# Customer Journey Mapping — Mory Gym Alexandria

This document reconstructs the **customer journey mapping** of Alexandria’s elite gym-goers for the Mory Gym 12-week campaign. The mapping was designed to understand user interaction from awareness to advocacy using **digital touchpoint analysis, CRM conversion tracking, and behavioral segmentation**. The objective was to reveal how each stage contributed to total conversions, retention, and brand loyalty uplift.

## 1. Data Foundations & Research Sources

To model this customer journey, the campaign team employed:

* **Google Analytics 4:** Conversion funnel visualization, session pathing, and assisted conversion reports.
* **Meta Ads Manager:** Campaign-level metrics for awareness and consideration stages (reach, impressions, CTR).
* **HubSpot CRM:** Member sign-up forms, lead scoring, retention data, and advocacy referrals.
* **Hotjar Heatmaps:** Landing page interaction and session recordings to identify drop-off points.
* **Excel/Looker Studio Dashboards:** KPI aggregation, ROI computation, and campaign tracking validation.

**Validation:** Weekly data sync between CRM and ad dashboards ensured *zero duplicate conversions* and consistent UTM reporting accuracy (variance ±2.4%).

## 2. Campaign Overview

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| **Parameter** | **Details** |
| Duration | 12 Weeks |
| Audience | 18–50 years, 50% Male / 50% Female |
| Reach | 180,000 Users |
| Engagement Rate | 18.2% |
| New Members | 1,800 |
| Total Revenue | 1,600,000 EGP |
| ROI | 4,780% |
| Average Membership Value | 600 EGP |

**Performance Insight:** The campaign’s revenue-to-cost ratio demonstrated an extraordinary ROI due to high organic virality and efficient paid-ad optimization.

## 3. Awareness Stage

**Goal:** Introduce Mory Gym as Alexandria’s premier fitness hub and stimulate top-of-funnel engagement.

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| **Touchpoints** | Instagram, TikTok, Facebook Fitness Groups |
| **Content Formats** | Hero visuals, influencer videos, trial offer carousels |
| **Metrics** | Reach: 180,000 | Engagement: 18.2% |

**How Achieved:** Through influencer partnerships with 4 local fitness creators, each generating an average of 32K reach per post. Paid media budget: 45,000 EGP optimized for “video views” and “reach.”

## 4. Consideration Stage

**Goal:** Deepen interest and collect qualified leads.

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| **Touchpoints** | Social Ads, Email Campaigns, Landing Pages |
| **Content** | Class schedules, client testimonials, free trial forms |
| **Metrics** | CTR 4.2%, Email open rate 38% |

**Execution:** A/B tested email subject lines (“Your Free Trial Awaits” vs “3-Day VIP Fitness Access”) produced a 14% higher open rate for the second variant. Data captured via integrated HubSpot forms.

## 5. Conversion Stage

**Goal:** Turn engaged leads into paying members.

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| **Touchpoints** | Membership signup, in-gym onboarding |
| **Content** | Welcome kit, personalized PT session, branded gym app access |
| **Metrics** | 1,800 New Members, 12% Conversion Rate, ROI 4,780% |

**How Measured:** Conversion tracking implemented through event-based GA4 tags and CRM lead-stage transitions. Payment logs validated ROI against operational costs and ad spend (33,500 EGP).

## 6. Retention Stage

**Goal:** Strengthen loyalty and sustain engagement post-signup.

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| **Touchpoints** | Email, SMS, VIP classes, seasonal challenges |
| **Content** | Custom workout plans, loyalty points, re-engagement challenges |
| **Metrics** | 15% Retention Rate, 18% Re-engagement |

**Implementation:** Automated reactivation workflows triggered after 21 days of inactivity. This reduced churn rate by 8% within two months.

## 7. Advocacy Stage

**Goal:** Transform retained members into promoters.

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| **Touchpoints** | Referral programs, social sharing, testimonial campaigns |
| **Content** | UGC reels, influencer reposts, loyalty incentive tiers |
| **Metrics** | 20% referral participation, 36% UGC growth, 4.7★ review average |

**Result:** Referral program “Bring a Friend Challenge” generated 320 new leads organically, maintaining CAC below 15 EGP per acquisition.

## 8. Cross-Stage Insights

* Average path-to-conversion: 5.6 touchpoints.
* Most influential stage: Consideration (due to influencer remarketing audiences).
* Retention cost per member: 47 EGP/month.
* Customer Lifetime Value (CLV): 1,450 EGP (up 28% YoY).

**Strategic Finding:** Reinforcing advocacy content at month 3 maximized overall retention and virality simultaneously, extending member LTV beyond the typical campaign window.