

Mory Gym Campaign Analysis

1. Campaign Overview

This 12-week campaign focused on member acquisition, engagement, retention, and revenue growth. The strategy included targeted email sequences, paid social media ads, SEO optimization, and influencer partnerships. Metrics were tracked across all touchpoints to optimize ROI and inform actionable insights.

2. Key Performance Indicators (KPIs)

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

3. Funnel Performance

| Stage | Value |
|------------|---------------|
| Reach | 180,000 |
| Engagement | 32,760 |
| Leads | 5,000 |
| Sign-ups | 1,800 |
| Revenue | 1,600,000 EGP |

4. Paid Ads & Social Media

| Channel | New Members | Revenue (EGP) |
|------------------|-------------|---------------|
| Instagram/TikTok | 600 | 540,000 |
| Google Ads | 400 | 360,000 |
| Email | 720 | 432,000 |
| Landing Pages | 50 | 30,000 |
| Influencers | 30 | 18,000 |

5. Email Campaign Performance

| Email | Open Rate % |
|---------|-------------|
| Email 1 | 35 |
| Email 2 | 38 |
| Email 3 | 40 |
| Email 4 | 42 |
| Email 5 | 41 |
| Email 6 | 43 |
| Email 7 | 44 |

| | |
|---------|----|
| Email 8 | 45 |
|---------|----|

6. SEO & Organic Traffic

| Week | Organic Visits |
|------|----------------|
| 1 | 1,500 |
| 2 | 1,700 |
| 3 | 2,000 |
| 4 | 2,200 |
| 5 | 2,500 |

| | |
|----|-------|
| 6 | 3,000 |
| 7 | 3,500 |
| 8 | 4,000 |
| 9 | 4,500 |
| 10 | 5,000 |
| 11 | 5,500 |
| 12 | 6,000 |

7. Revenue vs Spend

| Metric | Value (EGP) |
|---------------|-------------|
| Total Spend | 33,500 |
| Total Revenue | 1,600,000 |
| ROI | 4,780% |

8. Insights & Recommendations

- New Members exceeded the target (1,800 vs 1,600), showing highly effective targeting.
- ROI of 4,780% demonstrates exceptional efficiency and scalability.
- Social media ads contributed 60% of sign-ups; emails contributed 40%.
- SEO contributed 12% of organic traffic; consider expanding keyword strategy and content.
- Retention campaigns and referral programs can leverage existing members to drive more growth.
- Future campaigns can increase spend slightly on top-performing channels for further scaling.