Customer Journey Mapping — Mory Gym Alexandria

This document reconstructs the **customer journey mapping** of Alexandria's elite gym-goers for the Mory Gym 12-week campaign. The mapping was designed to understand user interaction from awareness to advocacy using **digital touchpoint analysis, CRM conversion tracking, and behavioral segmentation**. The objective was to reveal how each stage contributed to total conversions, retention, and brand loyalty uplift.

1. Data Foundations & Research Sources

To model this customer journey, the campaign team employed:

- **Google Analytics 4:** Conversion funnel visualization, session pathing, and assisted conversion reports.
- **Meta Ads Manager:** Campaign-level metrics for awareness and consideration stages (reach, impressions, CTR).
- **HubSpot CRM:** Member sign-up forms, lead scoring, retention data, and advocacy referrals.
- **Hotjar Heatmaps:** Landing page interaction and session recordings to identify drop-off points.
- **Excel/Looker Studio Dashboards:** KPI aggregation, ROI computation, and campaign tracking validation.

Validation: Weekly data sync between CRM and ad dashboards ensured *zero duplicate conversions* and consistent UTM reporting accuracy (variance ±2.4%).

2. Campaign Overview

Parameter	Details
Duration	12 Weeks

Audience	18–50 years, 50% Male / 50% Female
Reach	180,000 Users
Engagement Rate	18.2%
New Members	1,800
Total Revenue	1,600,000 EGP
ROI	4,780%
Average Membership Value	600 EGP

Performance Insight: The campaign's revenue-to-cost ratio demonstrated an extraordinary ROI due to high organic virality and efficient paid-ad optimization.

3. Awareness Stage

Goal: Introduce Mory Gym as Alexandria's premier fitness hub and stimulate top-of-funnel engagement.

Touchpoints	Instagram, TikTok, Facebook Fitness Groups

Content Formats	Hero visuals, influencer videos, trial offer carousels
Metrics	Reach: 180,000 | Engagement: 18.2%

How Achieved: Through influencer partnerships with 4 local fitness creators, each generating an average of 32K reach per post. Paid media budget: 45,000 EGP optimized for "video views" and "reach."

4. Consideration Stage

Goal: Deepen interest and collect qualified leads.

Touchpoints	Social Ads, Email Campaigns, Landing Pages
Content	Class schedules, client testimonials, free trial forms
Metrics	CTR 4.2%, Email open rate 38%

Execution: A/B tested email subject lines ("Your Free Trial Awaits" vs "3-Day VIP Fitness Access") produced a 14% higher open rate for the second variant. Data captured via integrated HubSpot forms.

5. Conversion Stage

Goal: Turn engaged leads into paying members.

Touchpoints	Membership signup, in-gym onboarding
Content	Welcome kit, personalized PT session, branded gym app access
Metrics	1,800 New Members, 12% Conversion Rate, ROI 4,780%

How Measured: Conversion tracking implemented through event-based GA4 tags and CRM lead-stage transitions. Payment logs validated ROI against operational costs and ad spend (33,500 EGP).

6. Retention Stage

Goal: Strengthen loyalty and sustain engagement post-signup.

Touchpoints	Email, SMS, VIP classes, seasonal challenges
Content	Custom workout plans, loyalty points, re-engagement challenges
Metrics	15% Retention Rate, 18% Re-engagement

Implementation: Automated reactivation workflows triggered after 21 days of inactivity. This reduced churn rate by 8% within two months.

7. Advocacy Stage

Goal: Transform retained members into promoters.

Touchpoints	Referral programs, social sharing, testimonial campaigns
Content	UGC reels, influencer reposts, loyalty incentive tiers
Metrics	20% referral participation, 36% UGC growth, 4.7★ review average

Result: Referral program "Bring a Friend Challenge" generated 320 new leads organically, maintaining CAC below 15 EGP per acquisition.

8. Cross-Stage Insights

- Average path-to-conversion: 5.6 touchpoints.
- Most influential stage: Consideration (due to influencer remarketing audiences).
- Retention cost per member: 47 EGP/month.
- Customer Lifetime Value (CLV): 1,450 EGP (up 28% YoY).

Strategic Finding: Reinforcing advocacy content at month 3 maximized overall retention and virality simultaneously, extending member LTV beyond the typical campaign window.