# Mory Gym — Conversion Funnel Data & Performance Extraction

## Campaign Overview

The 12-week “Mory Gym Premium Fitness Drive” campaign was designed to move audiences through every stage of the conversion funnel—from awareness to advocacy—using multi-channel digital marketing tactics across Instagram, TikTok, Google Ads, email, landing pages, and influencer collaborations.

## Funnel Breakdown & Performance Metrics

| **Funnel Stage** | **Key Metric** | **Value** | **Measurement Tools** |
| --- | --- | --- | --- |
| Awareness | Reach | 180,000 | Meta Business Suite, Google Ads Dashboard |
| Engagement | Engagement Rate | 18.2% | Meta Insights, TikTok Analytics |
| Leads | Sign-ups / Inquiries | 3,500 | HubSpot CRM, Google Tag Manager |
| Conversions | New Memberships | 1,800 | Stripe Dashboard, CRM Reports |
| Revenue | Sales Value | 1,600,000 EGP | Accounting Sheets, Google Data Studio |
| ROI | Return on Investment | 4,780% | Excel ROI Model, Campaign Cost Tracker |

## Funnel Flow Data Visualization Inputs

The funnel flow visualization chart was based on sequential audience behavior metrics extracted weekly and compiled using **Chart.js**. Each funnel stage was represented as a bar with numeric values corresponding to real campaign data points. The transition from 180,000 reached users to 18.2% engagement, followed by 3,500 leads and 1,800 conversions, represented the optimized customer journey efficiency.

| **Stage** | **Value** |
| --- | --- |
| Awareness | 180,000 |
| Engagement | 32,760 |
| Leads | 3,500 |
| Conversions | 1,800 |
| Revenue (EGP) | 1,600,000 |

## Conversion Rates Between Stages

Conversion efficiency between each stage was calculated using Google Sheets formulas linking exported analytics data. The dataset revealed a consistent drop-off pattern with major optimization achieved at the Lead→Conversion phase, showing a 51.4% conversion rate after landing page UX redesign.

| **Stage Transition** | **Conversion Rate %** | **Data Source** |
| --- | --- | --- |
| Awareness → Engagement | 18.2% | Instagram/TikTok Analytics |
| Engagement → Leads | 10.7% | Landing Page Form Submissions |
| Leads → Conversions | 51.4% | CRM Pipeline Reports |
| Conversions → Revenue | 100% | Sales Records / Payment Logs |

## Channel Contribution Data

To attribute conversions correctly, channel contribution was calculated based on a weighted multi-touch attribution model using Google Analytics 4 and Meta attribution windows. Instagram and TikTok contributed the majority of conversions due to high engagement creatives, followed by Google Ads and landing pages.

| **Channel** | **Contribution %** | **Performance Insight** |
| --- | --- | --- |
| Instagram / TikTok | 45% | High performing reels and influencer collaborations |
| Google Ads | 25% | Strong keyword targeting and local intent ads |
| Email | 10% | Reactivation campaigns for dormant members |
| Landing Pages | 15% | Optimized UX with fast load and one-click signup |
| Influencers | 5% | Micro influencer engagement in Alexandria |

## Data Tools & Workflow

* **Google Analytics 4** — for traffic sources, user flow, and assisted conversions.
* **Meta Business Suite / TikTok Ads Manager** — for awareness and engagement tracking.
* **Google Tag Manager** — event tracking for landing page form submissions.
* **HubSpot CRM** — to monitor leads through the sales funnel and calculate pipeline conversion rates.
* **Chart.js** — to build the dynamic funnel and channel visualization charts.
* **Excel ROI Tracker** — to compute and verify return on investment against ad spend and revenue.
* **Google Looker Studio** — for visualization and performance dashboards shared with the client.

## Summary of Achievements

The campaign achieved a strong upward conversion momentum across all funnel stages, exceeding the original forecast. ROI reached 4,780%, demonstrating optimized budget allocation, precision targeting, and creative sequencing that elevated the brand’s market share among Alexandria’s gym-goers. The funnel data validated the effectiveness of diversified channel synergy and audience retargeting layers.