

# Case study

Medley on the fast track to digitalization



# On the fast track to digitalization

Medley, a Swedish chain of fitness clubs, relied on Amanda AI to increase the online recruitment of new members by 100% – and quickly adapted to a post-pandemic reality.

---

## Background

---

While many industries were forced to adopt an online marketing strategy years ago, others were given a longer runway. Medley, a nationwide fitness club, was one of them. Their way of interacting with customers changed little over the last decade. People's natural urge to work out was still enough to drive new members to the training facilities, without a need for additional marketing.

However, as the world came to a sudden stop and the pandemic forced whole cities indoors, the opportunity for a slow-paced adoption of digital strategies revealed itself as a trap in disguise. Now more than ever, Medley needed to completely change the way they reached new members – and they needed to do it fast.





“What the robot does in a day, we wouldn’t have been able to do in a month.”

---

**Tomas Bjernudd**

---

Head Of Marketing

---

Medley

---



## CASE STUDY : MEDLEY

Digital marketing has come a long way since the rise of major platforms such as Google, Facebook, and Instagram. And the good aspect of being late to the party was that Medley didn't have to weed through a decade worth of inefficient tools and strategies.

Instead, they partnered up with Amanda AI to access the absolute best methods available to establish a digital connection with their now at-home customers.

---

## Solution

---

As fitness clubs are highly local businesses, we could safely assume that many potential customers would go online and actively look for one. This led to our first initiative: using our AI for an extensive (we're talking millions of optimizations daily) local keyword generation to find the optimal variations in terms of both effectiveness and price. At the six month mark, the reports showed a solid 100% increase in digital signups.

After having secured the people actively looking for a fitness center, the next step was to attract those that might not even know they want to exercise in the first place. This is best achieved with attractive paid ads and a wide reach across multiple platforms. However, if they themselves don't know they're potential customers – how on earth would we know?

## CASE STUDY : MEDLEY

The answer to that came as a beautiful partnership between our speedy algorithms and one of Facebook's popular tools called lookalike audiences.

We built a persona of our already known target audience – those who somehow searched for a fitness center – and allowed for a 2% difference in characteristics.

Then we put our AI to work, testing an almost infinite number of combinations and continuously expanding the target audience. This led to a precise effort on Facebook, but better yet, we could now export this audience data to other platforms with a much broader reach (for example Google Ads), confident in the fact that we knew our target and could expect a high conversion.



---

## Result

---

Two years into our collaboration, Medley now has a solid digital strategy that's completely automated.

What's more, it's also a lot more accurate thanks to the fine-tuning of their keywords and an unprecedented understanding of the company's target audience. And with more members signing up via digital channels than ever before, the different branches can worry less about future restrictions, should the pandemic reenter our lives.