

Weight Loss Center achieves 50% return on investment (ROI) from Device ID campaign



INDUSTRY
Beauty & Fitness

PRODUCT
Weight Loss Center

ADVERTISING SOLUTION
Device ID

CAMPAIGN LENGTH
Four Months

Objective

The client sought to increase general branding and awareness as well as grow the number of patients signed up for their weight loss programs.

Challenge

With a number of competitors in the local area, the client faced considerable market saturation.

Solution

We recommended geo-fencing competitor fitness centers, gyms, and spas for a conquest targeting strategy using Device ID. This helped us reach individuals with fitness intent, as well as the ability to track foot traffic.

Results

The Point of Interest (POI) Attribution reports revealed that 45 unique devices were captured across 89 total visits from the Device ID campaign. The cost-per-acquisition (CPA) for this campaign ended up being \$66, with a return on investment (ROI) of 50%.

Key Findings

Operating in competitive landscapes is a reality for many urban advertisers, but implementing a conquest targeting strategy using Device ID can show measurable campaign results and success.