**SMART Goals & Performance**

**Overview**  
This section outlines the **high-value, measurable objectives** of the Haksoss Café campaign. Each goal adheres to the SMART framework—Specific, Measurable, Achievable, Relevant, Time-bound—ensuring that all campaign efforts directly contributed to revenue growth, brand loyalty, and customer engagement.

**SMART Goals**

**1. Specific**

**Objective:** Establish Haksoss Café as Alexandria’s top luxury morning destination via premium loyalty conversion.  
**Target:** 1,000 loyalty program sign-ups  
**Actual Achievement:** 1,070 sign-ups ✅  
*Insight:* The campaign exceeded its specific goal, demonstrating strong appeal of the loyalty program among target audiences.

**2. Measurable**

**Objective:** Maximize financial efficiency and scalability of digital spend.  
**Target ROI:** 350%  
**Actual ROI:** 411% ✅  
*Insight:* Campaign investment produced highly efficient returns, validating creative and media strategy.

**3. Achievable**

**Objective:** Leverage superior creative assets to generate interest and engagement among the target audience.  
**Target Reach:** 75,000 unique users  
**Actual Reach:** 80,800 unique users ✅  
*Insight:* Distribution and targeting strategy successfully engaged a wider audience than anticipated.

**4. Relevant**

**Objective:** Support the brand vision of delivering the “Ultimate Luxury Morning Experience.”  
**Target Sales Mix:** 50%  
**Actual Sales Mix:** 58% ✅  
*Insight:* The campaign’s initiatives aligned perfectly with the brand’s strategic vision and value proposition.

**5. Time-bound**

**Objective:** Execute full 10-step campaign sequence within 90 days.  
**Duration:** 90 Days  
**Status:** Achieved ✅  
*Insight:* Efficient project management ensured timely delivery without compromising quality or performance.

**KPI Performance Overview**

**Key Metrics:**

| **Metric** | **Target** | **Actual** | **Insight** |
| --- | --- | --- | --- |
| Reach | 75,000 | 80,800 | Exceeded expectations; strong audience engagement |
| Loyalty Sign-ups | 1,000 | 1,070 | High uptake of VIP program |
| Conversion Rate | 6% | 6.2% | Effective targeting and persuasive messaging |
| ROI | 350% | 411% | Campaign highly cost-efficient |

**Visual Representation:**

* A bar chart representing **Reach, Sign-ups, Conversion %, and ROI %** demonstrates campaign performance at a glance.
* KPI circles summarize achievements for quick reference:
  + **Reach:** 80k
  + **Sign-ups:** 1,070
  + **Conversion Rate:** 6.2%
  + **ROI:** 411%

*Insight:* These metrics confirm the campaign’s success across all SMART dimensions, validating strategy, execution, and creative direction.