

# Retargeting & Remarketing Campaign

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## 1. Campaign Overview

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Advanced retargeting strategies were applied to convert leads who previously engaged but did not sign up. The campaign leveraged website visits, social interactions, and email engagement to drive conversions and revenue.

## 2. Audience Segments

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### Website Visitors

Users who visited Mory Gym landing pages but did not sign up. Retargeting via dynamic ads and email reminders.

### Social Engagers

Users who interacted with Instagram/TikTok ads or posts but didn't convert. Targeted carousel and story ads applied.

### Email Clickers

Leads who opened emails but didn't complete sign-up. Follow-ups included personalized offers and urgency triggers.

### 3. Retargeting Funnel

Stage	Value
Retargeting Reach	90,000
Clicks	45,000
Engaged	18,000
Converted Members	1,100
Revenue (EGP)	1,040,000

## 4. Retargeting Ads & Social Media Performance

Channel	Conversions	Revenue (EGP)
Instagram/TikTok	400	400,000
Google Ads	250	250,000
Email	350	350,000
Landing Pages	80	80,000
Influencers	20	20,000

## 5. Conversions & ROI

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### Conversions

1,100 new members from retargeting campaigns (out of 1,800 total)

Conversion Rate: 61% from retargeted audience

### ROI

Revenue generated: 1,040,000 EGP

ROI: 4,780% (extremely high-performance)

## 6. Recommendations

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- Increase retargeting budgets on high-engagement social audiences for more sign-ups.
- Use dynamic remarketing ads for website visitors who viewed membership pages.
- Follow-up abandoned leads via email automation with limited-time offers.
- Integrate CRM to segment users by behavior and tailor personalized campaigns.
- Test multiple creatives and copy variations to optimize conversions further.