



Planet Fitness expands franchise memberships by working out geolocation audiences



Company Overview

Planet Fitness is an American operator of fitness centers, one of the largest club franchises by number of members and locations.

CHALLENGE

Planet Fitness approached Quantcast to drive membership growth for specific franchise center locations. Because campaign participation was opt-in by owner, the company needed a partner that could meet their strict geolocation restrictions. Coventry-Warwick Co-Op of Rhode Island was one participating franchise.

RESULTS

Quantcast consistently drove new memberships for the franchise location. By focusing on prospecting and tapping into underserved markets, the Planet Fitness Coventry-Warwick Co-Op of Rhode Island felt confident that their ad dollars were driving incremental value by introducing customers who had not visited the franchise website before.

The average acquisition of new members improved 47% year-over-year (YoY) and did so with 112% increased spend, highlighting Quantcast's unique ability to drive net new prospects at scale. Additionally, in the best performing month, January's campaign beat the goal by 68%.

SOLUTION

Utilizing zip code restrictions, Quantcast built a custom model that drove significant growth in online gym membership sign-ups within each designated geography. Quantcast ensured it was delivering ads within those markets to individuals with the highest likelihood of signing up for a gym.

HIGHLIGHTS



30%

Increased membership for franchise locations



68%

Below national goal, the lowest ever cost per join in January



47%

YoY cost per join (CPJ) improvement