# 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 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% |