

Fitness company

At a glance

The company is a fitness brand that offers a variety of fitness programs, personalized training, and nutritional guidance. Their target audience includes fitness enthusiasts, beginners looking to get in shape, and individuals seeking a healthier lifestyle.

Key metrics



PRESENCE



WEBSITE



BOOST



EMAIL

CHALLENGE

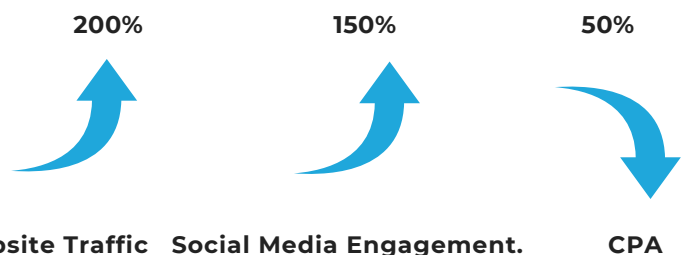
The company was a relatively new fitness company that was struggling to attract and retain users. The company was spending \$10,000 per month on marketing, but it was only generating \$5,000 in revenue. This meant that FitOn had a negative return on investment (ROI) of \$5,000 per month.

STRATEGY/SOLUTION

The strategy was to focus on using marketing analytics to improve its marketing campaigns. The company started by tracking its website traffic and social media engagement. It also started using A/B testing to test different marketing messages and offers.

RESULTS

Marketing analytics strategy was a success. The company saw a significant increase in website traffic and social media engagement. It also saw a decrease in its cost per acquisition (CPA).



ROI increased from -\$5,000 per month to \$2,500 per month.

These results show that Curvv Media marketing analytics strategy was very effective. By tracking its website traffic and social media engagement, Curvv Media was able to identify what was working and what was not. A/B testing helped Curvv Media to test different marketing messages and offers to see what was most effective. As a result, Curvv Media was able to attract and retain more users and improve its bottom line.



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