# Retargeting & Remarketing Campaign

## 1. Campaign Overview

Advanced retargeting strategies were applied to convert leads who previously engaged but did not sign up. The campaign leveraged website visits, social interactions, and email engagement to drive conversions and revenue.

## 2. Audience Segments

### Website Visitors

Users who visited Mory Gym landing pages but did not sign up. Retargeting via dynamic ads and email reminders.

### Social Engagers

Users who interacted with Instagram/TikTok ads or posts but didn’t convert. Targeted carousel and story ads applied.

### Email Clickers

Leads who opened emails but didn’t complete sign-up. Follow-ups included personalized offers and urgency triggers.

## 3. Retargeting Funnel

|  |  |
| --- | --- |
| **Stage** | **Value** |
| Retargeting Reach | 90,000 |
| Clicks | 45,000 |
| Engaged | 18,000 |
| Converted Members | 1,100 |
| Revenue (EGP) | 1,040,000 |

## 4. Retargeting Ads & Social Media Performance

|  |  |  |
| --- | --- | --- |
| **Channel** | **Conversions** | **Revenue (EGP)** |
| Instagram/TikTok | 400 | 400,000 |
| Google Ads | 250 | 250,000 |
| Email | 350 | 350,000 |
| Landing Pages | 80 | 80,000 |
| Influencers | 20 | 20,000 |

## 5. Conversions & ROI

### Conversions

1,100 new members from retargeting campaigns (out of 1,800 total)

Conversion Rate: 61% from retargeted audience

### ROI

Revenue generated: 1,040,000 EGP

ROI: 4,780% (extremely high-performance)

## 6. Recommendations

* Increase retargeting budgets on high-engagement social audiences for more sign-ups.
* Use dynamic remarketing ads for website visitors who viewed membership pages.
* Follow-up abandoned leads via email automation with limited-time offers.
* Integrate CRM to segment users by behavior and tailor personalized campaigns.
* Test multiple creatives and copy variations to optimize conversions further.