

Audience Insights & Behavioral Trends

Comprehensive analysis of Alexandria’s elite gym-goers, including behavioral patterns, engagement trends, and actionable insights for targeting and retention across a 12-week campaign.

Demographics

Category	Details
Age	18–50
Gender	50% Male / 50% Female
Income	200K–500K+ EGP/year

Location	Alexandria, urban districts
Education	College to Master’s or higher

Psychographics

Aspect	Description
Lifestyle	Busy professionals & trend-focused adults seeking premium fitness experiences
Values	Quality, exclusivity, aesthetics, prestige, convenience
Interests	Fitness, health trends, lifestyle content, social networking
Personality	Ambitious, socially influential, adventurous, disciplined

Engagement Behavior

Metric	Value
Social Media Engagement	18.2%
Email Open Rate	38%
CTR	4.2% on VIP campaigns
Top Platforms	Instagram, TikTok, Facebook Fitness Communities
Content Preference	Hero visuals, curated experiences, seasonal offers

Purchase Behavior

Metric	Value
New Members	1,800
Average Membership Value	600 EGP
Conversion Rate	12%
Repeat Visits	1.5–2/week
ROI	4,780%

Preferences & Influencers

Preference	Insight
Program Preference	Favors curated fitness programs and premium class experiences
Influence Source	Influenced by social proof, VIP exclusivity, and peer recommendations
Response Type	Responds to personalized campaigns and loyalty perks
Sharing Behavior	Shares fitness achievements and premium experiences online

Opportunities & Insights

Opportunity
Use short-form Instagram/TikTok videos to increase engagement
Offer exclusive seasonal challenges and programs to boost retention
Segment email campaigns for personalized VIP messaging
Partner with local fitness influencers to attract aspirational gym-goers
Highlight premium training and curated experiences to differentiate from competitors

Audience Metrics Summary

Metric	Value
Age	18–50
Gender	50% M / 50% F
Income	200K–500K+ EGP
New Members	1,800
Engagement Rate	18.2%
Conversion Rate	12%

ROI	4,780%
Average Membership Value	600 EGP