

It's all about identity—How to drive real outcomes from real people

24 Hour Fitness, Brookdale Senior Living

Presenters:

Michael Carney, VP of Marketing, 24 Hour Fitness
Shelly Riera, VP of Marketing, Brookdale Senior Living

Moderator:

Nancy Hall, SVP, Conversant

OVERVIEW

Consumers' time and attention is increasingly fragmented as individuals move fluidly between devices and channels. Their ever-changing habits can be a challenge for brands and make it easy to lose track of who is receiving your messages. Odds are, when you don't know if you're speaking with a real person, you're making messaging decisions based on cookies. And that leads to wasted marketing spend.

KEY FINDINGS

In this session, marketing leaders from 24 Hour Fitness and Brookdale Senior Living shared how a foundation of stable identification impacts:

- **Scalable, people-based connections:** Consumers are demanding it. They want a 1:1 experience. It's table stakes.
- **Deep customer knowledge drives personalized, proactive conversations throughout the purchase funnel.**
 - Everyone in an area is a prospect if they're not a member of 24 Hour Fitness. Signals across a customer's lifetime and their interests are important to be able to target and personalize against their needs and interests. It's important not to message customers as if they're prospects. Conversant's online profiles have helped 24 Hour Fitness reach the right consumers with relevant messages.
- **Real-time optimization of marketing efficiency and performance**
 - People are staying where they're familiar and comfortable. Brookdale is using the zip code and digital info to measure foot traffic, modeling behavioral data to see what areas of town are getting traffic. They target caretakers who live in an area, and then only message about that area. Conversant has helped them with their location-based targeting strategies.
- **Closed-loop measurement of actual cross-device and offline sales outcome**
 - 24 Hour Fitness heavily skews desktop for online sales and they need to be able to tie that back to mobile. However, 80% of conversions are offline. Conversant shares measurement so 24 Hour Fitness can tell if consumers downloaded a free pass but never used it and they need continued messaging to drive conversions.
 - Brookdale Senior Living noticed a shift from newspaper to online even in their older audiences, so pulling that offline experience through to online was key. It allowed digital to become the #1 revenue driver.

SYMPOSIUM18

“The ability to know real people is key—so we can market with them as real people, so we can message them and reach them with relevant messages, and so we can measure the actions they took as a result. That is Conversant’s approach to people-based marketing.” – Nancy Hall, SVP, Conversant

“Personalizing every interaction and using information in a wise and safe way for the senior audiences is important. Younger audiences demand it. You can lose a potential customer forever if they think they’re getting the wrong message.” – Shelly Riera, VP of Marketing, Brookdale Senior Living

“Optimization is what machine learning allows us to do. If we see someone who has running and triathlon signals—serving a yoga ad makes no sense. Individual and dynamic creative is crucial to creating the experience.” – Michael Carney, VP of Marketing, 24 Hour Fitness