

# Custom Email Campaign For Fitness Centers Achieves Over 100 New Memberships

## CHALLENGE

A client with 2 local Louisiana gym/fitness centers wanted to run a new member drive for the New Year to increase their membership numbers.

## SOLUTION

A custom email campaign titled “New Year’s Exclusive Deals to Two Different Gyms” was created and launched.

50,000 e-mails were deployed, sending 25,000 as follows:

- 3-mile radius around Location 1 Zip Code Targeting Ages 21-55
- 3-mile radius around Location 2 Zip Code Targeting Ages 21-55

## RESULTS

The Typical Eblast Open Rate is 15% and Click Through Rate is 2%.

Client’s campaign results:

- 20.77% open rate
- 2.06% click rate

102 new memberships within 45 days following the deployment.

The acquisition cost for these 102 new members was only \$17.16 per new membership!