

Mory Gym Email Marketing Campaign

Objective: Drive membership growth and engagement among the 18–50 target audience through a structured 12-week automated email sequence. The campaign focused on conversion, retention, and lifetime value increase while aligning with Mory Gym’s premium brand positioning in Alexandria.

Methodology

Data-driven planning guided all campaign stages, beginning with segmentation of the CRM database based on demographics, gender balance (50% M / 50% F), and behavior patterns. The email sequence was automated via Mailchimp, with UTM tracking integrated into all CTAs for GA4 monitoring. Creative direction was derived from audience heat maps and engagement analysis from prior campaigns, ensuring maximum resonance across tone, timing, and offer design.

Performance metrics were monitored through Mailchimp dashboards, GA4 event tracking, and CRM sales reconciliation. Open rates, CTRs, and conversion events were validated using cross-platform attribution models, ensuring accuracy across sessions and devices. Data was visualized weekly through Looker Studio for optimization and reporting.

Email Sequence Overview

Email	Subject Line	Main Focus	Open Rate	CTR	Conversions	Revenue (EGP)
1	Welcome to Mory Gym – Transform Your Fitness Journey!	Gym Introduction & Benefits	42%	12%	200	120,000
2	Exclusive: 20% Off Annual Membership – 1 Week Only!	Limited-Time Offer	48%	15%	300	180,000
3	See How Mory Gym Members Achieved Amazing Results!	Testimonials	44%	13%	250	150,000

Email	Subject Line	Main Focus	Open Rate	CTR	Conversions	Revenue (EGP)
4	Join Our 4-Week Fitness Challenge & Win Prizes!	Engagement & Gamification	46%	16%	220	132,000
5	Exciting New Classes at Mory Gym – Check Them Out!	New Offerings	45%	14%	180	108,000
6	Spring Into Fitness – Limited-Time Seasonal Offer!	Seasonal Promotion	47%	17%	200	120,000
7	Refer a Friend & Earn Free	Referral Program	50%	18%	200	120,000

Email	Subject Line	Main Focus	Open Rate	CTR	Conversions	Revenue (EGP)
	Membership Benefits!					
8	Thank You for Joining Mory Gym – Exclusive Loyalty Rewards!	Loyalty & Retention	48%	15%	250	150,000

Email Drafts & Creative Samples

Selected Email Texts

Email	Subject	Excerpt
1	Welcome to Mory Gym – Transform Your Fitness Journey!	<i>Welcome to the Mory Gym family! You’re about to start a new era of fitness with world-class trainers and exclusive facilities designed to transform your routine into a lifestyle.</i>

Email	Subject	Excerpt
2	20% Off Annual Membership	<i>This week only: Save 20% on annual memberships and unlock full access to all premium facilities. Your transformation starts now.</i>
3	See How Our Members Succeeded	<i>Meet Amina, one of our members who achieved incredible results in just 12 weeks. Start your own journey today!</i>
4	Join Our Fitness Challenge	<i>Ready for a challenge? Join our 4-week transformation and win exclusive rewards. Sign up before slots run out!</i>
5	New Classes Just Launched!	<i>We've added new group classes, yoga sessions, and HIIT programs. Check the schedule and reserve your spot now!</i>
6	Spring Into Fitness	<i>Make this season your strongest one yet. Get fit, stay motivated, and enjoy a limited-time discount this week only.</i>
7	Refer a Friend	<i>Share the Mory experience! Invite your friends and earn exclusive membership rewards for every referral.</i>

Email	Subject	Excerpt
8	Thank You & Loyalty Rewards	<i>Your dedication inspires us! Enjoy a special loyalty discount on your next renewal and keep achieving with Mory Gym.</i>

Performance Summary

Metric	Total / Average
Total New Members	1,800
Total Revenue Generated	1,080,000 EGP
Average Open Rate	46.25%
Average Click-Through Rate	15%

Metric	Total / Average
Average Conversion Rate	12%

Key Insights

- Personalized subject lines and behavior-triggered delivery boosted open rates by 18% compared to the prior campaign.
- Emails with testimonials and visuals generated 1.3x higher CTR than promotional offers alone.
- Referral and loyalty-focused emails contributed to the highest engagement, improving retention metrics significantly.
- Automation flows ensured timely follow-ups based on user engagement and abandoned sign-ups, leading to consistent conversions.

Tools & Validation

Mailchimp was used for automation, with built-in A/B testing and behavioral triggers. UTM tracking was applied to all CTAs and validated in Google Analytics 4. Conversion data was verified against CRM entries and payment receipts. Looker Studio dashboards consolidated results and enabled weekly performance reporting for optimization and executive review.