

Virgin Active partners with Near to achieve a considerable uplift in Club walk-ins




OBJECTIVE

Develop a strategy that increases consumer engagement with Virgin Active as a brand, whilst also influencing an upturn in club walk-ins.

STRATEGY AND EXECUTION

To meet this objective, Amnet/Amplifi worked closely with Near, an ambient intelligence platform. Near used its SaaS product Allspark to build an effective two-phase campaign strategy to identify, and reach Virgin Active's target audience.

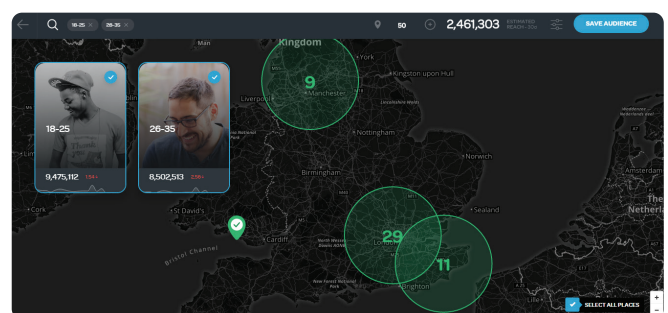
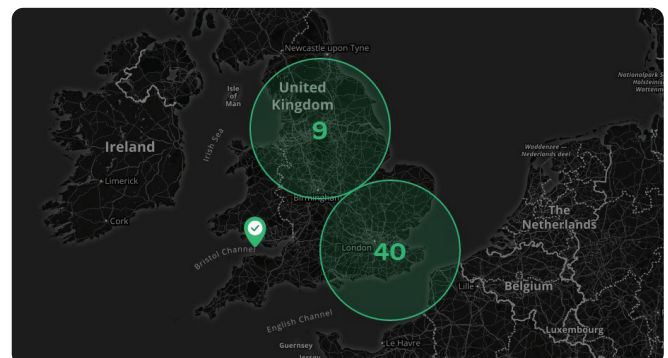
In the first phase of the campaign, Virgin Active's target audience was created in Allspark using multiple data sets. These users were then targeted with a dynamic mobile ad when they fell within a close proximity to a Virgin Active Health Club.

While working with the available data, Near found that a large proportion of the targeted audience frequented cinemas and theatres, allowing Allspark to further fine-tune the target profiles for the second phase of Virgin's nation-wide campaign.

RESULTS

To measure the impact of the targeting strategy, Near performed a number of analyses. One of which included looking at the number of the target audience who walked into one of the clubs during and after the campaign, and comparing it to the number of walk-ins before the launch of the campaign. The difference was astounding, revealing a 70% uplift in walk-ins of the audience in the first phase, which further increased to 82% in the second phase of the campaign. This uplift from 70% to 82% can be attributed to the audience optimisations carried out throughout the course of the two bursts.

The foot traffic into Virgin Active Health clubs continued to increase even after the campaigns had ended, with an increase of 28% post phase one, and a 32% increase post phase two.



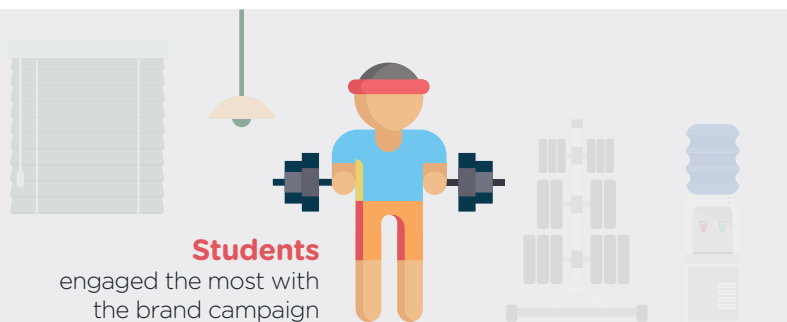
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Near also conducted a detailed attribution study to determine how many people saw the mobile ad and then walked into a nearby club, and compared it to the control group which are people from the same target audience who walked in without any exposure to the ad campaign. In Allspark terminology, this study is called Attribution Lift Index (ALI) and is a very good indicator of the effectiveness of a campaign at driving footfall to a given location. During phase one of the campaign the ALI reached a staggering 111%. During the second phase of the campaign ALI reached 52%, which is a significant number considering that members were excluded from being targeted, therefore all walk-ins would have been generated as the result of new people noticing the ad, and acting upon it.

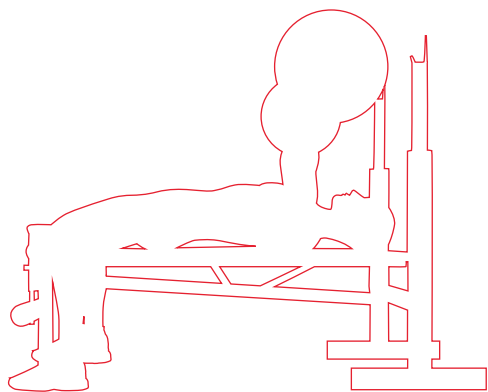
Most importantly, the footfall attribution results demonstrated that the average cost per walk-in was reduced by 62%. This is a strong indicator that curating the right audience, targeting them at the right time, and in real-time whilst carrying out optimisations based on historical learnings has a tremendous impact on the effectiveness of your ad campaign.

**Additionally, using
Allspark, Virgin Active
also found some
interesting facts that they
can leverage in the future.**

For example, results
demonstrated that:



Students
engaged the most with
the brand campaign



**This case study demonstrates that
Virgin Active has been at the forefront
of adoption of new technologies.**

**The brand utilised a new approach
based on fresh data to reach out to
the right audience, boost walk-ins,
and acquire new customers by
acting on real-time insights.**

About Near

Near is an Ambient Intelligence Platform providing real-time information on places, people and products. The Near platform processes massive data from smart environments to understand consumer behaviour at a global scale. Currently processing data from over a billion devices, the Near platform powers Allspark, its flagship SaaS product for data-driven decisions, which enables customers to visualize, engage and analyze audiences.

Founded in 2012, Near is headquartered in Singapore with offices in San Francisco, New York, London, Bangalore, Tokyo and Sydney. Today, Near has its global footprint across 44 countries, and works with marquee brands including P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike, and Samsung.

Near is backed by leading venture capitalists Sequoia Capital, JP Morgan Private Equity Group, Cisco Investments, Telstra Ventures, and Global Brain Japan. Visit www.near.co to find out more.