IN-SHAPE®

PPC Success: Achieving $725k in Monthly Revenue

In-Shape Family Fitness locations provide state-of-the-art gym equipment, exciting studio fitness classes, and a strong community to support their members' exercise and fitness goals. With a focus on inclusivity, In-Shape fitness centers can be found throughout California, including Bakersfield, Stockton, and Brentwood.



BACKGROUND

VELOX partnered with In-Shape in March 2021 when gyms were transitioning back to pre-pandemic times. At the start of their campaign, people were still hesitant to go back to their favorite group fitness class, swim in public pools, or attend a racquetball tournament. They needed us to help engage and bring people back to their centers.

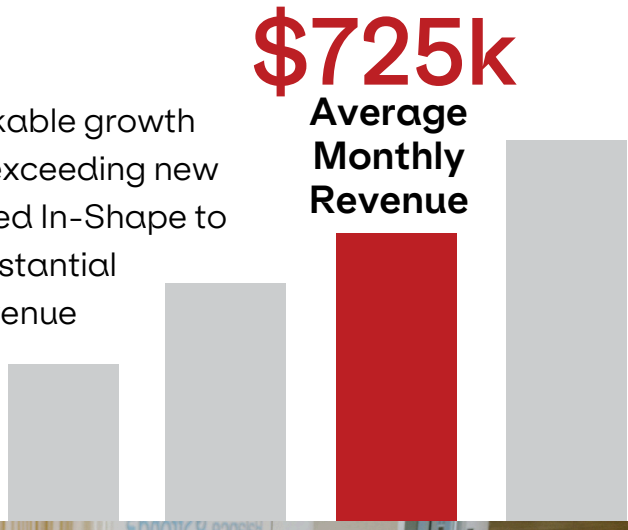
GOALS

- Increase member sign-ups at a consistent ROAS.
- Increase monthly revenue.
- CPA goals varied monthly, but the overall objective was to keep CPA under $40 for all gym locations and consistently increase new memberships.

VELOX

OUR STRATEGIC APPROACH

In-Shape's collaboration with VELOX has led to remarkable growth across various marketing channels while consistently exceeding new membership goals each month. The partnership enabled In-Shape to significantly increase its marketing budget, driving substantial improvements in its paid advertising performance. Revenue from paid ads skyrocketed by an astounding 3,227%, while the number of transactions from Google Ads surged by an impressive 5,667% year over year.





RESULTS

$132,800
Average Conversion Value

16,759
Average New Monthly Users

670% Increase
Conversions

5,667% Increase
Google Ads Transactions YOY

3,227% Increase
Revenue from Paid Ads

379% Increase
Total New Users

44% Decrease
Average Cost per Click

158% Increase
Return on Advertising Spend

WORKING WITH VELOX

VELOX is an award-winning, ROI-focused digital marketing agency that specializes in strategy, organic search marketing optimization, paid media, and web development. We take pride in working with our clients to build more productive and revenue-driving businesses.

PROVEN SUCCESS

As a full-service, revenue-focused digital marketing agency, VELOX is recognized as a Google Premier Partner—among the top 3% of agencies globally—because we consistently exceed client expectations. Our fully customized campaigns are tailored to achieve your growth goals and conservatively target 400-800% ROI.

HOW WE ACHIEVE RESULTS

1. Meet & Greet
2. Opportunities Research
3. New Revenue Potential Model
4. Easy Wins
5. Complete Campaign
6. Earn & Optimize

WHO WE ARE

Our team of experts is diverse, but they have one thing in common: a passion for helping digital businesses dominate their verticals. VELOX's team works together to give our clients unprecedented success. Whether this means discovering a profitable keyword group, optimizing existing ad campaigns, or more, we put the time in to deliver results.