

# Fitness Gym Lifts CTR With Geo-Fencing From Next Level Solutions

## Overview

A chain of fitness gyms was looking to run an advertising campaign targeting localized markets across the Central and Eastern U.S. It wanted to increase new gym memberships and drive traffic to its locations. The advertiser enlisted the help of Next Level Solutions to utilize Geo-Fencing technology and several other programmatic advertising tactics to achieve a 0.10% CTR.

## Solution

The team developed a comprehensive strategy to reach individuals who were interested in physical fitness. The advertiser identified key locations to reach its target audience, focusing on competitor gyms. The NLS team-built target fences around each location and also implemented both Site Retargeting and Search Retargeting at the keyword level. After campaign launch, NLS and our multivariate algorithms worked to further optimize the campaign's CTR by adjusting keywords, implementing frequency capping, utilizing creative flighting, and blocklisting certain web domains.

## Results

To date, Next Level Solutions has delivered a 0.15% CTR, exceeding the client's initial goal. As part of the ongoing campaign management, NLS will continue to make in-flight optimizations to maximize performance.

## Results

**1.5X**

Campaign Goal

**0.15% CTR**

Campaign Result

## Category

**Health & Fitness**