

Case Study | Health Club Memberships

Background

New Year's resolutions are a boom for gyms and health clubs, as individuals are looking to find their fitness in the new year and improve other aspects of their health. Utilizing patented technology, Bird Dog delivers online display, banner, and video ads to devices linked to a household's specific IP address. Operated through a user-friendly dashboard, Bird Dog gives its clients the tools they need to advertise digitally at the most precise levels. All we need is a list of physical addresses and Bird Dog turns the tenants into traffic, leads, and sales dollars. Below is a case study for a SNipER campaign we ran for a health club in the northeastern region of the United States. It was looking to boost its memberships just before the new year: supporters.



Campaign Results

The campaign identified households of potential and former clients and offered discounted memberships as an incentive to join the club--perfect for new year's resolutions. Bird Dog's SNipER served 77k impressions to 9,700 homes in only 12 days, generating a whopping 172 new memberships. Households that were served with IP-targeted ads were 86% more likely to start new memberships than those without IP-targeted ads.

Review the numbers below from our matchback analysis:

	Append	Percent	Conversions	Percent	Conversion Rate	Improvement
Target 't'	9,746	56.49%	172	70.78%	1.76%	86.57%
Control 'f'	7,506	43.51%	71	29.22%	0.95%	
Total	17,252	100%	243			

Bird Dog can be every digital marketer's secret weapon. Generate more traffic, conversions, and sales dollars with Bird Dog targeting. The technology works across multitudes of industries--from gyms to automobiles; from large insurance corporations, to small non-profit firms.

Straightforward and simple: Bird Dog works.

About Bird Dog Digital Marketing

Bird Dog is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses, allowing clients to effectively target consumers. The Bird Dog system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, largely eliminating ad fraud. With a 95% or greater confidence level, Bird Dog is the premier choice for digital advertising. For more information, visit BirdDogDigitalMarketing.com.