

FITNESS

Acquire New Members and Strengthen your Bottom Line with Integrated Campaigns.



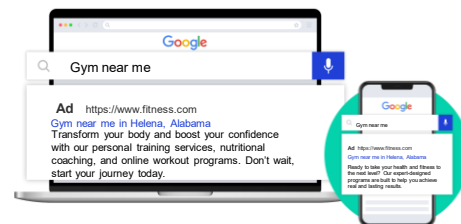
Our Approach

- We prioritize what we know about your audience and goals to curate fully-integrated media campaigns.
- We harness the power of analytics to develop data-driven strategies that reach the right customers at the right time.



Activation Opportunities

- Drive awareness with **CTV, Digital Out-of-Home,** and **Digital Display** with target audiences within the radius you're most likely to acquire new members.
- **Shared Mail Inserts** can increase consideration and response with promotions delivered to the communities that matter most.
- Use **Paid Social** to reach highly targeted audiences and increase your local following.
- Use **Trigger Marketing** tactics to deliver relevant and timely offers to New Movers who may be in-market for a new gym or fitness club.
- Use **search engine marketing** to reach audiences searching for specific keywords, like 'Gym near me,' or convert them later with **display ad keyword retargeting**.



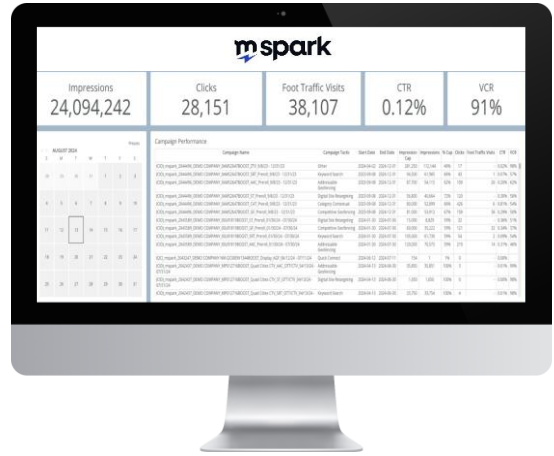
Let's Ignite Results for Your Business.



Actionable Results.



Our campaign reporting brings your strategic story to life.



- 01. Continuous Improvement:** We analyze performance across media, audiences, and geographies to enhance it further.
- 02. Collaborative Data Sharing:** Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.
- 03. Enriched Insights:** By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



ABOUT US:

Mspark is a results-driven media marketing partner built for accountability. Our teams plan, activate, and measure fully-integrated media campaigns – anchoring strategy and audience intelligence directly to performance through client-first service.

135M

Targeted reach across all U.S. households through our direct mail and digital media solutions.

30,000+

Audience data insights leveraged in proprietary data models and custom audience curation.

38 yrs.

A media mainstay for nearly four decades—we've evolved alongside the national, regional, and local brands we serve.

3,000+

We have over 3,000 clients who trust us to build full-funnel campaigns to achieve their marketing goals.

Ready to Raise the Bar? Let's Get Started Today.

mspark.com

