

LUMENAD

# Sophisticated Site Tracking Increases Gym Memberships for National Fitness Franchise

Advertiser:  
National Gym Franchise

Channels:  
Facebook, Google Ads, Display,  
Advanced TV, Audio

## The Goal

A national gym franchise wanted to use digital advertising to drive quality leads across five markets and increase new memberships at 40 individual gyms by getting its target audience to complete a “join online” form. The franchise was facing two major hurdles:

1. Its marketing department was under pressure from its internal stakeholders to prove results.
2. It knew that potential new members were abandoning their cart at some point along the path to join online, but they had no visibility into where the dropoff was happening.

## The Solution

Trusting LumenAd’s ability to solve complex digital roadblocks, the agency worked with LumenAd to design:

- + A full-funnel media mix that would raise awareness, generate leads and drive new membership sign-ups.
- + Sophisticated site tracking to help prove ROAS for internal stakeholders.
- + A plan to monitor data in an apples-to-apples environment, leaning on LumenAd’s proprietary software to report on unified data from array of channels specific to each key market.

Based on LumenAd’s recommendations, the agency suggested that the franchise make website optimizations and install enhanced site tracking to gain visibility into where prospects were abandoning the “Join Online” process. With LumenAd monitoring the data in near real-time they were able to see:

- + The target audience falling short of signing up once they reached the terms and conditions page.
- + There was an uptick in conversions after a creative swap, meaning that the team could keep CPA within the goal range by swapping creative.

## The Result

After the franchise optimized their site and implemented the campaign tracking recommendations, its marketing team was able to clearly articulate how their efforts were filling the new-member pipeline. They were able to identify a clear roadblock standing in the way of converting new members.

After the agency recommended that the terms and conditions step be removed from the process, the franchise saw an 93% increase in online membership sign-ups in a one-month period.

Additionally, the sophisticated digital tracking highlighted an operational issue in three markets. Despite generating substantial qualified leads (a free five-day pass) the gyms only had a 40% close rate. Once the low sales close issue was addressed, the gyms in those markets saw a 10% increase in close rates within a week, resulting in overall new memberships up 20% at those gyms.

Interested in running a full-funnel campaign?  
We can help! [contact@lumenad.com](mailto:contact@lumenad.com)

