

Nationwide Fitness Company Exceeds Membership Drive Expectations Using OMI Email Data



OMI-Powered Email Campaigns Set the Stage for 550 Membership Conversions for 11 Planet Fitness Franchises in One Month Alone

THE CLIENT

Planet Fitness, a nationwide fitness company with more than 1,400 club locations, along with 10K Advertising, their marketing agency

THE SITUATION



To fuel membership growth, the owner of 11 Planet Fitness franchise locations decided to leverage the power of email marketing, recognizing that it offers a return on investment of up to 122%, according to the [Direct Marketing Association](#).



Because previous email campaigns failed to convert even a single new member, both Planet Fitness and 10K Advertising knew they needed to fuel their initiatives with higher quality email data.



They sought out a reputable email data partner capable of providing a high volume of accurate consumer contacts that mapped to the geographic locations and target demographics of the 11 franchises.

THE SOLUTION

- OMI was selected after an exhaustive search, which included examination of larger brand-name email data suppliers.
- OMI's B2C market expertise, as well as the accuracy and breadth of its email data, were the deciding factors.
- Offering access to more than 200 million consumers and 100 million email addresses, OMI provided the B2C reach the Planet Fitness franchises needed, with 94% email deliverability as well.





THE OUTCOME

- In March 2017, each of the 11 franchises put OMI email data to work and quickly secured 550 conversions (new member sales) for an average of 50 per franchise location.
- An ROI of 3 to 1 was achieved for each franchise.
- Compared to previous Planet Fitness email campaigns, which had the same budget but netted no new members, conversions skyrocketed to a rate of nearly 6% per location using OMI email data.
- 21,000 B2C records per location were delivered by OMI, with mailings occurring four times for a total of 84,000 impressions per franchise. Total impressions across all 11 franchises reached 924,000.
- Click-through rates were above average for acquisition email campaigns, at 3.4%.
- In OMI, Planet Fitness and 10K Advertising have found a high-value email data partnership that improves with time and drives continued membership success.

“The campaign results for Planet Fitness speak for themselves, and we are proud to have turned around their previously unsuccessful email marketing initiatives to enable them to effectively reach their target market for each franchise location.”

– Paula Chiocchi, CEO, Outward Media, Inc.

“We are very impressed with the data quality and nearly immediate ROI that OMI brought to the table. The accuracy of their email marketing data, along with their expert guidance and support, have been extremely valuable to our membership drive this year.”

– Rob Costello, Senior Digital Strategist, 10K Advertising

“Determining how to best reach your prospects—at the right time, and in the right context—is critical to email marketing success. That’s why building an accurate, targeted email list is an important early step in the process.”

– Paula Chiocchi, CEO, Outward Media, Inc.

