**1. Audience Segmentation**

| **Category** | **Details** | **Funnel Tip** |
| --- | --- | --- |
| Demographics | Age: 25–50 Gender: 50% Male / 50% Female Location: Alexandria, urban districts Income: $25k–$120k/year | Tailor content and offers to urban professionals for higher CR. |
| Psychographics | Values: Quality, exclusivity, aesthetics, prestige Lifestyle: Busy professionals, trend-focused young adults Interests: Specialty coffee, artisanal dining, social networking | Highlight premium visuals and social proof for consideration → conversion. |
| Behaviors & Habits | Avg visits: 1.5–2/week Loyalty sign-ups: 1,070 Social engagement: Instagram 11.3%, TikTok 10.8%, LinkedIn 9.7% Content preference: Hero visuals, curated experiences, seasonal offers | Prioritize frequent visitors and high-engagement users for retention campaigns. |
| Motivations & Pain Points | Motivations: Premium experience, exclusivity, social prestige Pain Points: Crowded cafés, generic offerings, inconsistent service | Address via personalized messaging, high-intent PPC, and targeted landing pages. |

**2. Search Funnel Performance**

| **Funnel Stage** | **Metric** | **Value** |
| --- | --- | --- |
| Awareness | Users Reached | 80,800 |
| Consideration | Engagement Rate | 11.3% |
| Conversion | Conversion Rate | 6.2% |
| Retention & Advocacy | Referral Rate | 15% |

**Insight:** Funnel optimization using hero content, tailored CTAs, and high-intent PPC drove awareness → consideration → conversion → retention efficiently.

**3. Keyword Research & Optimization**

| **Focus** | **Example Keywords** | **Goal / Result** |
| --- | --- | --- |
| High-Intent PPC | Luxury breakfast Alexandria, Premium coffee Gleem, Exclusive brunch San Stefano | Drive fast conversions via loyalty sign-up page |
| SEO-Focused | Artisanal croissant Alexandria, Best specialty coffee Egypt, Café provenance | Build organic authority & mid-funnel traffic |
| Landing Pages & Conversion | Hero Latte, Signature Croissant | Optimized CTAs and UPE messaging → +6.2% CR, 1,070 loyalty sign-ups |
| Paid Search & Bidding | Target CPA strategy on high-intent keywords | 20% campaign spend → ROAS 4.11:1, CPL 54.5% below benchmark |

**4. Performance Metrics**

| **Metric** | **Target** | **Actual** | **Insight** |
| --- | --- | --- | --- |
| Impressions | 75,000 | 80,800 | Organic SEO added +8% over paid campaigns |
| CTR | 3% | 3.8% | Optimized copy & hero visuals boosted engagement |
| Conversions | 1,000 | 1,070 | PPC + tailored landing pages exceeded goal by 7% |
| ROAS | 3.5:1 | 4.11:1 | Efficient spend targeting high-intent segments |
| Avg. Session Duration | 90s | 112s | Rich visuals improved content retention |