

Fitness Gym Earns Low CPA With Geo-Fencing From Next Level Solutions

Overview

A fitness gym was looking to run an advertising campaign in a major metropolitan area targeting a primarily female audience to promote its unique gym features. The gym enlisted the help of NLS to utilize Geo-Fencing technology and other programmatic tactics to more precisely reach its audience and achieve a low CPA.

Solution

The NLS team and the advertiser developed a comprehensive strategy of Geo-Fencing, Search Retargeting at the keyword level, and Site Retargeting. The advertiser selected key competitor gyms, and NLS drew target fences around each location. With quick learning from the campaign launch, NLS made mid-flight optimizations to improve performance, including blocklisting domains, implementing dayparting, and tweaking frequency capping.

Results

Through multiple tactics and optimizations, NLS delivered a CPA of \$33.08 over the eight-month campaign.

Results

8 Months

Campaign Length

\$33.08 CPA

Campaign Result

Category

Health & Fitness