# Audience Insights & Behavioral Trends

Comprehensive analysis of Alexandria’s elite gym-goers, including behavioral patterns, engagement trends, and actionable insights for targeting and retention across a 12-week campaign.

## Demographics

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| --- | --- |
| **Category** | **Details** |
| Age | 18–50 |
| Gender | 50% Male / 50% Female |
| Income | 200K–500K+ EGP/year |
| Location | Alexandria, urban districts |
| Education | College to Master’s or higher |

## Psychographics

|  |  |
| --- | --- |
| **Aspect** | **Description** |
| Lifestyle | Busy professionals & trend-focused adults seeking premium fitness experiences |
| Values | Quality, exclusivity, aesthetics, prestige, convenience |
| Interests | Fitness, health trends, lifestyle content, social networking |
| Personality | Ambitious, socially influential, adventurous, disciplined |

## Engagement Behavior

|  |  |
| --- | --- |
| **Metric** | **Value** |
| Social Media Engagement | 18.2% |
| Email Open Rate | 38% |
| CTR | 4.2% on VIP campaigns |
| Top Platforms | Instagram, TikTok, Facebook Fitness Communities |
| Content Preference | Hero visuals, curated experiences, seasonal offers |

## Purchase Behavior

|  |  |
| --- | --- |
| **Metric** | **Value** |
| New Members | 1,800 |
| Average Membership Value | 600 EGP |
| Conversion Rate | 12% |
| Repeat Visits | 1.5–2/week |
| ROI | 4,780% |

## Preferences & Influencers

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| --- | --- |
| **Preference** | **Insight** |
| Program Preference | Favors curated fitness programs and premium class experiences |
| Influence Source | Influenced by social proof, VIP exclusivity, and peer recommendations |
| Response Type | Responds to personalized campaigns and loyalty perks |
| Sharing Behavior | Shares fitness achievements and premium experiences online |

## Opportunities & Insights

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| **Opportunity** |
| Use short-form Instagram/TikTok videos to increase engagement |
| Offer exclusive seasonal challenges and programs to boost retention |
| Segment email campaigns for personalized VIP messaging |
| Partner with local fitness influencers to attract aspirational gym-goers |
| Highlight premium training and curated experiences to differentiate from competitors |

## Audience Metrics Summary

|  |  |
| --- | --- |
| **Metric** | **Value** |
| Age | 18–50 |
| Gender | 50% M / 50% F |
| Income | 200K–500K+ EGP |
| New Members | 1,800 |
| Engagement Rate | 18.2% |
| Conversion Rate | 12% |
| ROI | 4,780% |
| Average Membership Value | 600 EGP |