**Post-Campaign Analysis & Insights**

**Overview:**  
A full review of Haksoss Café’s campaign, comparing performance versus targets, capturing lessons learned, successes/failures, and actionable recommendations for future campaigns.

**Performance Highlights**

| **Metric** | **Result** | **Notes** |
| --- | --- | --- |
| Total Reach | 80,800 users | +5% vs target |
| Engagement Rate | 11.3% | Exceeded target |
| Loyalty Sign-ups | 1,070 members | +7% vs goal |
| ROAS | 4.11 : 1 | Optimal budget allocation |

**Insight:** Campaign exceeded expectations across key engagement and conversion metrics, confirming the effectiveness of personalization and multi-channel strategy.

**Lessons Learned**

* Personalized messaging and urgency cues drive high-value audience engagement.
* UGC and social proof improve retention and overall interaction.
* Two to three email follow-ups strike a balance between engagement and fatigue.
* Dynamic creative adaptation boosts paid media performance and CTR.

**Key Successes & Failures**

| **Type** | **Details** |
| --- | --- |
| Success | Retargeting warm audiences increased conversions by +1.2% |
| Success | Seasonal visuals outperformed default hero imagery |
| Failure | Cart-abandonment emails had lower CTR (3.2%) |
| Failure | Carousel CTAs without urgency underperformed |

**Insight:** Retargeting and visually seasonal creatives are strong drivers, whereas urgency in messaging and CTA design remain areas to refine.

**Recommendations**

* Continue A/B testing hero imagery, CTAs, and email subject lines.
* Increase personalization in dynamic ads for high-LTV users.
* Refine cart-abandonment email sequence with stronger urgency triggers.
* Leverage top-performing seasonal visuals in upcoming campaigns.

**Charts Summary**

**Performance vs Targets (Bar Chart)**

* Shows actual vs target metrics for reach, engagement, sign-ups, ROAS, and conversion. Exceeded goals across all KPIs.

**Key Metrics Distribution (Pie Chart)**

* Visualizes proportion of each metric within overall campaign performance, highlighting strong contributions from reach and engagement.