



# Launch Campaign

Select Campaigns to Launch

Campaign Details

Campaign History

Year: 1

Previous Campaigns

1. New Member Price Discount

Campaign Budget	Spend Per Customer	Distribution on Channels				
		Television	Facebook	Unbranded	Branded	Email
\$5,000,000	\$2.50	20%	20%	20%	20%	20%

2. Remarketing to Website Visitors

Campaign Budget	Spend Per Customer	Distribution on Channels				
		Television	Facebook	Unbranded	Branded	Email
\$5,000,000	\$2.50	20%	20%	20%	20%	20%

Results

			Television	Facebook	Unbranded	Branded	Email
		Impressions by channel					
New Customers:	454,534		1,802,384	1,400,401	858,584	2,192,824	1,561,992
Exiting Customers:	83,267	Website visits by channel					
			28,101	94,331	20,368	98,259	99,654
Customers (total):	2,371,267						

Year: 2

Previous Campaigns

1. Promote Social Media Features

Campaign Budget	Spend Per Customer	Distribution on Channels				
		Television	Facebook	Unbranded	Branded	Email
\$500,000	\$0.21	0%	80%	0%	0%	20%

2. New Member Price Discount

Campaign Budget	Spend Per Customer	Distribution on Channels				
		Television	Facebook	Unbranded	Branded	Email
\$5,000,000	\$2.11	10%	35%	20%	20%	15%

3. Promote Social Media Features

Campaign Budget	Spend Per Customer	Distribution on Channels				
		Television	Facebook	Unbranded	Branded	Email
\$500,000	\$0.21	0%	80%	0%	0%	20%



Dashboard

Detail

Annual Campaigns

Email

Television

Facebook

Unbranded

Branded

Email

		Impressions by channel	704,568	2,241,914	671,257	1,714,390	1,006,775
New Customers:	453,811						
Exiting Customers:	110,373	Website visits by channel	13,185	128,552	16,959	81,814	71,267
Customers (total):	2,714,705						

Year: 3

Previous Campaigns

1. New Member Price Discount

Distribution on Channels

Campaign Budget	Spend Per Customer	Television	Facebook	Unbranded	Branded	Email
\$8,000,000	\$2.95	6%	25%	11%	21%	37%

2. Message Customers with Tips and Ideas

Distribution on Channels

Campaign Budget	Spend Per Customer	Television	Facebook	Unbranded	Branded	Email
\$700,000	\$0.26	6%	21%	11%	21%	41%

3. 10,000 Steps per Day Challenge

Distribution on Channels

Campaign Budget	Spend Per Customer	Television	Facebook	Unbranded	Branded	Email
\$700,000	\$0.26	7%	25%	12%	25%	31%

4. Emphasize Benefits of Healthy Lifestyle

Distribution on Channels

Campaign Budget	Spend Per Customer	Television	Facebook	Unbranded	Branded	Email
\$600,000	\$0.22	7%	25%	12%	25%	31%


Results

			Television	Facebook	Unbranded	Branded	Email
New Customers:	616,848	Impressions by channel	746,397	2,381,990	649,923	3,181,245	3,958,583
Exiting Customers:	116,002	Website visits by channel	13,865	133,187	16,541	126,126	172,622
Customers (total):	3,215,551						

Year: 4

Previous Campaigns

1. Message Customers with Tips and Ideas

			Dashboard	Distribution on Channels			⋮
	Campaign Budget	Spend Per Customer	Television	Facebook	Unbranded	Branded	
\$2,000,000		\$0.62	10%	30%	14%	22%	24%

2. 10,000 Steps per Day Challenge

		Distribution on Channels					
Campaign Budget	Spend Per Customer	Television	Facebook	Unbranded	Branded	Email	
\$1,000,000	\$0.31	10%	30%	14%	22%	24%	

3. Emphasize Benefits of Healthy Lifestyle

		Distribution on Channels					
Campaign Budget	Spend Per Customer	Television	Facebook	Unbranded	Branded	Email	
\$500,000	\$0.16	10%	30%	14%	22%	24%	

Results

		Distribution on Channels					
		Television	Facebook	Unbranded	Branded	Email	
New Customers:	342,059	Impressions by channel		233,982	545,392	156,044	626,271
Exiting Customers:	131,131	Website visits by channel		4,768	44,116	4,755	34,841
Customers (total):	3,426,479					38,226	

Year: 5

Previous Campaigns

1. Sign up a Friend

		Distribution on Channels					
Campaign Budget	Spend Per Customer	Television	Facebook	Unbranded	Branded	Email	
\$1,500,000	\$0.44	8%	30%	12%	21%	29%	

2. It's Easy to Get Started

		Distribution on Channels					
Campaign Budget	Spend Per Customer	Television	Facebook	Unbranded	Branded	Email	
\$1,000,000	\$0.29	8%	30%	12%	21%	29%	

3. Reach out to Non-Exercisers

		Distribution on Channels					
Campaign Budget	Spend Per Customer	Television	Facebook	Unbranded	Branded	Email	
\$800,000	\$0.23	8%	30%	12%	21%	29%	

4. Features Appealing to Fitness-oriented Customers

		Distribution on Channels					
Campaign Budget	Spend Per Customer	Television	Facebook	Unbranded	Branded	Email	
\$500,000	\$0.15	8%	30%	12%	21%	29%	

Results



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Exiting Customers:

155,725

Customers (total):

3,653,359

	Television	Facebook	Unbranded	Branded	Email
Impressions by channel	226,510	659,971	161,851	723,393	711,587
Website visits by channel	4,622	52,025	4,921	39,673	53,390

Year: 6

Previous Campaigns

1. Sign up a Friend

Campaign Budget	Spend Per Customer	Distribution on Channels				
		Television	Facebook	Unbranded	Branded	Email
\$2,000,000	\$0.55	8%	30%	12%	21%	29%

2. It's Easy to Get Started

Campaign Budget	Spend Per Customer	Distribution on Channels				
		Television	Facebook	Unbranded	Branded	Email
\$1,500,000	\$0.41	8%	30%	12%	21%	29%

3. Reach out to Non-Exercisers

Campaign Budget	Spend Per Customer	Distribution on Channels				
		Television	Facebook	Unbranded	Branded	Email
\$1,000,000	\$0.27	8%	30%	12%	21%	29%

4. Features Appealing to Fitness-oriented Customers

Campaign Budget	Spend Per Customer	Distribution on Channels				
		Television	Facebook	Unbranded	Branded	Email
\$500,000	\$0.14	8%	30%	12%	21%	29%

Results

		Television	Facebook	Unbranded	Branded	Email
New Customers:	439,598					
Exiting Customers:	161,366	Impressions by channel	304,898	888,363	217,862	973,733
Customers (total):	3,931,590	Website visits by channel	6,132	66,600	6,484	51,499
						68,451