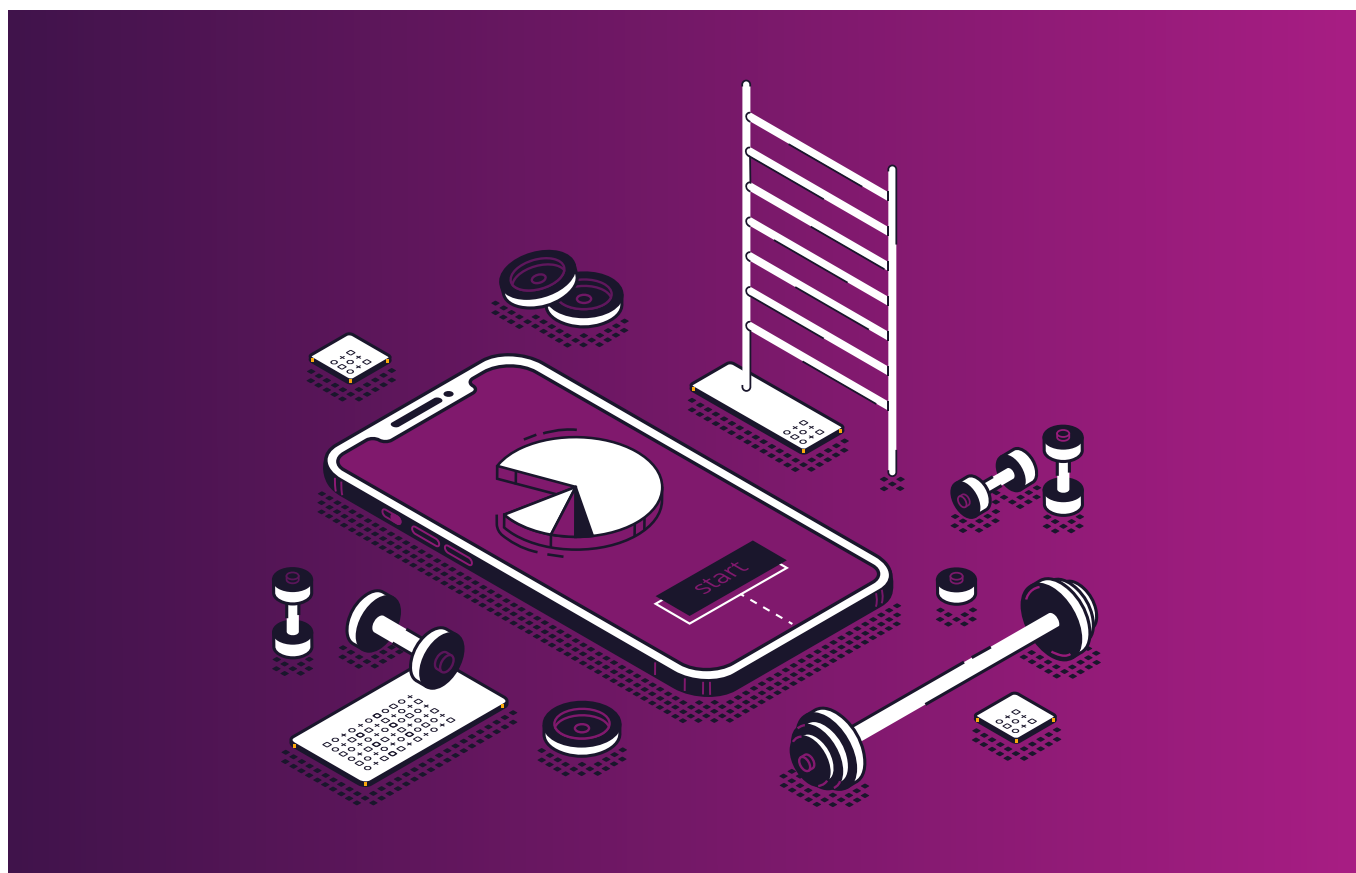


How fit is your marketing?

Portuguese Fitness Industry



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IQ Digital is a methodology developed by Math Marketing which measures the actual experience offered to users. As a diagnosis tool, it helps both customers and teams to identify potential areas for future development and improvement. Its goal is to optimize engagement and conversion through the combination of 6 distinct dimensions. Market reports as this one, apply this methodology only to publicly available information and provide only high-level diagnosis.

INTERACTION

It measure the capacity available for new customer impressions, attraction and interaction.

Ads

Since it is not possible to evaluate the competition's digital advertising assertiveness, it looks into current available tools:

1. Uses Paid Ads
2. Has a social media strategy
3. Uses an aggregator
4. Uses an optimizer
5. DMP with internal and external data

Content

Measures domain ranking and SEO compared to direct competition from 0 to 5 which means an optimized domain rank and SEO

Automation

Searches online channels for processes which automate the relationship with users and deliver a contextual and tailored experience.

1. Automation tools are available, but their use is limited
2. Tracking tools with journey optimization
3. Available tools allow conversion and uses progressive profiling
4. Allows automatic shots adaptable to the user's persona
5. Allows contextual offer

PERFORMANCE

Measures how easy it is to find content or products on a website and the overall speed and structure of the online channel. Low values may imply structural issues which can require an overall site restructure.

Experience

Evaluates the search capabilities and access to information on the site:

1. There is a search option
2. Autocomplete, suggested terms, and related content
3. Search filters are available, and there are different ways of accessing information
4. Uses semantic complements
5. Returns results based on context

Technical

Results reflect page performance including page load speed on both desktop and mobile. Higher values imply higher performance. Lower values can seriously compromise experience specially when a heavy tag strategy is implemented.

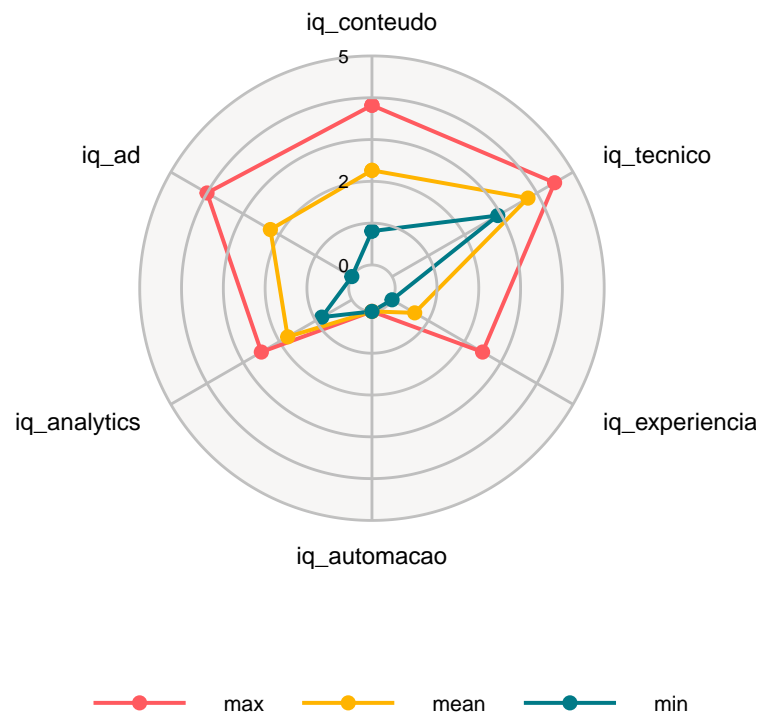
ANALYTICS

Checks for performance measurement tools:

1. Uses an analytics tool for basic metrics
2. Uses a tagmanager tool
3. Uses goals, dimensions and events
4. Uses an A / B or MVT tool as well as a heatmap
5. Information is centrally accessible using predictive models

Key takeaways

The market for fitness gyms in Portugal has been facing an aggressive growth in the past years. Several large Groups, both national and international either opened or acquired brands and are expanding their networks. Research shows that about 18% of the Portuguese (15y+) went to a Gym/ health club in 2019. That number has been steadily growing since 2013. The Brands evaluated in our study have all invested in digital capabilities to attract, engage and convert people into users. All of them have sign-up forms on their websites and constantly advertise promotions and discounts to attract new clients. However, the digital capabilities of the market have not evolved at the same pace with the number of facilities and lags strength to compete



Dimensions

Ads & Analytics

Looking at the 8 Brands we evaluated for this study, we see Social, search and display as the main sources for distributing Advertising. No surprise here. However, with an average of 1,7/5 in analytical capabilities. Clearly brands have to work out a lot in order to understand the impact of their advertising investments and, most important, understand the ins and hows of their customer journey.



AUTOMATION IS NON-EXISTENT IN THE MARKET. NOT ONE OF THE BRANDS STUDIED IN CAPABLE OF CREATING AUTOMATED CONVERSATIONS WITH PROSPECTS AND/OR CLIENT. IN A VERY COMPETITIVE SERVICE MARKET SUCH AS THIS ONE, IN WHICH THE BARRIERS TO CHANGE ARE SLIM, IT IS SURPRISING THAT COMPANIES HAVE NOT INVESTED IN WAYS TO BUILD RELATIONSHIPS WITH CUSTOMERS AND LEADS OUTSIDE OF THE PHYSICAL SPACE OF THE GYMS THEMSELVES.

Automation

Automation is non-existent in the market. Not one of the brands studied in capable of creating automated conversations with prospects and/or client. In a very competitive service market such as this one, in which the barriers to change are slim, it is surprising that companies have not invested in ways to build relationships with customers and leads outside of the physical space of the gyms themselves.



SO WHAT

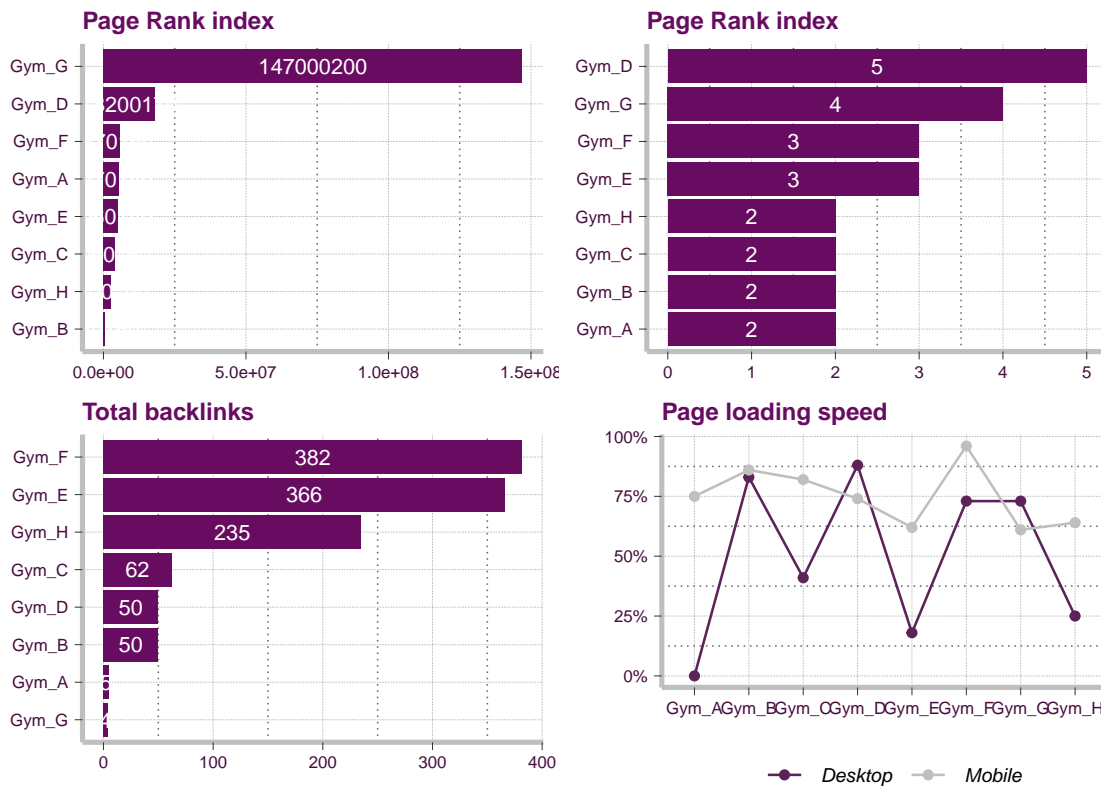
Bottom line

Companies that invest in their analytical capabilities will be better equipped to understand what drives customer purchases and will better invest in attracting new ones. Connecting that knowledge with automation tools will decrease the cost of client acquisition and increase engagement with customers and leads.



SO WHAT

Martech and Adtech



Google_Ad_Services



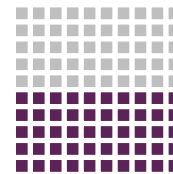
1sq == 1%

DoubleClick



1sq == 1%

Custom_Audiences



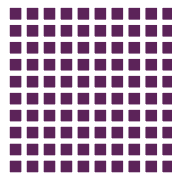
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Google_Optimizer



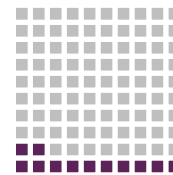
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Google_Analytics



1sq == 1%

Google_TagManager



1sq == 1%

Hotjar



1sq == 1%

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