



# VI Activate: Bringing in members with a 53% lower CPA than targeted

VI Activate supercharged member signups for a nonprofit fitness organization

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## CHALLENGE



A nonprofit wellness organization with six locations in a highly competitive market approached VI to jumpstart their marketing efforts. Still feeling the effects of the COVID pandemic, the team was looking for a strategic partner to bring in new members who reflected their community.

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## OPPORTUNITY



Utilizing VI Activate's AI technologies allows for better predictions and targeting of the audiences with the highest propensity to join, enabling conversions of the highest value prospects at the lowest CPAs. By tapping into and connecting multiple data sources at the household level, VI Activate has a clearer picture of who needs to be reached and exactly how to reach them.

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## SOLUTION



By taking a staged approach and incorporating new marketing techniques to pull in a younger prospect audience without cannibalizing the existing audience, VI Activate was able to help the locations expand their customer base and reach a wider audience. Their marketing spend was reallocated to a diversified multi-channel approach based on the channel preferences of the top prospects identified and delivered at the household level, ensuring better results with fewer resources.

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## RESULTS

VI Activate's work with the organization quickly resulted in member growth. In addition to reaching a new target audience more efficiently, the team saw increased website traffic and a profound uptick in conversions.

75%

Of New Members  
Obtained Through VI Acquire

15.5%

15.5% Increase In New Users  
To The Website

\$26

Overall Blended Cost Per Acquisition,  
Far Exceeding The Goal Of Below \$60

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“VI Activate partnered with us to develop the profile of our ideal member, established a targeted marketing strategy, and executed with precision. We had real-time data that guided further optimization of the strategy throughout the campaign. They exceeded our expectations and yielded outstanding results.”

— President of nonprofit wellness organization