

HEALTH & WELLNESS CASE STUDY

Fitness Club: 642 New Members in Two Months

In-market email with matchback reporting that proved exactly what email delivered.

OVERVIEW

Client
Fitness club

Campaign length
Two months

Geography
Cities and ZIP codes around 10 locations in three markets

Total investment
$9,000

Products used
In-Market Email, Email Redeploys, and Matchback Reporting

OBJECTIVE

Bring in new members, and see the real return on email marketing.

7.5X
return on investment.

STRATEGY AND SOLUTIONS

The client wanted to know the **true return on their email marketing**, so they tested us against their current email provider, who couldn't show them which emails turned into members.

We ran a two-month **In-Market Email** campaign across three markets and 10 locations, with strong audience targeting and **Email Redeploys** to reach engaged audiences a second time.

Matchback reporting connected the people we emailed to the people who joined, giving the client transparent results they'd never had before. Open and click-through rates matched or beat their previous provider.



RESULTS

642
new memberships

7.5X
return on investment*

20%
open rate

3%
click-through rate

- ***22.5X ROI** when factoring in lifetime customer value.

Not sure what your email is really delivering? Matchback reporting shows you exactly who joined, bought, or booked.

Results from a single advertiser; individual results vary.