

Latitude achieved a 37% decrease in CPD



“Latitude’s expertise and pro-activity has really made the difference.”

Fitness First

Fitness First is the world’s largest operator of health and fitness clubs, with over 500 sites spread throughout Europe, the Middle East and the Pacific Rim.

Objective

Building on the success of paid and organic campaigns, Fitness First wanted to develop a holistic digital marketing campaign, including display advertising and affiliate marketing. Their aim was to reduce their CPD to £5.00.

Approach

The initial aim was to increase the number of downloads. We launched an affiliate campaign, display ads on Facebook and ran targeted display ads on Adjug. Behavioral targeting was used on portals and increased PPC spend on the iPhone, Google Maps and Google Placements. As a result of these actions, downloads increased significantly.

We then worked on growing Fitness First’s online presence whilst maintaining CPD at the same level. We optimised the PPC campaign, launched the SEO campaign and added new partners to the affiliates network. Fitness First’s display activity included running ads on Weightwatchers, Marie Claire and Good to Know. This led to an increase in downloads and CPD below £5.

We knew we could achieve more and so then focused completely on controlling expenditure and bringing the CPD down even further. There was natural growth from the SEO campaign and we refreshed the PPC campaign to include summer focused ad text. We changed affiliate networks to improve performance and re-introduced Facebook to the Social Media campaign.

Results:

- Downloads of free one-day passes increased by 26%
- CPD fell from £5.48 to £3.47, a reduction of 37%