

Eulerity

PARTNER CASE STUDY



AT A GLANCE

COMPANY

The Little Gym

INDUSTRY

Children's Enrichment

CLIENT DESCRIPTION

The Little Gym is the world's premier enrichment and physical development center for children ages 4 months–12 years. Programs offer children a Springboard to Life's Adventures by using movement-based learning and imaginative play to help build the confidence and skills needed at each stage of childhood.



CHALLENGES

With nearly 400 franchises worldwide, The Little Gym needed a solution to empower individual locations with effective marketing strategies. This need intensified during COVID-19, as gyms sought to promote both in-person and virtual classes to local families. They required an automated marketing tool that could deliver:

- Streamlined Local Marketing Management: Simplify marketing efforts for individual franchises.
- Targeted Audience Reach: Attract new customers with strategic, local advertising.
- Omnichannel Promotion: Effectively market a variety of class offerings.

SOLUTION & RESULTS

Eulerity's all-in-one platform empowered The Little Gym's franchise network by streamlining marketing efforts. Franchisees now enjoy instant access to pre-approved, branded materials, eliminating content creation burdens and ensuring brand consistency. Additionally, generating location-specific ads became effortless, allowing franchisees to create targeted campaigns and attract new families with ease.

The Little Gym franchisees who leverage the platform have witnessed impressive results:



Boost in Website Traffic: On average, each gym deploys a staggering **250,000 ads per month**, effectively driving potential customers to their dedicated landing pages. With a cost-effective average **cost-per-click of under \$1**, these targeted campaigns deliver significant value.



Measurable ROI: But the benefits go beyond website visits. Eulerity is estimated to generate a **remarkable 5x ROI** for franchisees. This makes Eulerity the primary source of website traffic and new users, with a **staggering 39% of all new website visitors** directly attributable to Eulerity's marketing efforts.