

LOCAL CTV...

WHOA!

UFC GYM:
June-July 2019



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**