

Post-Campaign Analysis & Insights

1. Campaign Overview

Comprehensive evaluation of the 12-week Mory Gym campaign performance, analyzing reach, engagement, conversions, and ROI to inform future strategy.

2. Performance Highlights

Reach

Target: 180,000 | Actual: 180,000

New Members

Target: 1,800 | Actual: 1,800

Engagement Rate

Target: 18% | Actual: 18.2%

Revenue

Target: 1,500,000 EGP | Actual: 1,600,000 EGP

ROI

Target: 4,500% | Actual: 4,780%

3. Campaign Performance Overview

Metric	Target	Actual
Reach	180,000	180,000
New Members	1,800	1,800
Engagement Rate	18%	18.2%
Revenue (EGP)	1,500,000	1,600,000
ROI %	4,500%	4,780%

4. Lessons Learned

- Dynamic social media content significantly increased engagement among 18–35-year-old prospects.
- Retargeting high-engagement website visitors converted over 60% of non-signups.
- Email follow-ups with limited-time offers boosted conversion by 22%.
- Personalized ad copy and visuals outperform generic campaigns.
- Segmented campaigns for men and women produced balanced member acquisition (50% M / 50% F).

5. Recommendations for Next Campaign

- Increase high-performing social ad budgets for Instagram and TikTok.
- Launch more dynamic retargeting creatives for abandoned leads.
- Use A/B testing to refine email sequences and ad copy.
- Implement CRM tracking to segment users based on behavior and engagement levels.
- Expand influencer partnerships with local fitness personalities.
- Leverage analytics dashboards to monitor KPIs in real-time for faster optimization.