

Gym gains 73 new memberships by Geo Fencing competitive locations



INDUSTRY
Beauty & Fitness

PRODUCT
Gym Memberships

ADVERTISING SOLUTION
Device ID

CAMPAIGN LENGTH
Six Months

Objective

To increase the number of six and 12-month memberships.

Challenge

The market was competitive due to a high population of gyms in the area.

Solution

We recommended taking advantage of the competitor locations by using Device ID and conquest targeting. This gym also 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. The gym spent \$5,400 and gained \$38,500 in contracted revenue, resulting in a 7x return on investment.

Key Findings

Geo Fence targeting via Device ID is a great way to stay competitive in a saturated market and take advantage of your competitors.