

Gym Campaign KPIs & Performance

Key performance indicators for Mory Gym’s 12-week premium campaign targeting Alexandria’s active and urban professionals.

Top KPIs

KPI	Value
Total Reach	180,000
New Members	1,800
Engagement Rate	18.2%
Revenue	1,600,000 EGP
ROI	4,780%
Avg Membership Value	600 EGP

Forecast vs Actual

Metric	Forecast	Actual
Reach	150,000	180,000
New Members	1,500	1,800
Engagement %	15%	18.2%
Revenue	1,200,000 EGP	1,600,000 EGP

ROI by Channel

Channel	ROI Ratio
Instagram/TikTok	5.0
Google Ads	4.5
Email	4.2
Landing Pages	4.6
Influencers	4.7

Weekly Reach & Engagement

Week	Reach	Engagement %
Week 1	12,000	10%
Week 2	14,000	11%
Week 3	15,000	12%
Week 4	16,000	13%
Week 5	16,500	14%
Week 6	17,000	15%
Week 7	17,500	16%

Week	Reach	Engagement %
Week 8	18,000	16.5%
Week 9	18,500	17%
Week 10	19,000	17.5%
Week 11	19,500	18%
Week 12	20,000	18.2%