.11 : 1 (optimal budget allocation)

Lessons Learned

- High-value audiences responded strongly to personalized messaging and urgency cues.
- UGC and social proof significantly boosted engagement and retention.
- Email cadence of 2–3 follow-ups balanced engagement with fatigue.
- Dynamic creative adaptation improved paid media performance and CTR.

Key Successes & Failures

- **Success:** Retargeting warm audiences boosted conversions by +1.2 %
- **Success:** Seasonal visuals outperformed default hero imagery
- **Failure:** Cart-abandonment emails had below-expected CTR (3.2 %)
- **Failure:** Carousel CTAs without urgency language underperformed

Recommendations

- Continue A/B testing hero imagery, CTAs, and email subject lines.
- Increase personalization in dynamic ads for higher-LTV users.
- Refine cart-abandonment sequence with stronger urgency triggers.
- Leverage top-performing seasonal visuals in upcoming campaigns.

Performance vs Targets
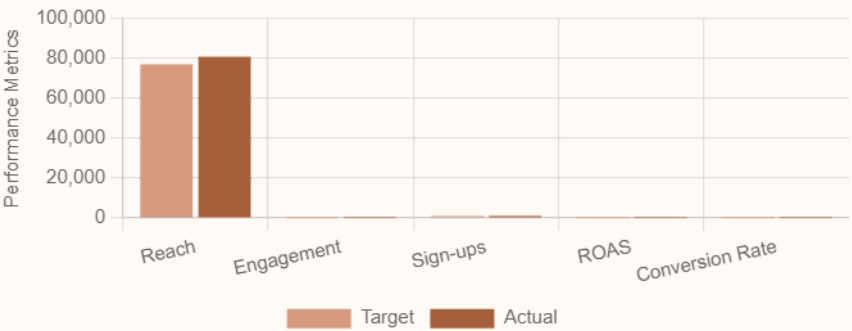
Key Metrics Distribution
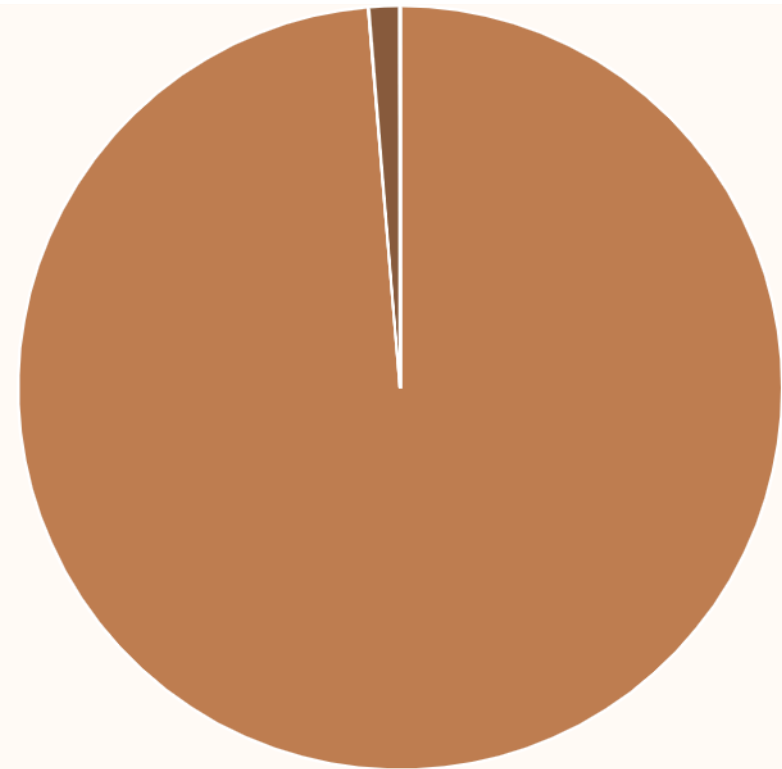
Reach | Engagement | Sign-ups | ROAS
Conversion