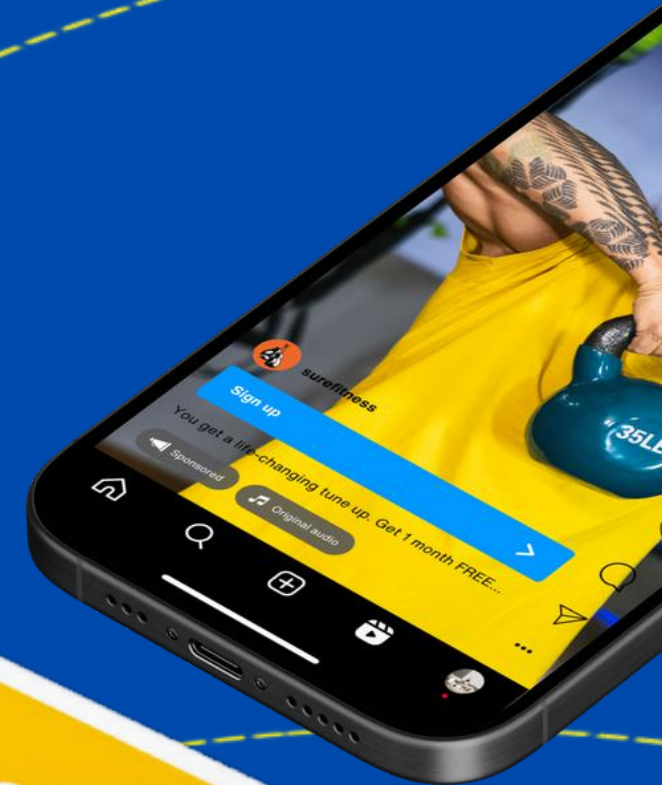
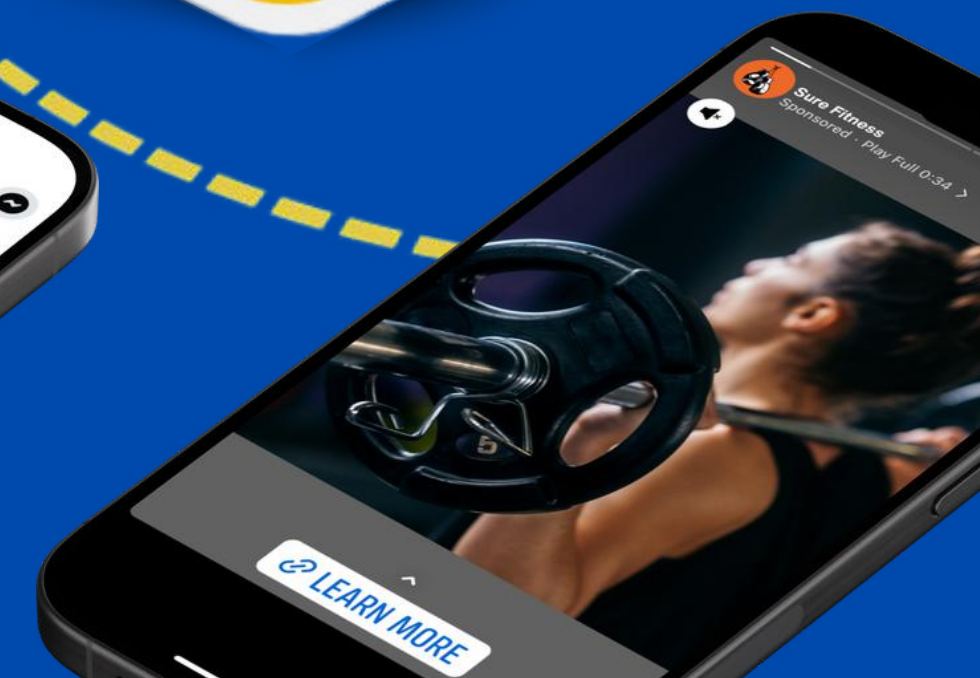




DRIVING MEMBERSHIP GROWTH THROUGH FACEBOOK AD

DRIVING 913K DIGITAL CLUB JOINS THROUGH TARGETED FACEBOOK AD STRATEGIES AND TIMELY CREATIVE SWAPS

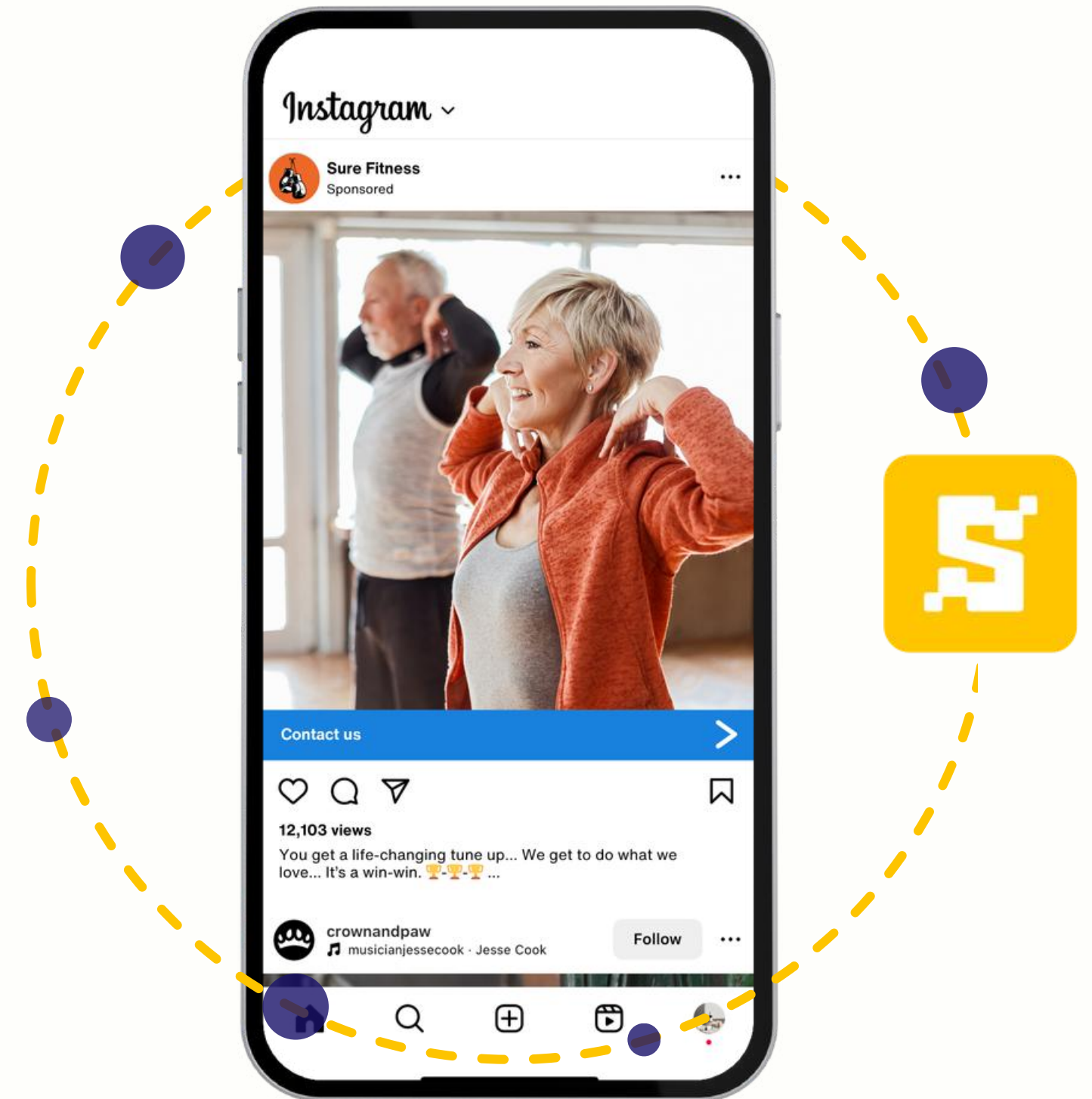
SUCCESS STORY



Client's goal

A fitness center chain that caters to people of all fitness levels and goals. With a wide range of membership options, the company ensures that each individual finds a membership that suits their needs in any of its 2,400+ locations worldwide.

This case study examines how Strike Social effectively manages and optimizes our fitness client's large-scale Meta ads. This project's challenge was adhering to individual weekly budgets and managing creative swaps.



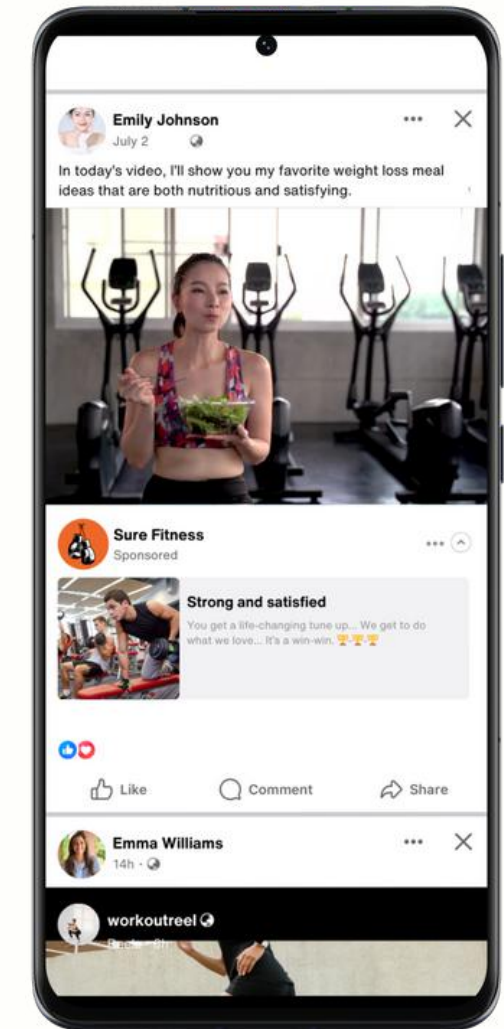
Campaign outcome

913k Achieved Outcome

Total club joins

3.7M Achieved Outcome

Total link clicks



1.6B

Total impressions

The campaign achieved extensive reach, ensuring that messaging reached a massive audience. This level of visibility increased brand awareness across key markets and create consistent engagement with potential members in local areas.

1.45%

Instream video ads CTR

Instream Video Ads resulted in a CTR of 1.45%, well above industry averages for video content. This indicates a strong resonance of video creatives with the target audience, capturing their attention and encouraging to take action.

63%

Below overall CPC for Instream Video Ads

The ad format's ability to convey dynamic, visually engaging messages proved highly effective, resulting in a 63% lower CPC than other ad formats. The produced savings maximized ROAS and reallocated resources towards scaling campaign reach and efficiency.

Strike and client outcome



Enhanced Tracking and Retargeting with Facebook Pixels

Implementing individual Facebook Pixels for each club's location pages ensures precise tracking of user behavior, allowing for accurate retargeting. This approach connects ads with the most relevant audiences, boosting engagement and conversion rates across all local gyms.

Strategic Creative Rotation and Budget Management

Through a well-defined internal flowchart, creative assets are refreshed regularly to align with the latest in-store offers. This allows for dynamic budget adjustments to each club's Facebook page, ensuring that ads remain fresh, relevant, and aligned with weekly promotional goals.

Targeted Audience Acquisition for Higher Sign-Up Rates

Using interest-based targeting, the campaigns drive qualified traffic to the website, focusing on users most likely to sign up. This strategic approach sharpens retargeting efforts, increasing conversion rates by engaging audiences with a proven interest in fitness and membership offers.



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