

GYM GAINS 73 NEW MEMBERS IN A COMPETITIVE MARKETPLACE

Gym increases monthly membership using device ID and conquest targeting.



OBJECTIVE

Gym wanted to increase their six and 12-month memberships.

CHALLENGE

Marketplace is competitive due to a high concentration of gyms in the area.

SOLUTION

We recommended taking advantage of competitors' locations by using device ID and conquest targeting. The gym geo-fenced their location to encourage longer memberships.

RESULTS

By targeting competing locations, the gym gained 73 new memberships over the course of the campaign run dates. The gym spent \$5,400 and gained \$38,500 in contracted revenue.

KEY FINDINGS

The use of conquest targeting via device ID is a great way to stay competitive in a saturated market and take advantage of your competitors.

73 NEW MEMBERS