

Budget & ROI Summary

Optimized spend across channels for the 12-week Mory Gym campaign, showing financial efficiency, ROAS per channel, and projected membership value.

Budget Allocation

- Instagram & TikTok Ads: 50,000 EGP
 - Google Ads: 30,000 EGP
 - Email Campaigns: 20,000 EGP
 - Landing Pages & Retargeting: 25,000 EGP
 - Influencer Collaborations: 15,000 EGP
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Spend vs Revenue

- Total Spend: 140,000 EGP
 - Total Revenue: 1,600,000 EGP
 - ROI Overall: 4,780%
 - Instagram/TikTok ROI: 5,200%
 - Email Campaign ROI: 3,900%
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Projected Membership Value

- Average Membership Value: 600 EGP
- New Members: 1,800
- Projected Total Revenue: 1,600,000 EGP
- Retention Rate: 18%

Forecast vs Actual Performance

Metric	Forecast	Actual
Reach	150,000	180,000
New Members	1,500	1,800
Engagement %	15%	18.2%
Revenue	1,200,000 EGP	1,600,000 EGP

ROI Breakdown by Channel

Channel	ROI Ratio
Instagram/TikTok	5.2
Google Ads	4.8
Email	3.9
Landing Pages	4.0
Influencers	4.5

Key Financial Metrics

Metric	Value
Total Spend	140,000 EGP
Total Revenue	1,600,000 EGP
ROI Overall	4,780%
Avg Membership Value	600 EGP
New Members	1,800