

# FITNESS CASE STUDY

## SHARED MAIL WORKS FOR FITNESS

### ► *Objective:*

Increase number of memberships

### ► *Media Used:*

Impact Postcard



## MSPARK APPROACH:

- Target Zip Codes around location based on propensity to workout
- Distribute Impact Postcard on end-of-month December in-home date, reaching over 17,000 households
- Promote 50% off all enrollment, 1 month free with a minimum of 3 months memberships, 10% off any regular priced personal training sessions, and gym amenities

## RESULTS:

- In one month, 25 customers took advantage of the membership enrollment promotion
- Client received over \$6,000 ROI