



Fitness Brands: A Keono Case Study

Helping a national fitness enterprise acquire and retain customers by providing geocentric data to better understand their ideal audiences and identify true market opportunities.

BACKGROUND

A national fitness chain was looking to retool their approach to membership, sales and understanding their membership profile.

What started as a one-off "thank you" order for the chain from a partner grew into working directly with the chain on all of their 300+ locations.

Currently, we provide the national fitness chain with a variety of digital services including new customer acquisition email support and existing member profiling.

CHALLENGE

The national fitness chain was facing the same challenge many of our fitness-centric accounts struggle with: understanding their members and their needs. This insight is imperative when communicating with potential and current customers.

Fitness groups tend to be geocentric in their marketing focus. They often want to solicit certain members in certain locations, and they tend to target males and females differently. Additionally, age groups (under/over 35) are also approached differently.

This means many fitness brands need support with acquiring and utilizing customer data. They need help truly understanding their current customers and ideal potential members—their income, the household decision makers and fitness motivators.

SOLUTION

Our ability to get very specific with data allows us to communicate with certain demographics and drive real interest with customers.

One of our main pushes is to reach a dynamic population, so that the person receiving the message finds the content relevant.

Taking a data-centric, dynamic-population approach with our national fitness client helped us increase their universe.

By switching from matching their data via postal records to matching based on demographics, allowed us to increase their potential members from 2.5 million to approximately 15 million.

Fitness brands can have an extensive database full of people and their contact information, but no real understanding of who these current and potential customers are.

And in today's hyper-competitive landscape, it's no longer enough to be part of an established brand. Fitness groups have to touch on what's relevant in a member's life; they need to be personal without being intrusive.

Ultimately good retention (and acquisition) data must show why members are leaving and how to keep them. Because if someone doesn't understand their current clientele, then it's really hard to communicate to new customers effectively.





RESULTS

With our reputably sourced, verified, tested and hygiened data, we helped our national fitness client create a rise in retention, an increase in new sales and (most importantly) a reduction in new member acquisitions costs by more than 50% per acquisition.

Ultimately our data has given our national fitness client a better grasp on why members leave, how to keep them and the best way to acquire new customers.

A lot of data companies see smaller orders from smaller accounts and they walk away because it's not big money.

That's not us. Our relationships are personal. We don't just hit the send button, we're there with our clients—be it national brands or mom and pop gyms—through every step of the process.

And because we understand the entire customer acquisition and retention lifecycle loop, we're able to help fitness enterprises from start to finish. From picking the right creative and the right message to targeting the ideal audience to seeing what the ROI actually is.

We customize our data to meet (and exceed) the client's needs.

Don't leave potential customers at the table (or at someone else's fitness center). **Contact Keono** and say hello today.



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