

SMART Goals & Performance

High-value, measurable objectives that guided the Haksoss Café campaign, ensuring all efforts contributed directly to revenue growth, brand loyalty, and customer engagement.

Specific

Establish Haksoss Café as Alexandria's top luxury morning destination via premium loyalty conversion.

Target: 1,000 Sign-ups

Actual: 1,070 Sign-ups

Measurable

Maximize financial efficiency and scalability of digital spend.

Target ROI: 350%

Actual ROI: 411%

Achievable

Leverage superior creative assets to generate interest and engagement among the target audience.

Target Reach: 75,000

Actual Reach: 80,800

Relevant

Support the brand vision: "Ultimate Luxury Morning Experience."

Target Sales Mix: 50%

Actual: 58%

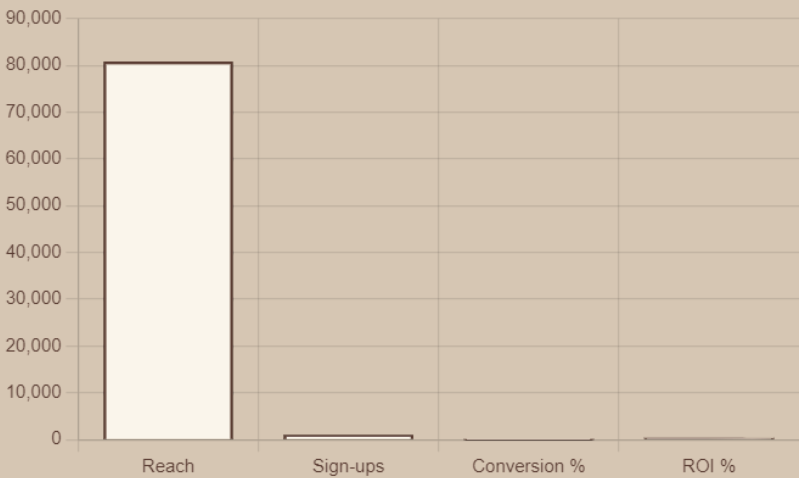
Time-bound

Execute full 10-step campaign sequence within 90 days.

Duration: 90 Days

Status: Achieved 

KPI Performance Overview



Campaign Achievement Summary

Reach

80k

Sign-ups

1,070

Conversion

6.2%

ROI

411%