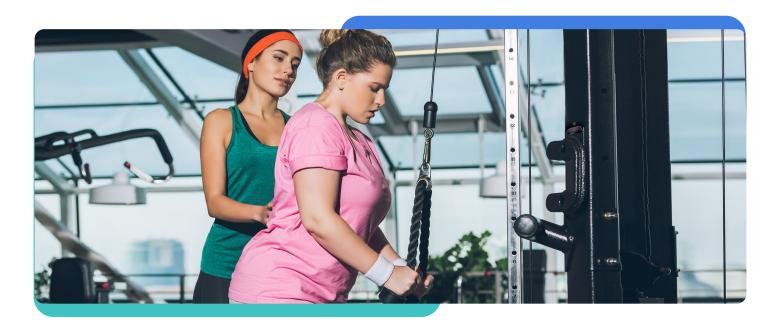


# Weight Loss Center achieves 50% return on investment (ROI) from Device ID campaign



INDUSTRY
Beauty & Fitness

PRODUCT
Weight Loss Center

ADVERTISING SOLUTION
Device ID

CAMPAIGN LENGTH
Four Months

# Objective

The client sought to increase general branding and awareness as well as grow the number of patients signed up for their weight loss programs.

## Challenge

With a number of competitors in the local area, the client faced considerable market saturation.

## Solution

We recommended geo-fencing competitor fitness centers, gyms, and spas for a conquest targeting strategy using Device ID. This helped us reach individuals with fitness intent, as well as the ability to track foot traffic.

## Results

The Point of Interest (POI) Attribution reports revealed that 45 unique devices were captured across 89 total visits from the Device ID campaign. The cost-per-acquisition (CPA) for this campaign ended up being \$66, with a return on investment (ROI) of 50%.

# **Key Findings**

Operating in competitive landscapes is a reality for many urban advertisers, but implementing a conquest targeting strategy using Device ID can show measurable campaign results and success.