



PARTNER CASE STUDY

AT A GLANCE

COMPANY

The Little Gym

INDUSTRY

Children's Gym

CLIENT DESCRIPTION

The Little Gym is the world's premier enrichment and physical development center for children ages 4 months–12 years. Programs offer children a Springboard to Life's Adventures by using movement-based learning and imaginative play to help build the confidence and skills needed at each stage of childhood.



CHALLENGES

With nearly 400 locations worldwide, The Little Gym sought an effective and efficient way to help manage and boost their franchise owned marketing strategies. Prior to, and during COVID-19, The Little Gym owners needed an automated and top tier way to market their in-gym and virtual class offerings to prospective customers. The franchise required a marketing tool that could easily enable their locations and provide a strategic, targeted approach so each locally owned business could continue to provide local families with an outlet to burn energy and build skills, both in-person and online. Eulerity provided an all-in-one marketing solution that has allowed the franchisor to easily distribute branded marketing assets in seconds and generate target-specific ads to increase traffic to their websites.

RESULTS

With the average location spending just around \$650/month, the franchisees at The Little Gym that use Eulerity to market their gym locally have seen very strong results. On average, each gym deploys almost a quarter of a million ads per month, driving prospective new customers to their location-specific landing page. With average cost per click well under a dollar, humble budgets are still able to produce very strong website traffic for the users. Eulerity is directly responsible for 39% of all new users to each location's website – and that does not account for the website visitors who are influenced by ads but do not click on them and navigate to the page through google search. Eulerity is by far the number one source of traffic to these locations' websites.

Through running a full funnel approach, including ads on Search, Social Media and the top thousands of websites, with retargeting and custom audience ingestion, Eulerity's performance is covering the cost of the platform plus some! An estimated 5x ROI is enjoyed by the franchisees and Eulerity consistently receives high marks from both the franchisor and Corporate Team, alike.