

Campaigns



Overview of the Campaigns

Objective

- Enhancing a brand's presence online. to increase brand awareness, improve customer engagement, and ultimately drive sales.

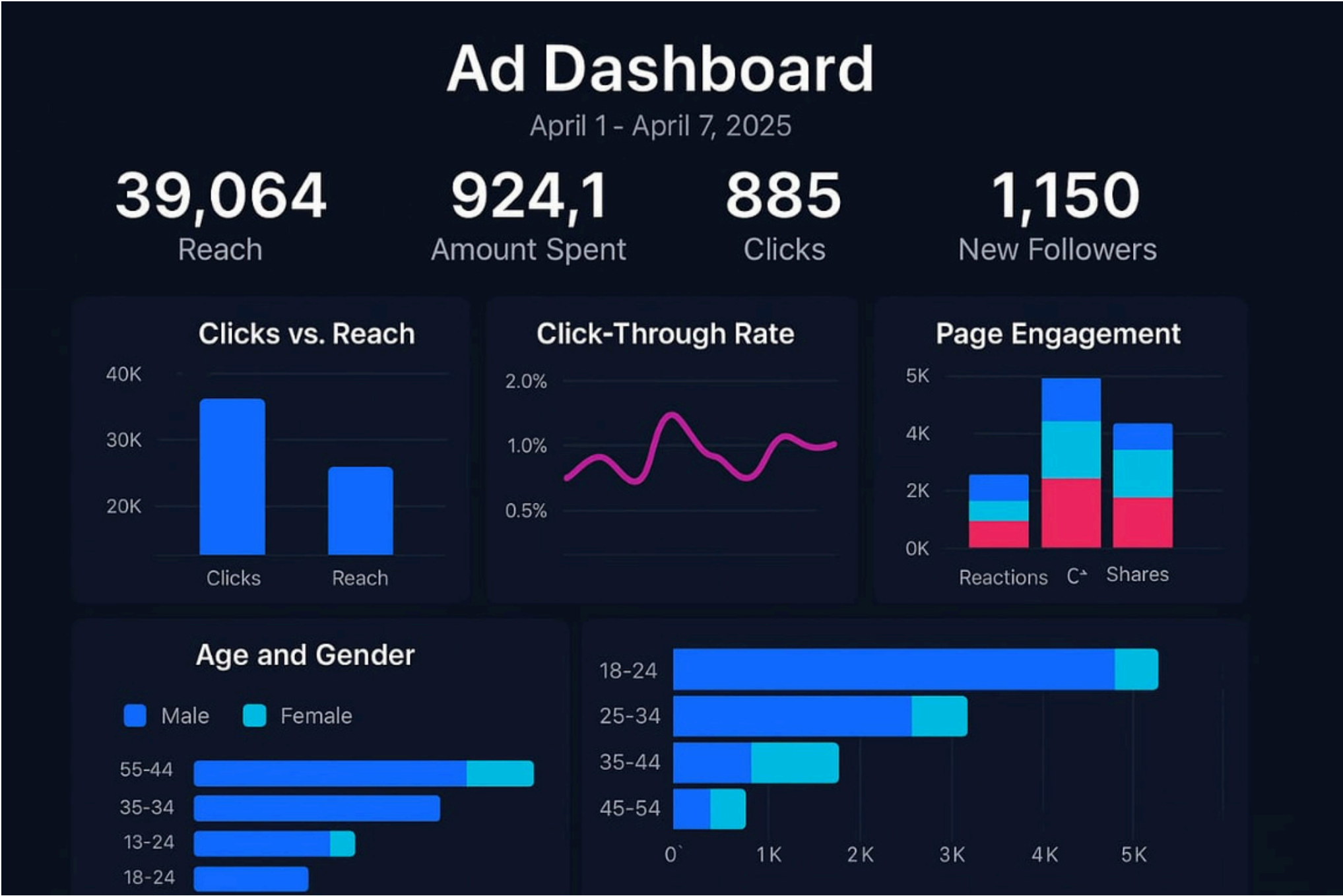
Ad Formats Used:

- Awareness
- Engagement

Campaign Results

Result summary

Campaign Period: April 1–7, 2025



Campaign Results

Metric	Value
Reach	39,064
Impressions	60,559
Frequency	1.55
Amount Spent	EGP 924.1
Link Clicks	885
Post Engagements (Total)	14,570
Comments	17
Shares	7
Conversations (Messenger)	84

Result summary

Campaign Period: April 1–7, 2025



For detailed results
Please click [here](#)

Campaign Results

Cost Efficiency Metrics:

- **Cost per Engagement:** EGP 0.063
- **Cost per Conversation** (Messenger): EGP 11
- **Cost per Follow/Page Like:** EGP 40.18



Campaign Results

Key Insights

- **Strong Engagement Rate:** The post engagement-to-reach ratio is approximately 37%, indicating the content resonated well with the audience.
- **High Efficiency:** The low cost per engagement suggests the ad effectively drove user interaction at a minimal cost.
- **Opportunity for Improvement:** The cost per message initiation (EGP 11) is relatively high, indicating that the Call-to-Action (CTA) may need refinement to encourage more direct messaging interactions.





Customer Support



Recommendations



Recommendations for Elgreatly to Strengthen Market Position and Expand Customer Base:

- **Enhancing Visual Identity:** Developing distinctive and cohesive designs that reflect the brand identity.
- **Interactive Content:** Using stories, special offers, and discounts to engage customers.
- **Content Diversification:** Providing a mix of interior design tips, exclusive offers, and customer testimonials.
- **Improving Consistency:** Increasing the number of weekly posts to maintain continuous audience engagement.
- **Website Development:** Creating an official website to showcase products and facilitate communication and purchasing.