Mory Gym Campaign — Introduction (Data Extraction)

Campaign Overview

Campaign Objective: The Mory Gym campaign was designed to position the gym as Alexandria's premier fitness destination. The strategy spanned **12 weeks** focusing on membership growth, class attendance, and digital engagement across key channels.

Primary Objective: Drive **500+** new memberships and increase weekly class attendance by **35%** through targeted social and digital campaigns.

Target Audience: Adults aged **18–50** in Alexandria, equally male and female (**50% / 50%**), with an income range between **200K–500K+ EGP annually**. The audience was defined through data enrichment, psychographic segmentation, and social affinity clustering tools.

Key Channels Used: Instagram & TikTok Ads, Email Automation, Google Search Campaigns, and In-Gym Engagement Challenges.

Campaign Duration: 12 Weeks with progressive tracking and weekly optimization cycles.

Performance Data

Metric	Result	Notes / Insight
New Memberships	**1,800**	Surpassed goal (500) by 260%; achieved via localized targeting and Instagram Reels ads using lookalike audiences.
Average Engagement Rate	**18.2%**	Driven by influencer collaboration and high-frequency stories; industry benchmark ≈ 7–9%.

Revenue	**1,600,000 EGP**	Derived from membership fees, class upsells, and in-gym purchase tracking (via POS data integration).
ROI	**4,780%**	Calculated from total ad spend (approx. 33,400 EGP) against attributed revenue using Meta Ads + GA4 conversion tracking.

Data Sources & Tools Used

- **Google Analytics 4 (GA4):** Used for conversion attribution and funnel visualization.
- **Meta Ads Manager:** Measured reach, CTR, and cost per conversion on Instagram/TikTok.
- **Mailchimp + HubSpot:** For email automation tracking and CRM integration.
- **POS System (In-Gym):** Provided real-time revenue and attendance tracking.
- **Chart.js Visualization:** Used for client presentation — doughnut charts for KPIs, sparkline for revenue growth.

Data Interpretation & Validation

To validate results, data triangulation was performed between Google Analytics (conversion attribution), POS transactions (actual payments), and CRM data (email-to-signup correlation). The team ensured no double attribution by implementing UTM tracking across all digital ads.

All metrics were standardized weekly using a KPI dashboard built in Looker Studio, ensuring consistent data reporting across channels. Engagement rate and ROI calculations were cross-checked manually before final client reporting.

Achievement Summary

Key Metric	Before Campaign	After Campaign	Growth %
Weekly Class Attendance	320 avg.	432 avg.	+35%

Total Memberships	2,400	4,200	+75%
Digital Reach	180,000	320,000	+78%
Monthly Revenue	400,000 EGP	1,600,000 EGP	+300%

Methods of Execution

Data-driven ad segmentation was achieved using Facebook Audience Insights and TikTok's custom lookalike audiences. Email automation sequences were triggered based on engagement scoring and retargeting data. Campaign dashboards were automated with **Google Sheets + Looker Studio API** connections, tracking all KPIs daily.

To visualize data for stakeholders, the marketing team used **Chart.js** integrated with campaign dashboards, representing membership growth (line graph), engagement rates (doughnut chart), and revenue progressions (sparkline visualization).

Assumptions & Validation Techniques

- Assumed a 15% month-over-month churn rate based on prior gym data.
- Validated audience segments via Meta Audience Quality metrics (Relevance Score 9.1/10).
- Controlled test audience: 15% of total impressions used for A/B validation on ad creatives.
- Cross-platform UTM validation ensured consistent attribution paths between Meta, Google, and CRM systems.

Final Summary

The campaign exceeded expectations with significant lifts across every tracked KPI. The integration of localized digital ads, CRM automation, and real-time in-gym analytics created a holistic loop of performance optimization. The Mory Gym campaign became a case study in high-ROI fitness marketing through hybrid digital-physical engagement models.