**Comprehensive Campaign Analysis & A/B Testing**

**Overview:**  
This section evaluates Haksoss Café’s full digital campaign performance, combining multi-channel metrics, audience behavior, conversion insights, and A/B testing outcomes to optimize engagement and ROI.

**Key Metrics**

| **Metric** | **Value** |
| --- | --- |
| Overall ROI | +311% |
| Average CTR | 6.2% |
| Conversion Rate | 5.8% |
| Engagement Rate | 11.3% |

**Channel Performance**

**Engagement by Channel:**

| **Channel** | **Engagement Rate (%)** |
| --- | --- |
| Instagram | 13.2 |
| Facebook | 10.4 |
| Google Ads | 8.7 |
| Email | 6.9 |
| TikTok | 11.1 |

**Insight:** Instagram and TikTok drove the highest engagement, reflecting the strong visual content and UGC strategy.

**Audience Behavior (5-Week Trend)**

| **Week** | **Returning Visitors** | **New Visitors** |
| --- | --- | --- |
| 1 | 1,200 | 900 |
| 2 | 1,550 | 1,150 |
| 3 | 1,780 | 1,280 |
| 4 | 1,980 | 1,400 |
| 5 | 2,200 | 1,600 |

**Insight:** Returning visitors steadily increased, showing loyalty growth and campaign resonance.

**Conversion Funnel Breakdown**

| **Stage** | **Users** |
| --- | --- |
| Impressions | 80,800 |
| Clicks | 5,600 |
| Landing Visits | 4,200 |
| Add to Cart | 1,800 |
| Purchases | 1,070 |

**Insight:** Optimized landing pages and targeted CTAs drove a 5.8% conversion rate, exceeding campaign goals.

**A/B Testing Results**

| **Test** | **Variant A** | **Variant B** | **Winner** |
| --- | --- | --- | --- |
| Email Subject Line | "Wake Up to the Hero Latte" — 24% | "Your Morning Ritual Awaits ☕" — 27.8% | Variant B |
| Ad Creative | Hero Image + Static Text — 5.1% CTR | Animated Latte Pour + "Sip the Legend" — 6.7% CTR | Variant B |
| CTA Language | “Order Now” — 4.9% | “Join the Ritual” — 5.8% | Variant B |

**Insight:** Personalized and dynamic creative outperformed static assets, while tailored CTA messaging improved conversions.

**Performance Radar (Target vs Actual)**

| **Metric** | **Target** | **Actual** |
| --- | --- | --- |
| Engagement | 10% | 11.3% |
| Reach | 77,000 | 80,800 |
| Conversion | 5% | 5.8% |
| CTR | 5% | 6.2% |
| ROAS | 3.5:1 | 4.11:1 |
| Retention | 60% | 68% |

**Insight:** All KPIs exceeded expectations, demonstrating campaign efficiency, audience alignment, and strong creative impact.