



The Ask

Take brand awareness DIGITAL:
Drive awareness and
conversions at 5 SoCal gyms
via OTT and CTV advertisements.

Innovation

A digital video solution with unique budgets & reporting per location.



Simpli.fi

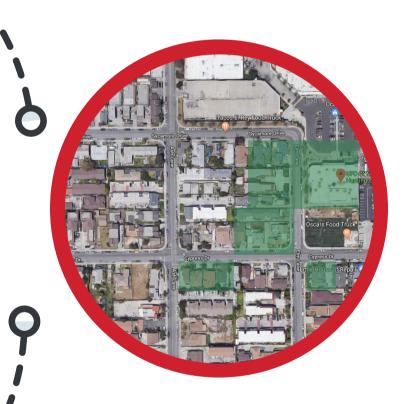
High-quality TV content, with maximized reach and control frequency across devices.

Execution

Local CTV campaigns that leveraged demographic, behavioral, addressable, keyword search & customized audience targeting.

Conversion zones to exclude employees and members and track new customer acquisition.

Target zones to target users that frequent businesses with the same key audience, like health food stores.





Results

The campaign

- Produced 910,063 impressions
- Reached 201,219 unique users
- Drove 389 gym visits