**Campaign KPIs & Performance Dashboard**

**Overview**  
This section provides a unified view of the Haksoss Café campaign performance, including **reach, engagement, CTR, conversions, ROAS, retention, funnel drop-offs, and channel-specific metrics**. All metrics are compared against campaign targets.

**1. Key Performance Indicators (KPIs)**

| **KPI** | **Target** | **Actual** | **Result / Notes** |
| --- | --- | --- | --- |
| ROAS | 3.5:1 | 4.11:1 | ✅ Above target |
| Loyalty Sign-ups | 1,000 | 1,070 | +7% growth |
| Click-Through Rate (CTR) | 3% | 3.8% | 1,230 clicks |
| Conversion Rate | 5% | 6.2% | 82 new VIP members |
| Retention Rate | 12% | 15% | 215 repeat visits |
| Social Engagement Rate | 10% | 11.3% | 580 shares |
| Customer LTV | EGP 500 | EGP 625 | +25% increase |
| Average Order Value (AOV) | EGP 100 | EGP 115 | +15% growth |

*Insight:* Most KPIs exceeded targets, reflecting effective targeting, creative strategy, and loyalty program engagement.

**2. Funnel Metrics & Drop-offs**

| **Stage** | **Users** | **Insight** |
| --- | --- | --- |
| Awareness | 80,800 | High reach, successful targeting |
| Consideration | 50,000 | Engagement in campaigns and landing pages |
| Conversion | 1,070 | Loyalty program sign-ups achieved |
| Retention | 215 | Repeat visit optimization shows early success |
| Advocacy | 180 | Initial referrals and social sharing |

*Visualization:* Funnel bar chart illustrating drop-offs from awareness → consideration → conversion → retention → advocacy.

**3. Channel-wise Performance**

| **Channel** | **Conversions** | **Insight** |
| --- | --- | --- |
| Instagram/TikTok | 500 | High engagement and social influence |
| Google Ads | 250 | Effective search intent targeting |
| Email Campaigns | 150 | Nurturing VIP and loyalty members |
| Landing Pages | 120 | Optimized conversion flows |
| Influencers | 50 | Aspirational reach and social proof |

*Visualization:* Bar chart comparing channel-specific conversions.

**4. KPI Insights**

1. **Strong ROAS & ROI:** Campaign delivered a ROAS of 4.11:1, exceeding the target of 3.5:1.
2. **Loyalty Program Success:** Sign-ups surpassed the target by 7%, demonstrating effective incentive strategies.
3. **Engagement & Social Proof:** Social engagement and CTR indicate effective creative content and platform targeting.
4. **Retention & LTV:** Customer retention at 15% and LTV of EGP 625 highlight long-term value from VIP members.
5. **Funnel Optimization:** Awareness-to-conversion drop-offs are minimal compared to benchmarks, validating the campaign sequence.
6. **Channel Efficiency:** Instagram/TikTok and Google Ads remain the highest-converting channels; email and landing pages perform steadily for retention.