

6 month period

planetfitness



Total Impressions

84.2M

Followers gained

117K

Metrics

Qualified Leads

21,329

Clicks

477,042

CPC

R1.96

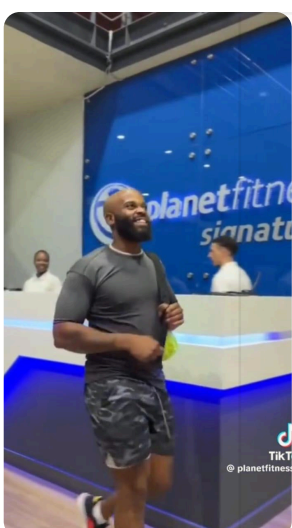
Blended CPL

R42.07

CPM

R10.35

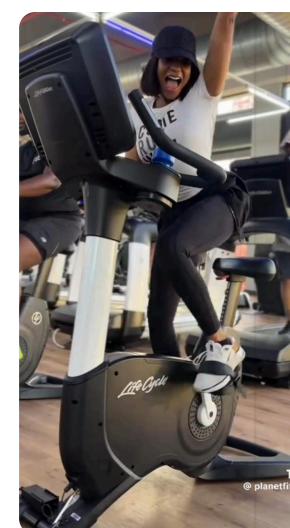
Top 3 Creatives



6.8M views
12.1k likes
512 comments
723 saves
290 shares



2M views
7,338 likes
227 comments
2,686 saves
793 shares



5.3 M views
39.3k likes
364 comments
1,517 saves
752 shares

Outcome

Key Takeaway: Planet Fitness showed that short, value-led creative paired with local relevance can drive both scale and efficient lead generation. Clear hooks, direct offers, and location-based messaging helped turn broad reach into strong conversion performance.

Insight: Users responded strongest to ads that told them exactly what they were getting in the first few seconds. Clear value, familiar gym context, and direct messaging reduced friction and improved conversion efficiency.