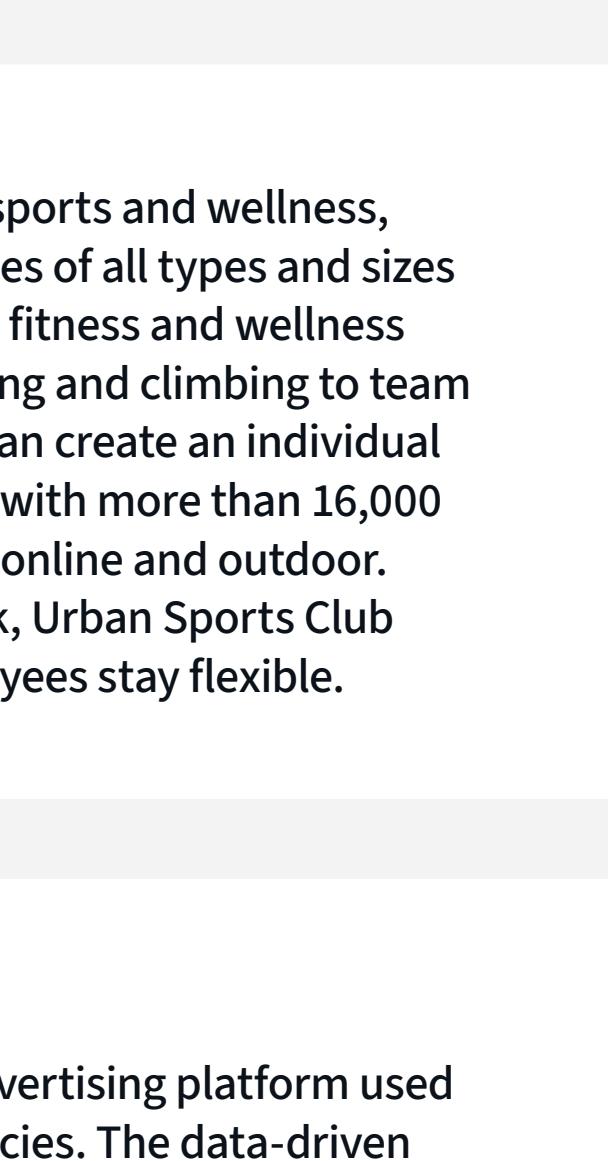
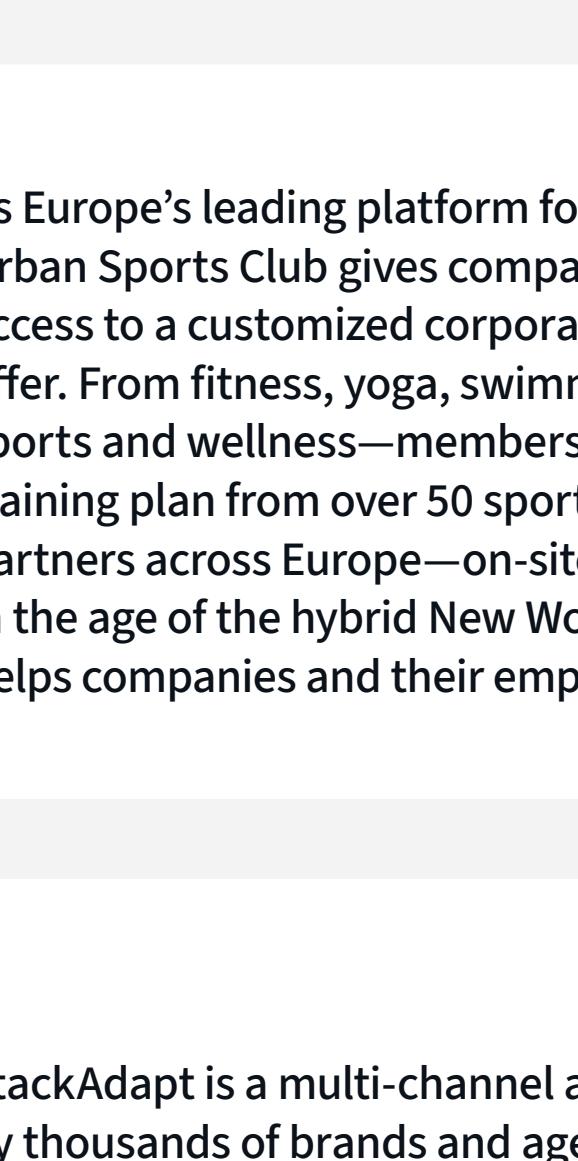
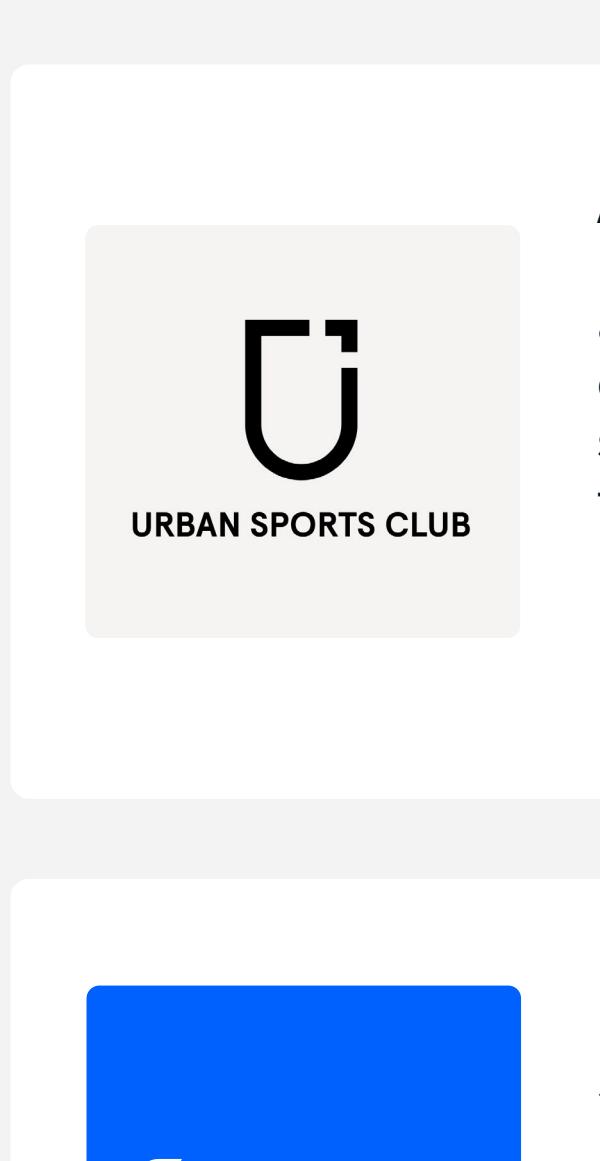
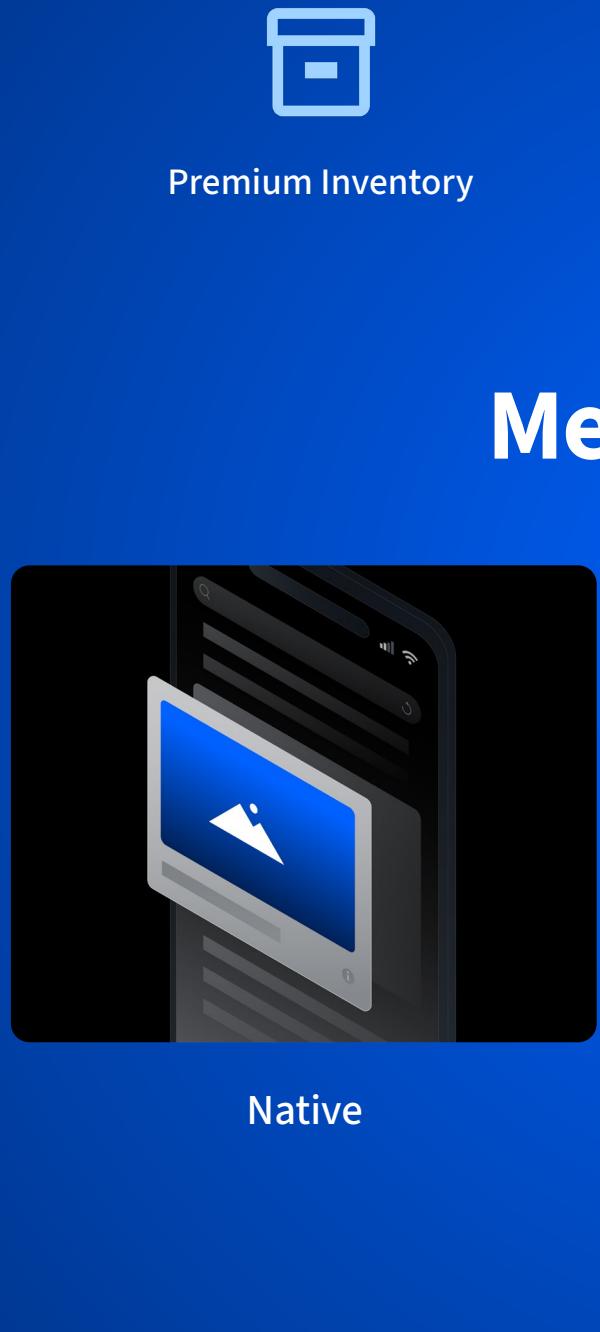
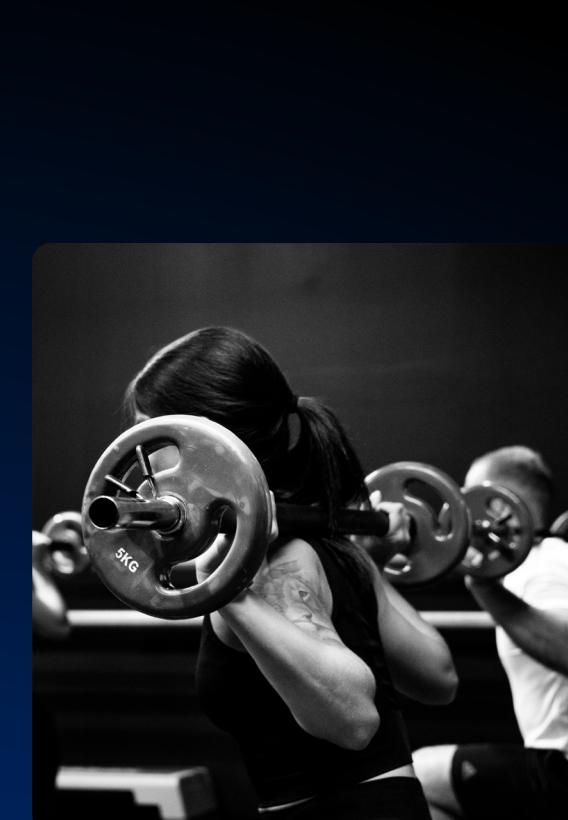


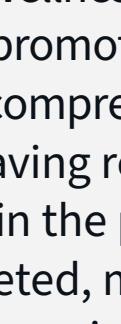
# How Urban Sports Club Redefined Its Local Marketing Strategy

Driving a 50% increase in click-through volume through smart audience targeting in Cologne, Germany.



## At a Glance

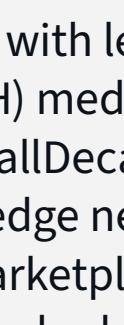
### Marketing Solutions Used



Premium Inventory

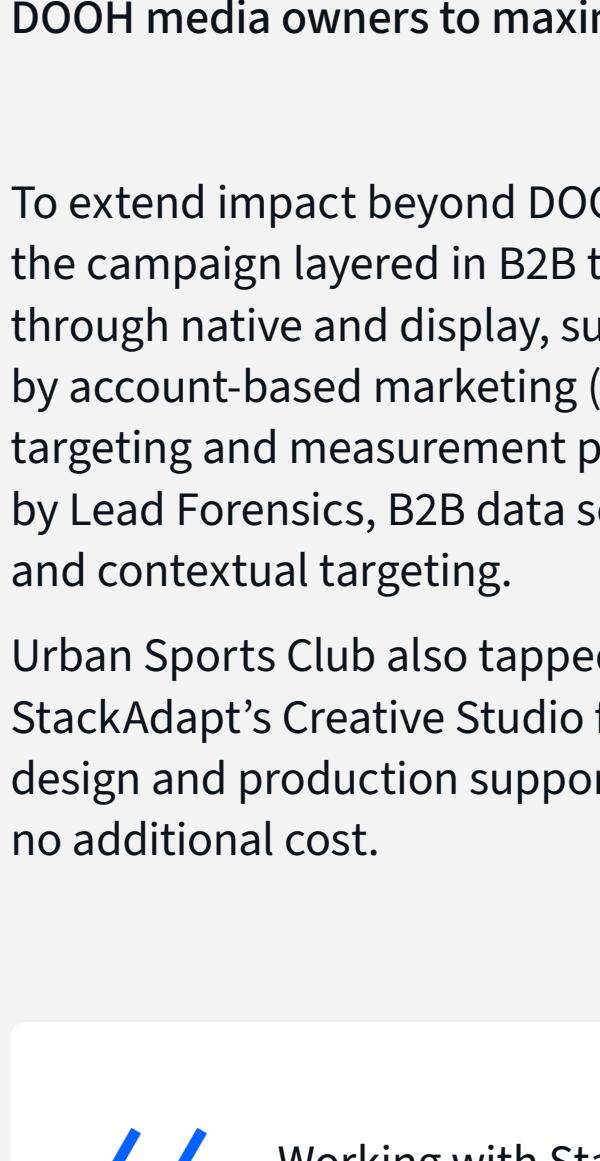


Creative Studio

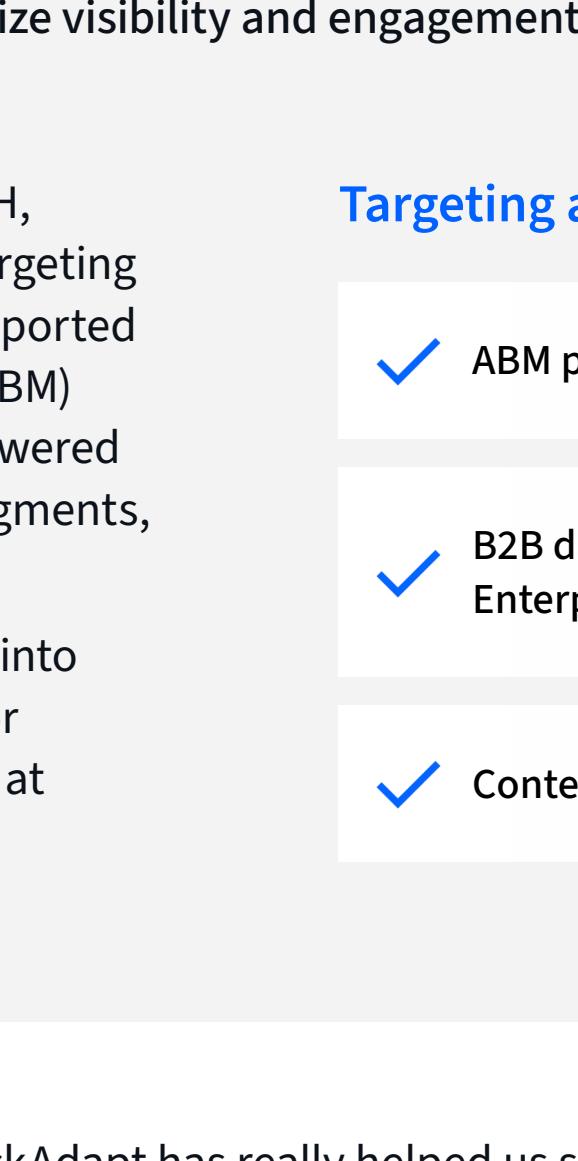


Multi-Channel

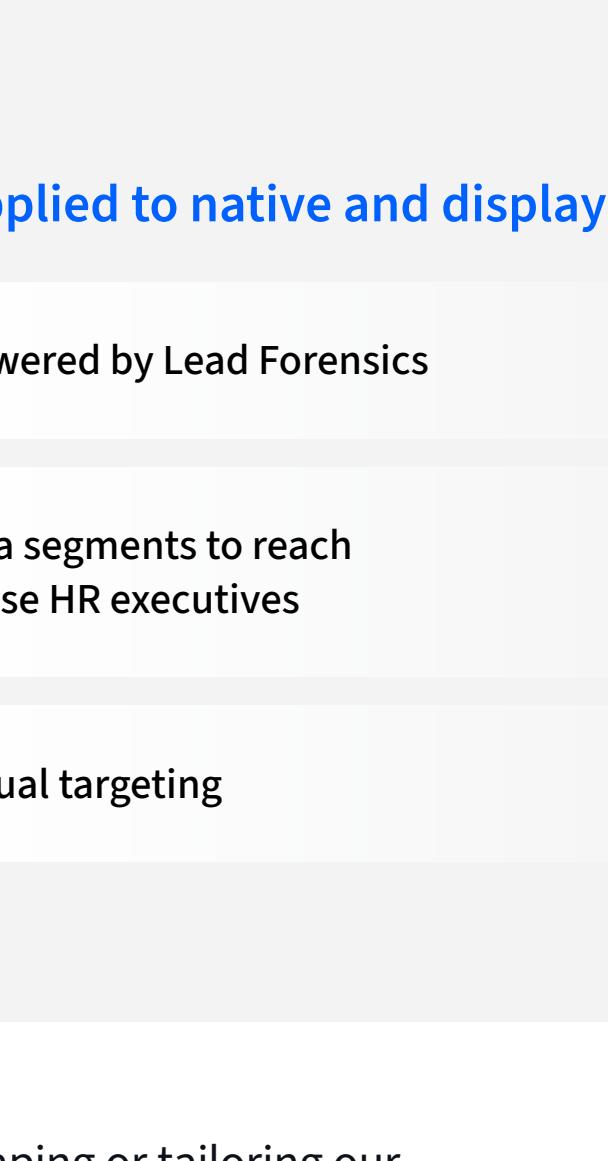
### Media Channels Used



Native



Display



Digital Out-of-Home

As Europe's leading platform for sports and wellness, Urban Sports Club gives companies of all types and sizes access to a customized corporate fitness and wellness offer. From fitness, yoga, swimming and climbing to team sports and wellness—members can create an individual training plan from over 50 sports with more than 16,000 partners across Europe—on-site, online and outdoor. In the age of the hybrid New Work, Urban Sports Club helps companies and their employees stay flexible.

### The Challenge

## Raising Brand Awareness in Cologne

Urban Sports Club B2B aimed to strengthen its position in the competitive corporate fitness and wellness market. As a digital platform, it promotes employee health through its comprehensive range of offerings. Having relied on outdoor advertising in the past, the brand sought a more targeted, measurable approach to raise awareness in Cologne.

StackAdapt's connections with leading digital out-of-home (DOOH) media owners—specifically HYGH and WallDecaux for this activation—provided the edge needed to stand out in a crowded marketplace. Urban Sports Club was also looking for creative support.

### The Strategy

## A Winning Game Plan for Awareness

Partnering with StackAdapt, Urban Sports Club launched a tailored campaign combining native, display, and DOOH ads to reach executives and business professionals commuting through Cologne's office district during peak hours. StackAdapt provided end-to-end support, leveraging its network of premium publishers and major DOOH media owners to maximize visibility and engagement.

To extend impact beyond DOOH, the campaign layered in B2B targeting through native and display, supported by account-based marketing (ABM) targeting and measurement powered by Lead Forensics, B2B data segments, and contextual targeting.

Urban Sports Club also tapped into StackAdapt's Creative Studio for design and production support at no additional cost.

**Targeting applied to native and display:**

- ABM powered by Lead Forensics
- B2B data segments to reach Enterprise HR executives
- Contextual targeting

adsquare

LEAD FORENSICS

info@stackadapt.com

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