



Delivering targeted outcomes with data

Client **Bravo Fit - Planet Fitness**
Vertical Health & Fitness
Campaign Dates 4 November 2024 - 20 December 2024

Planet Fitness Challenge

As the fitness landscape continues to evolve, Planet Fitness wanted to further **establish its gym brand and promote its latest gym opening in Penrith NSW**. The primary objective was twofold: to boost visibility and attract potential members within a localised 10km radius to Penrith, and reach an audience who are considering a gym membership.

The challenge lay in partnering with a vendor that had the ability to effectively target a people who do not have an active gym membership, and also drive a cost-effective cost per click-through (eCPC).

BigAds Solution using full funnel approach

BigAd's strategy for this campaign was a **full-funnel approach** to drive awareness and consideration, leveraging BigAds **high-impact ad formats** across an **omni-channel experience**. Whilst targeting an engaged audience via Lotame (3rd Party) across a **brand safe** publisher strategy.

Awareness (Top of Funnel)

- Utilising Desktop ProSkin placement for high-impact visibility
- Applied postcode targeting for local relevance (10km radius)
- Adaptable for new gym openings to achieve mass reach

Consideration (Middle of Funnel)

- Using engaging rich media on mobile and desktop
- Implemented an audience strategy targeting health and fitness enthusiasts which included demographic, behavioural and interest-based data sources via Lotame with an overlay of age based targeting (18-44)
- Applied postcode targeting for local relevance (10km radius)

Conversion (Bottom of Funnel)

- Re-targeted ads towards people who engaged with the Planet Fitness ads to drive membership sign-ups

Key Outcomes

BigAds' innovative advertising solutions delivered exceptional results for this campaign, significantly outperforming industry standards and internal benchmarks. These results underscore the effectiveness of BigAds full funnel approach to deliver on Planet Fitness' objectives on brand awareness and drive consideration.

Awareness

The Desktop ProSkin (Video) drove high engagement and brand awareness for this campaign. This is reflected with the impressive average engagement time of **17.40 seconds** for this format, a **580% uplift** from our internal benchmark of 3 seconds for ProSkin Desktop format.

Consideration

The campaign reached **127,441 unique audiences (UAs)** with a frequency cap of 4, ensuring broad reach while maintaining optimal frequency. We also achieved an efficient **eCPC (effective Cost Per Click) of \$6.34**

Proskin Desktop

Engaged Time of 17.40s - **5.8x** benchmark
CTR of 0.59% - **1.96x** benchmark

AirTime

CTR of 1.71% - **2.14x** benchmark
Engagement Rate of 10.74% - **5.37x** benchmark

Cube

Engagement Rate of 8.59% - **4.30x** benchmark



* Cube | AirTime | Desktop ProSkin Video

Customer Testimonial

"It was great working with Big Ads, from the strategy to the creatives work and execution. If I have to mention an area for improvement would be to keep us up to date on results without requesting and overall optimisation of the campaign. However, overall we had a positive relationship."

Gianluca Cotza
Digital Marketing Manager, Planet Fitness

