



PARTNER CASE STUDY

AT A GLANCE

COMPANY

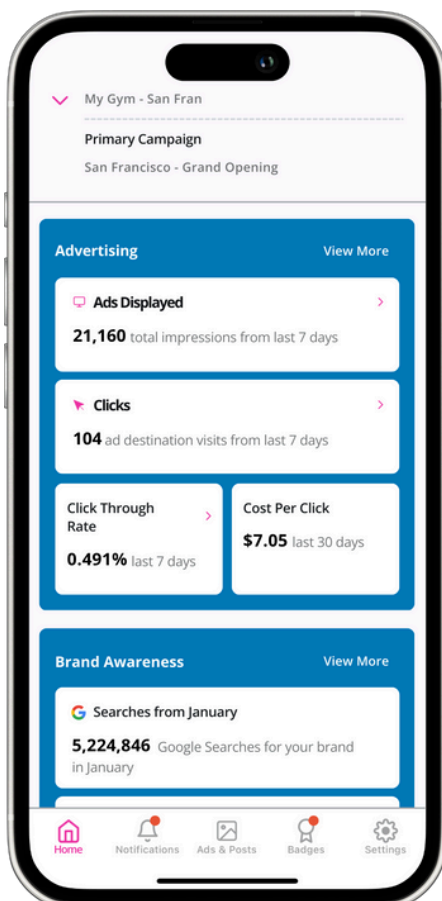
My Gym

INDUSTRY

Youth/Children's Enrichment

CLIENT DESCRIPTION

Through non-competitive gymnastics, games, and music, My Gym aims to help children develop physically, cognitively, and emotionally. They offer classes, camps, and birthday parties in a clean, safe, and positive environment.



CHALLENGES

Before partnering with Eulerity, the brand faced several marketing challenges, including low franchisee spend and limited tracking capabilities. Their previous advertising solutions were often too expensive and difficult to manage, especially given the varying levels of tech savviness among franchisees. These barriers made it difficult to scale campaigns or measure performance effectively.

RESULTS & IMPACT



Increased Local Traffic

Eulerity ads drove an average of **over 600 new users** per month directly to My Gym's trial landing pages.



Boosted Enrollments

Eulerity directly generated an average of **15 trial forms and calls made** per location per month, while indirectly influencing many more.



Increased ROI

2.2x return on investment per location directly attributed to Eulerity ad clicks.



Cost-Effective Marketing

The platform proved highly cost-effective, with an average **cost per click of only \$0.77**.

INTERESTED IN LEARNING MORE?

Email our sales team at marketing@eulerity.com or visit eulerity.com/contact-us/ to schedule a demo.

