

Ring digital Personal Trainer Success Story

A different kind of

In July 2017, Ring partnered with a high-end closely tailored one-on-one personal training program franchise in Chagrin Falls, Ohio, with the goal of increasing membership. After discussing the franchise's ideal clientele, Ring digital identified 1,369 potential clients whose income met a predetermined threshold, and who met the franchise's other criteria. Over one month, Ring served 42,051 digital ad impressions to those 1,369 potential clients, averaging 30.72 impressions per household, or about one ad per household per day.

After one month of digital ads were served, the franchise had received 8 leads from all their advertising channels combined, 6 of which were generated by Ring's digital ads. Of the leads that were closed, over \$5,000 in revenue was shown to be attributable to the digital ad effort over the course of one month. That is a 4.5x return on investment for the digital ads!

31 Days
1,369 Targets
42,051 Ads
30.72 Ads/HH
4.5x Return

Campaign after campaign, Ring's clients are seeing the results from effective use of IP-targeted and mobile device ID-targeted advertising, which is being hailed by technology leaders as the pioneering effort in digital advertising. Contact us today to discuss how you can best harness this cutting-edge technology.

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