

## Leading Fitness Expert, Beachbody regained inactive customers through Direct Marketing efforts

Beachbody is a worldwide leader in health and fitness headquartered in Santa Monica, California, was founded in 1998. Their comprehensive approach combines fitness, nutrition, and support—a proven formula that has helped thousands of people completely transform their lives.



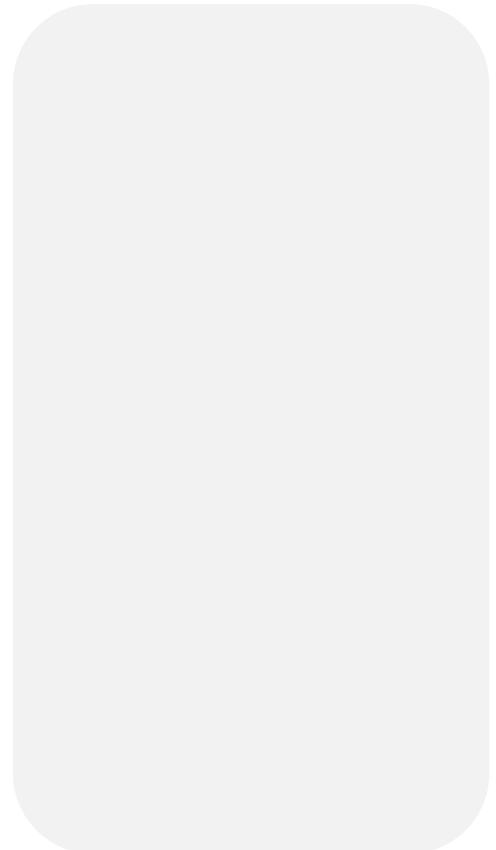
### CHALLENGE

Beachbody was unable to communicate with dormant past customers. These customers were non-responsive, Beachbody was not able to engage with them through promotional email blasts or digital advertising. Remarketing was not delivering results for Beachbody, so they need to look for other alternatives.



### OBJECTIVE

Beachbody wanted to invest in a new channel of communication i.e., Direct marketing but the issue was the cost associated with it. Sending direct mail to its huge customer base was cost prohibitive. Express Analytics suggested that Beachbody needed to have analytical scores of their customer base for the purpose of segmentation. This would enable Beachbody to target customers most likely to convert and increase the ROI of their campaigns.





BEACHBODY



## STRATEGY

Express Analytics developed an analytical framework to evaluate whether an analytical approach would deliver the required returns. After implementing the framework, it was clear that the approach was right. EA then developed segmentation based on predictive models. All Inactive Customers Data was divided into various segments using Predictive modeling techniques. Predictions scores of all inactive customers helped EA to Segment them and then Direct Mails were sent to the highest scored members. EA also created a testing framework so that a small random population could be used to verify the approach.



## RESULTS

Beachbody got an ROI of 45% (\$11k on \$5k spend) on their test. They are now confident to roll out this contact strategy on a large scale. We removed uncertainty, fear, and doubt of the large amount of money spent. The project has moved into production, and we have delivered additional predictive models.



**“Express Analytics is super nimble, so much more responsive. These guys are super easy to work with, they are super dedicated, very easy to get in touch with.”**

**-Sr. Director Database Marketing, BeachBody, LLC**