

SUCCESS STORY

HEALTH AND FITNESS CAMPAIGN

INCREASE CLUB MEMBERSHIP OF 200+
LOCAL GYMS ACROSS UNITED STATES



THEIR GOAL

Manage Facebook campaigns across 200+ Fitness club locations in various designated market areas (DMAs), each with distinct weekly media budgets.

Drive effectiveness through an always-on campaign approach, rotating creative assets based on current in-store offers.





290K

Total Digital Club Joins

1.6M

Total Link Clicks

682M+

Total Impressions

STRIKE SOLUTION **facebook**

- Setting up Facebook Pixels and matching with each club's location Facebook pages ensures and allows accurate tracking and retargeting.
- Timely creative rotation and budget allocation to each local club's Facebook page following an internal flowchart.
- Driving qualified audiences to the website based on interest targeting improves retargeting accuracy to audiences with high sign-up intent.





IMPROVE PAID MEDIA PERFORMANCE

START RIGHT NOW