



GOING THE EXTRA MILE:

Agility Drives Efficient **Revenue Growth with Detailed Attribution** for National Fitness Brand

D2C | Subscription | Hardware

Before **Agility**

*During 2020, COVID disrupted normal life worldwide, gyms closed across the country, and millions scrambled to stay active. At-home fitness became **THE red-hot industry.***

Many major fitness brands, including one Agility client, saw a demand boom and reached new audiences. Because of the solely online nature of advertising at the time, **the company tried several channels and partners, including traditional programmatic agencies.** They also ran a large amount of their advertising strategy in-house.

But like most advertisers, **the company struggled with the measurability and attribution of their programmatic campaigns.** As they tried new channels and service providers, **tracking how inbound leads were influenced by individual CTV and display campaigns was practically impossible.**

They had access to pieces of the puzzle and ran a few campaigns, but were **still looking for a way to capitalize on their momentum and growing audience—and be certain that their ad spend was actually making a difference.**

Company Profile



\$1 - 2B+ annual revenue range

6 distinct brands

\$80M+ annual ad spend

The company's advertising goals and KPIs centered around reducing CPA, driving incremental revenue, and producing a strong return on ad spend. Existing tools and point solutions didn't offer the right mix of results and attribution.

"The Agility team has been so helpful in honing our audiences, expanding our reach, and driving optimized campaigns through precision media tactics."

Paid Social Manager @ National Fitness Brand

key
statistical lift

\$11.2M ↑

Revenue Growth

1.37M

Audience Size

78%

VTR

217%

ROAS

64%

Influenced Revenue

Strategy and execution

While Agility had a preexisting relationship with the company, it wasn't until they were presented with precision advertising, the cross-channel, measurable evolution of online advertising, that the relationship fully blossomed.

Agility proposed rigorous testing with precise controls to ensure campaigns were making a measurable impact on the top line revenue. **By mixing CTV and display ads into a single campaign, Agility could reach targeted audiences across channels and ensure they were given the right ad at each stage of their customer journey.**

Agility also developed new personas that were previously unreachable.

Strategic changes in messaging and creative, along with more refined targeting, made all the difference. **Precision advertising targeted more than 1.3 million consumers.** While the brand was initially unsure how these new audiences would react, they quickly proved successful and overtook legacy personas in performance.

Without precision advertising, it is entirely possible that these new audiences would have remained uncaptured.



Outcomes

The fitness brand's performance goals were primarily focused on efficient revenue growth.

Agility reduced CPA by nearly 45% and provided a ROAS of 217%. Agility's data science team ran several innovative studies to understand campaign efforts' contribution to top-line growth, even through indirect conversions. In fact, Agility calculated that 64% of incremental revenue growth was influenced by precision advertising campaigns.

45%

Reduced CPA

64%

Revenue growth influenced by precision advertising campaigns

217%

ROAS

Beyond the quantitative, Agility has provided the fitness brand with valuable insights into new target customer groups and behavior. They have a clearer understanding of the customer journey, including key touchpoints.

Before Agility

Separate vendors for each channel

Couldn't connect upper & lower funnel marketing activities

Separate channels with separate strategies

After Agility

Integrated strategy control & relationship with Agility

Clear visibility, growing revenue, reduced CPA, & profitable ROAS

Cross-channel, measurable ad strategy for each persona

