

CIMA, A Pilates & Yoga Studio: From Launch to Full Bookings Within a Month

A complete solution for your business!

AT A GLANCE

Pledge Media Consultancy was approached by CIMA, a newly opened women-only Pilates and Yoga studio located in Dubai, JVC, with a challenge to generate significant market hype. With no prior customer base and the client's concern over presenting a luxury brand image without discounts, we were tasked with a unique challenge.

SOLUTIONS

Strategy and Execution

- **Phased Campaign Approach:**
 - **Pre-launch (Feb 10 - Feb 16):**
 - Deployed a multi-platform digital marketing strategy to generate awareness before launch.
 - Targeted key audience segments to build anticipation and engagement.
 - Developed compelling creative assets emphasizing the studio's premium experience.
 - **Launch Phase:**
 - Focused on converting interest into action by driving sign-ups and bookings.
 - Optimized campaign performance to maximize conversions on high-performing channels.
 - Leveraged data insights to refine targeting and messaging for improved efficiency.

RESULTS

- Achieved strong brand awareness and engagement within the first month.
- Secured significant membership sign-ups, surpassing initial targets.
- Established CIMA as a sought-after fitness destination in its market.

CHALLENGES

- **Brand Launch with Limited Awareness:** CIMA needed to quickly establish credibility and attract a customer base.
- **Luxury Branding vs. Market Penetration:** Balancing exclusivity with effective customer acquisition.
- **Competitive Market:** Differentiating from well-established competitors in the fitness space.

About The Graphs

1. Signups and Conversions Over Time:

Shows the number of signups and conversions.

2. Budget Allocation and ROI: Shows the allocation of the \$40,000 budget across different platforms

3. Customer Acquisition Cost (CAC): shows the change in CAC during the campaign.



700

Leads Pending



247

Packages Sold

ANALYSIS AND LEARNINGS

1

Scalable Growth: Continued refinement of digital strategies for sustained success.

2

Customer Retention Strategies: Exploring loyalty programs to enhance long-term engagement.

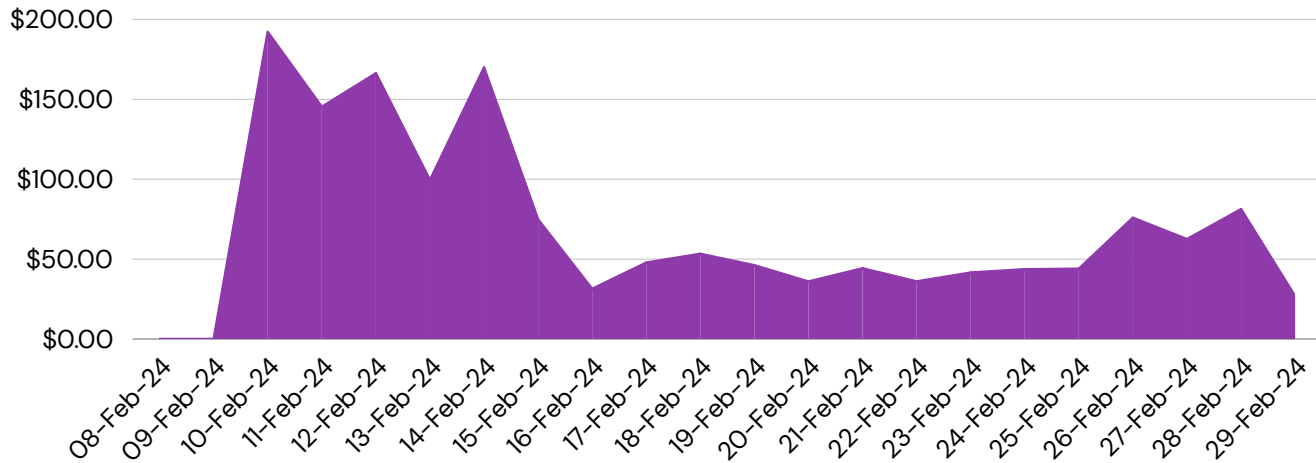
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Expansion Opportunities: Assessing class schedules and instructor availability to meet growing demand.

CONCLUSION

Pledge Media Consultancy's strategic marketing approach enabled CIMA to achieve a successful launch, establish a strong brand presence, and secure rapid customer acquisition. Our ability to craft and execute high-performing campaigns continues to drive impactful business outcomes.

Overall Cost Per Free Class Booked (CPA) Over time



ROAS Per Day

