

## Comprehensive Campaign Analysis & A/B Testing Results

An in-depth performance breakdown of Haksoss Café's digital marketing campaign, featuring data visualization across channels, ROI impact, audience behavior, and A/B testing outcomes.

### Overall ROI

+311%

### Average CTR

6.2%

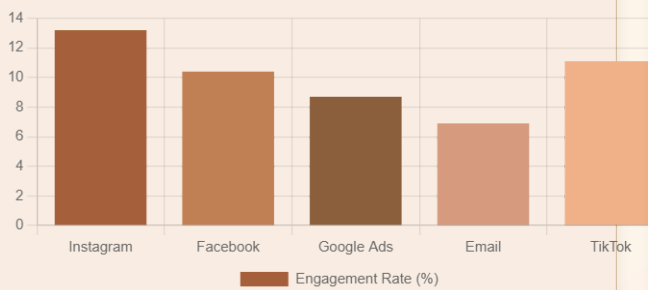
### Conversion Rate

5.8%

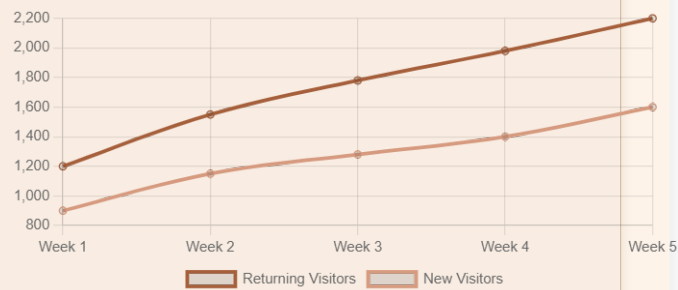
### Engagement Rate

11.3%

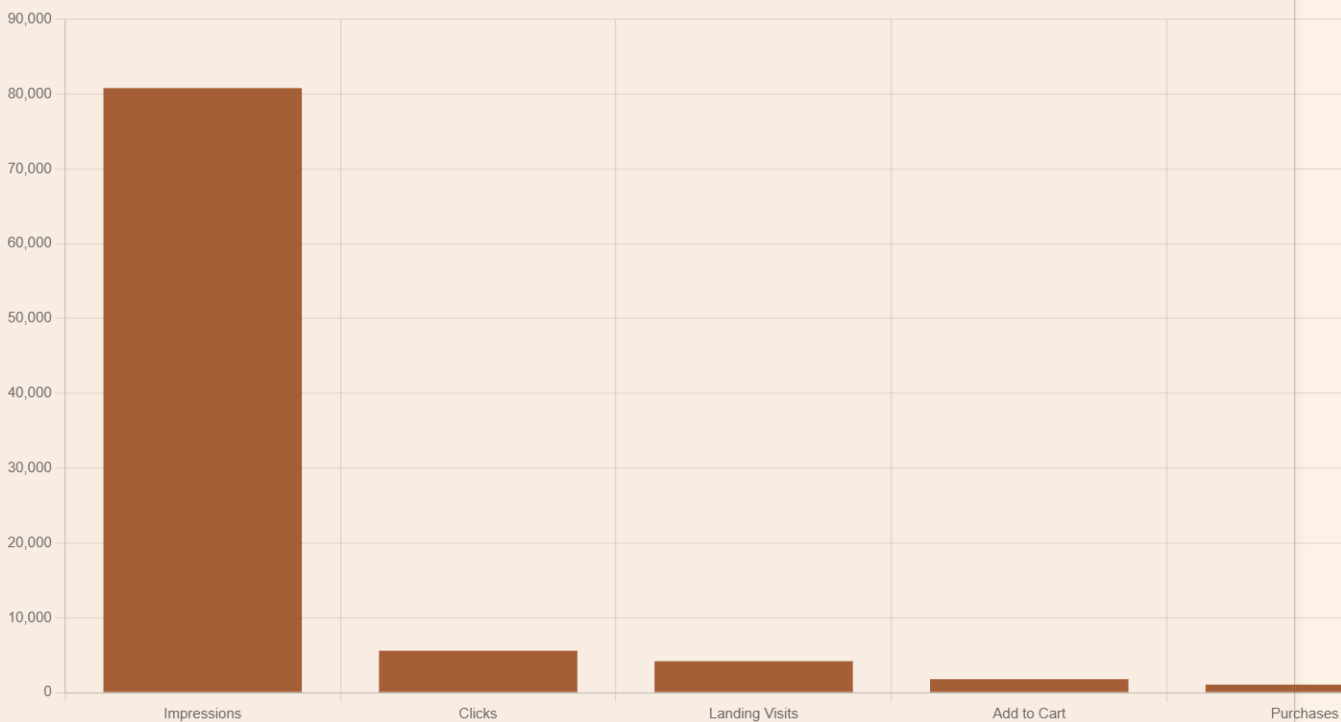
### Channel Performance Overview



### Audience Behavior Insights



### Conversion Funnel Breakdown



## A/B Testing Results Summary

Multiple A/B tests were conducted on creatives, subject lines, and CTAs to optimize engagement and conversions. Insights below highlight performance variations and winning combinations.

### Email Subject Line Test

- Variant A: "Wake Up to the Hero Latte" — 24% open rate
- Variant B: "Your Morning Ritual Awaits ☕" — 27.8% open rate (Winner)

### Ad Creative Test

- Variant A: Hero Image + Static Text — 5.1% CTR
- Variant B: Animated Latte Pour + CTA "Sip the Legend" — 6.7% CTR (Winner)

### CTA Language Test

- Variant A: "Order Now" — 4.9% Conversion
- Variant B: "Join the Ritual" — 5.8% Conversion (Winner)

