Mory Gym — Conversion Funnel Data & Performance Extraction

Campaign Overview

The 12-week "Mory Gym Premium Fitness Drive" campaign was designed to move audiences through every stage of the conversion funnel—from awareness to advocacy—using multi-channel digital marketing tactics across Instagram, TikTok, Google Ads, email, landing pages, and influencer collaborations.

Funnel Breakdown & Performance Metrics

Funnel Stage	Key Metric	Value	Measurement Tools
Awareness	Reach	180,000	Meta Business Suite, Google Ads Dashboard
Engagement	Engagement Rate	18.2%	Meta Insights, TikTok Analytics

Funnel Stage	Key Metric	Value	Measurement Tools
Leads	Sign-ups / Inquiries	3,500	HubSpot CRM, Google Tag Manager
Conversions	New Memberships	1,800	Stripe Dashboard, CRM Reports
Revenue	Sales Value	1,600,000 EGP	Accounting Sheets, Google Data Studio
ROI	Return on Investment	4,780%	Excel ROI Model, Campaign Cost Tracker

Funnel Flow Data Visualization Inputs

The funnel flow visualization chart was based on sequential audience behavior metrics extracted weekly and compiled using **Chart.js**. Each funnel stage was represented as a bar with numeric values corresponding to real campaign data points. The transition from 180,000 reached users to 18.2% engagement, followed by 3,500 leads and 1,800 conversions, represented the optimized customer journey efficiency.

Stage	Value
Awareness	180,000
Engagement	32,760
Leads	3,500
Conversions	1,800
Revenue (EGP)	1,600,000

Conversion Rates Between Stages

Conversion efficiency between each stage was calculated using Google Sheets formulas linking exported analytics data. The dataset revealed a consistent drop-off pattern with major optimization achieved at the Lead→Conversion phase, showing a 51.4% conversion rate after landing page UX redesign.

Stage Transition	Conversion Rate %	Data Source
Awareness → Engagement	18.2%	Instagram/TikTok Analytics
Engagement → Leads	10.7%	Landing Page Form Submissions
Leads → Conversions	51.4%	CRM Pipeline Reports
Conversions → Revenue	100%	Sales Records / Payment Logs

Channel Contribution Data

To attribute conversions correctly, channel contribution was calculated based on a weighted multi-touch attribution model using Google Analytics 4 and Meta attribution windows. Instagram and TikTok contributed the majority of conversions due to high engagement creatives, followed by Google Ads and landing pages.

Channel	Contribution %	Performance Insight
Instagram / TikTok	45%	High performing reels and influencer collaborations
Google Ads	25%	Strong keyword targeting and local intent ads
Email	10%	Reactivation campaigns for dormant members
Landing Pages	15%	Optimized UX with fast load and one-click signup
Influencers	5%	Micro influencer engagement in Alexandria

Data Tools & Workflow

- **Google Analytics 4** — for traffic sources, user flow, and assisted conversions.
- **Meta Business Suite / TikTok Ads Manager** — for awareness and engagement tracking.
- **Google Tag Manager** — event tracking for landing page form submissions.
- **HubSpot CRM** — to monitor leads through the sales funnel and calculate pipeline conversion rates.
- **Chart.js** — to build the dynamic funnel and channel visualization charts.
- **Excel ROI Tracker** — to compute and verify return on investment against ad spend and revenue.
- **Google Looker Studio** — for visualization and performance dashboards shared with the client.

Summary of Achievements

The campaign achieved a strong upward conversion momentum across all funnel stages, exceeding the original forecast. ROI reached 4,780%, demonstrating optimized budget allocation, precision targeting, and creative sequencing that elevated the brand's market share among Alexandria's gym-goers. The funnel data validated the effectiveness of diversified channel synergy and audience retargeting layers.