# Post-Campaign Analysis & Insights

## 1. Campaign Overview

Comprehensive evaluation of the 12-week Mory Gym campaign performance, analyzing reach, engagement, conversions, and ROI to inform future strategy.

## 2. Performance Highlights

### Reach

Target: 180,000 | Actual: 180,000

### New Members

Target: 1,800 | Actual: 1,800

### Engagement Rate

Target: 18% | Actual: 18.2%

### Revenue

Target: 1,500,000 EGP | Actual: 1,600,000 EGP

### ROI

Target: 4,500% | Actual: 4,780%

## 3. Campaign Performance Overview

|  |  |  |
| --- | --- | --- |
| **Metric** | **Target** | **Actual** |
| Reach | 180,000 | 180,000 |
| New Members | 1,800 | 1,800 |
| Engagement Rate | 18% | 18.2% |
| Revenue (EGP) | 1,500,000 | 1,600,000 |
| ROI % | 4,500% | 4,780% |

## 4. Lessons Learned

* Dynamic social media content significantly increased engagement among 18–35-year-old prospects.
* Retargeting high-engagement website visitors converted over 60% of non-signups.
* Email follow-ups with limited-time offers boosted conversion by 22%.
* Personalized ad copy and visuals outperform generic campaigns.
* Segmented campaigns for men and women produced balanced member acquisition (50% M / 50% F).

## 5. Recommendations for Next Campaign

* Increase high-performing social ad budgets for Instagram and TikTok.
* Launch more dynamic retargeting creatives for abandoned leads.
* Use A/B testing to refine email sequences and ad copy.
* Implement CRM tracking to segment users based on behavior and engagement levels.
* Expand influencer partnerships with local fitness personalities.
* Leverage analytics dashboards to monitor KPIs in real-time for faster optimization.