



Unprecedented activation at half the target CPA with VI Activate

VI Activate powered marketing performance at a lower cost for full-service fitness company

CHALLENGE



This Full-Service Fitness Brand with a global footprint was still recovering from the COVID pandemic and needed to drive sales in their highly competitive markets with historically low uptake. They were seeking a strategic marketing partner to improve local sales performance at a lower cost per activation.

OPPORTUNITY



VI experience in health and wellness, combined with VI Activate's AI technology that targets audiences with the highest propensity to join, ensures conversions at the lowest possible CPA. VI Activate leverages multiple data sources at the household level and pairs that information with how a prospect consumes media to meet people where they are, ultimately driving higher conversions.

SOLUTION



For each individual market, VI Activate built a customer profile with a 360-degree view of the area, its current consumer base, and prospects. The market was further assessed based on a competitive analysis to identify current offerings as well as potential gaps. From there, budgets and channel allocations were developed, and the company was able to distribute their messaging supported by a strategy to reach prospects who were most likely to engage.

RESULTS

VI Activate's targeted strategy was able to eliminate wasted spend while ensuring the right targets were reached. The continued optimization of the marketing effort resulted in increased conversion, far surpassing the goals that were set by the company at the outset.

\$10.01

Cost Per Lead
Below Goal Of \$18

\$18.86

Cost Per Acquisition
Ar Below Goal Of Below \$34

"Working with the VI Activate team has been a game changer for delivering measurable results on our marketing campaigns. Their access to household level data and experience in our industry is unmatched. They understand the health club space as practitioners and truly act as partners in our collective efforts to grow leads and members. I would highly recommend for any club operators tired of wasting time and money." — Health and Fitness Franchise client

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