



Fitness

Gold's Gym is the world's trusted fitness authority since 1965. From its beginning as a small gym in California, Gold's Gym has grown into a global icon with more than 700 locations serving 3 million people.

An authorised Franchisee of Gold's Gym in India drives an online membership campaign involving a video ad through Facebook. They have set WhatsApp as call to action. All enquiries generated through the ad get automatically subscribed to Picky Assist Sequence and the leads start getting relevant health and beauty tips on a daily basis for the next 2 weeks.

--- RESULT ---

50%

Membership Increased

70%

Increased Response Rates

Around half of the leads who received 8th drip message decided to become paid members.