

Campaign Goal: Reach & Leads

Campaign advertised summer programs and targeted parents in the area surrounding the business. The ad has been seen by 14,300 users over the life of the campaign.

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School is almost out and we are ready to have some fun! Join us for one of our themed weeks, like Wacky Week and Adventure is Out there. We play games, sports, music, relays, gymnastics, arts, crafts and more.



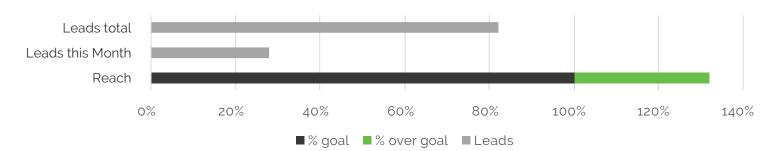
When Schools Out, My Gym Is In! Tap to begin the booking process

Learn More

High resolution original image generates desire to learn more

Concise copy educates potential customers about services provided

Soft call to action encourages customer to complete lead form





28 leads generated in one month



4.49% engagement rate



Cost per lead was \$4.61



4.46% lifetime engagement rate

