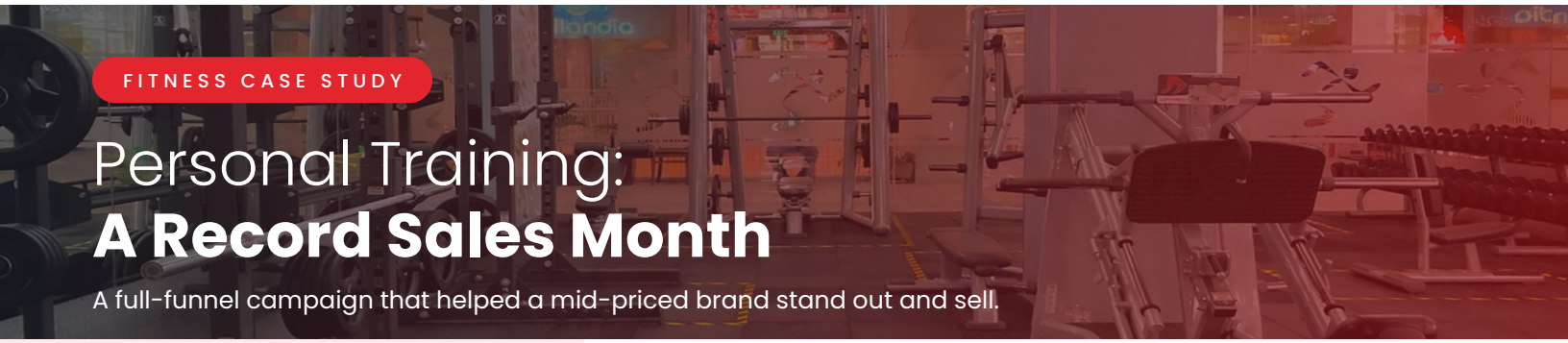


FITNESS CASE STUDY

Personal Training: **A Record Sales Month**

A full-funnel campaign that helped a mid-priced brand stand out and sell.

OVERVIEW

Client
Personal trainer certification provider

Campaign length
Seven months

Total investment
$1,820,000

Products used
Display, Paid Search, and Facebook

OBJECTIVE

Bring in more qualified leads for the sales team and increase online sales.

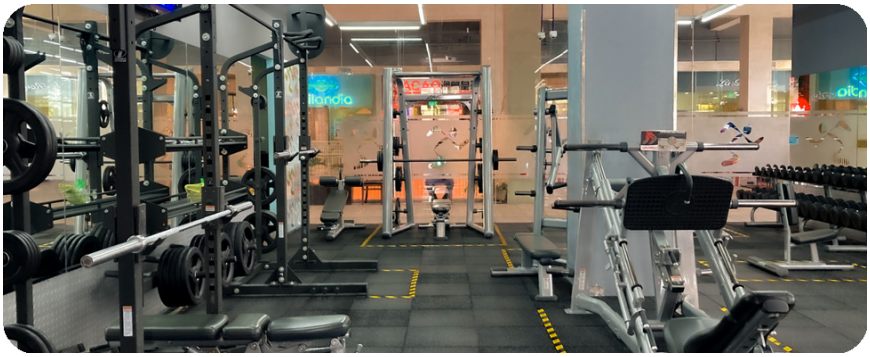
#1

The largest sales month in company history.

STRATEGY AND SOLUTIONS

Priced in the middle of the market, this brand had to work hard to stand out. The campaign focused on showing why its **higher-quality training** was worth choosing over the competition, then turning that interest into sales.

We recommended a **full-funnel strategy**: Display to build awareness, Paid Search to capture people actively looking, and Facebook to keep the brand in front of them. Together, they moved people steadily toward purchase.



RESULTS

4,633
online sales in the first four months

28.1K
leads in the first four months

$29
cost per lead

300%
increase in sales by year-end

Big goals? We'll build a full-funnel plan that moves people from first look to purchase.

Results from a single advertiser; individual results vary.