**Retargeting & Remarketing: Maximizing Conversions from Warm Audiences**

**Overview:**  
This strategy focuses on users who have already interacted with Haksoss content but have not yet converted. Multi-channel personalized messaging leverages prior engagement to improve efficiency, lower CPL, and boost ROI.

**Audience Segmentation**

| **Segment** | **Target & Goal** |
| --- | --- |
| Website visitors (last 7 days) | Serve dynamic product ads and reminders to warm leads |
| Cart abandoners | Nudge with urgency-driven offers to recover abandoned carts |
| Email openers (no conversion) | Deliver tailored content to re-engage and convert |
| Social engagers (liked/commented) | Reinforce product awareness with UGC and VIP messaging |

**Insight:** Highly relevant messaging increases conversion likelihood among warm audiences.

**Channels & Content**

| **Channel** | **Content Type** |
| --- | --- |
| Facebook & Instagram Ads | Dynamic product ads (Hero Latte, Croissants, Seasonal Offers) |
| Google Display | Retargeting banners for product and seasonal campaigns |
| Email | Reminder campaigns with VIP offers & urgency triggers |
| Push Notifications | Short, timely nudges for high-intent audiences |

**Insight:** Combining display, social, and direct messaging ensures continuous touchpoints and higher engagement probability.

**Frequency & Timing**

| **Tactic** | **Cadence** |
| --- | --- |
| Ad Impressions | 3–5 per user per week |
| Email Follow-ups | 2 reminders over 7 days post-abandonment |
| Optimal Timing | Morning hours (7–10 AM) for premium breakfast audience |

**Insight:** Strategic frequency and morning delivery maximize conversion likelihood without oversaturation.

**Expected Conversions & ROI**

| **Metric** | **Target / Projection** |
| --- | --- |
| Conversion Rate | 8–10% |
| CPL | EGP 38–42 |
| ROI | 4.5:1 |

**Insight:** Retargeting warm audiences consistently outperforms cold acquisition, driving high-LTV loyalty sign-ups and efficient spend.

**Charts Summary**

**Expected Conversions per Segment (Bar Chart)**

* Website Visitors: 320
* Cart Abandoners: 210
* Email Openers: 180
* Social Engagers: 150

**Projected ROI by Channel (Pie Chart)**

* Social Media: 1.8
* Email/CRM: 1.5
* Search: 0.9
* Push Notifications: 0.3

**Insight:** Social media retargeting and email reminders are the highest ROI drivers, while push notifications are supplemental but still contribute to conversions.