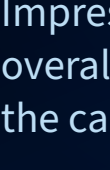


How Urban Sports Club Redefined Its Local Marketing Strategy



URBAN SPORTS CLUB

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

**9.83M**

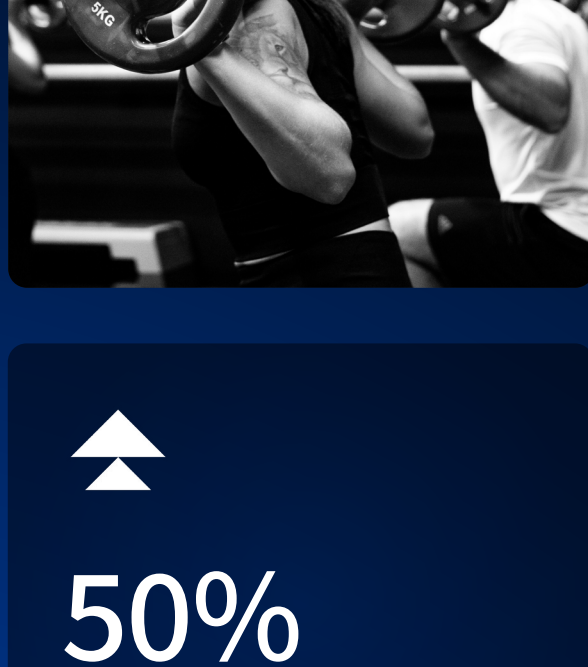
Impressions generated overall throughout the campaign.

4.98M

Impressions generated from DOOH.

4.85M

Impressions generated from native and display.

**€15.99**

Average CPM created by DOOH.

**50%**

Increase in traffic to the website.

**50%**

Increase in keyword searches.

At a Glance

Marketing Solutions Used



Premium Inventory

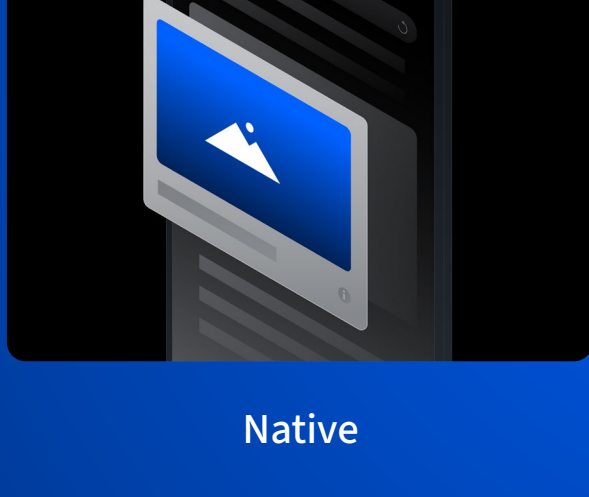


Creative Studio

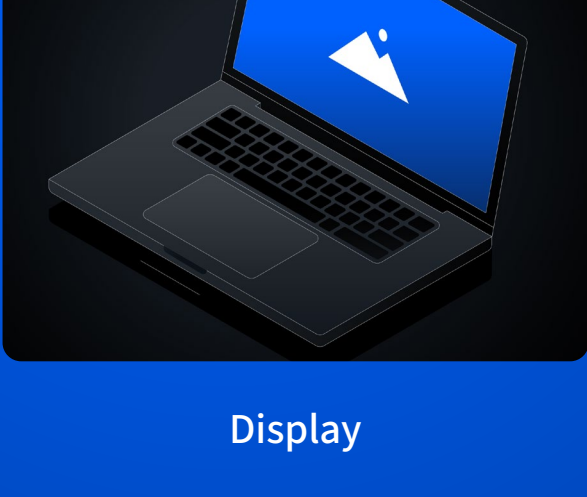


Multi-Channel

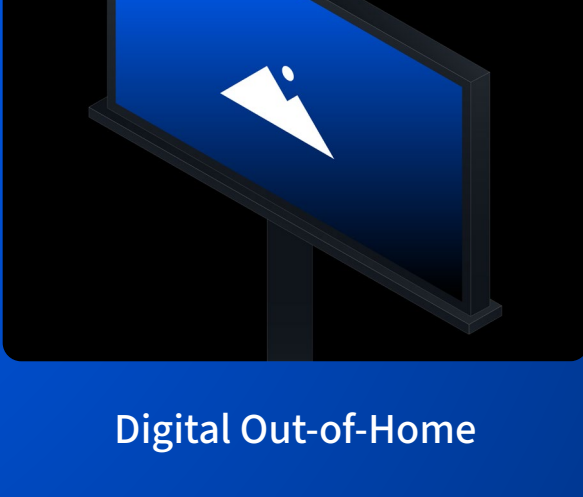
Media Channels Used



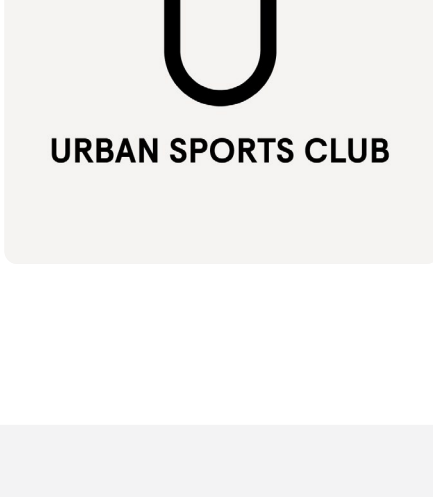
Native



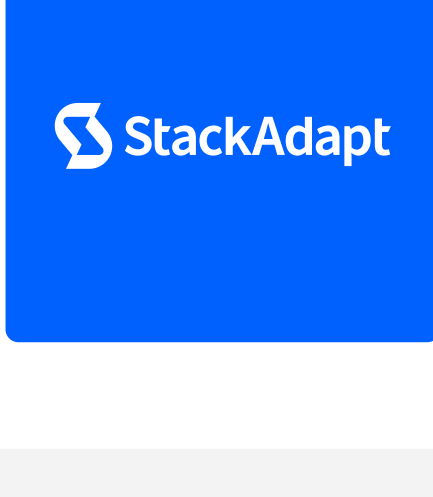
Display



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.



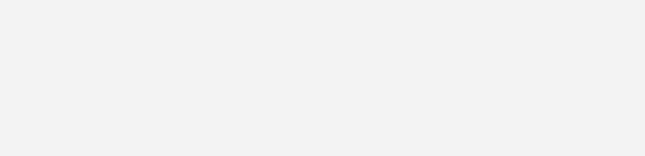
StackAdapt is a multi-channel advertising platform used by thousands of brands and agencies. The data-driven platform combines AI and machine learning with an intuitive user interface to drive high-performing campaigns and business outcomes.

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.

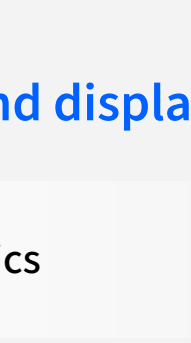
StackAdapt's connections with leading digital out-of-home (DOOH) media owners—specifically HYGH and WallDecaux for this activation—provided the edge needed to stand out in a crowded marketplace. Urban Sports Club was also looking for creative support.



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 capabilities provided by the ABM 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



Working with StackAdapt has really helped us shaping or tailoring our advertising campaigns. The impressive 50% increase in website traffic was crucial in raising public awareness of our offerings. Additionally, the targeting and measurement capabilities provided by the ABM Lead Forensics solution allowed us to justify our investments in native and display advertising. We were able to monitor in real time how target companies interacted with our ads, a feature that proved invaluable in enhancing our campaign's effectiveness.

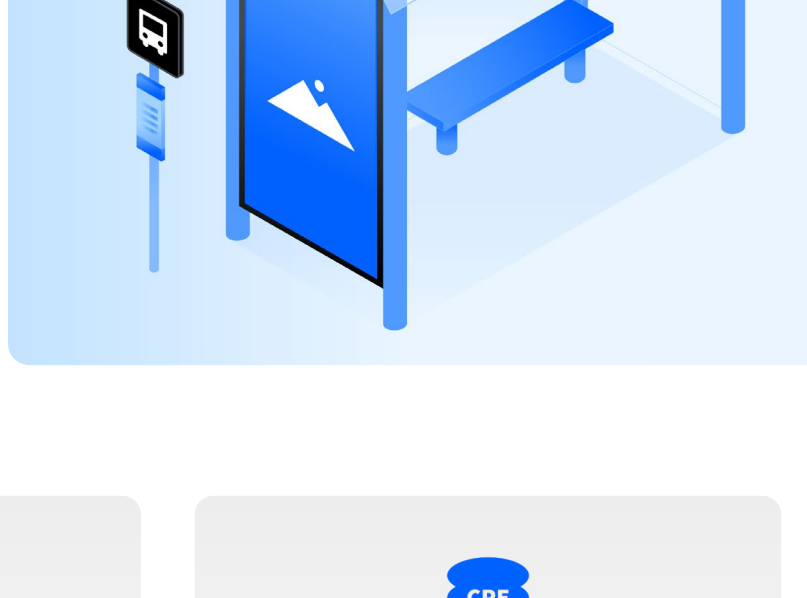
Daniela Maiorovici
Team Lead Marketing, Urban Sports Club GmbH

Executing the Campaign

Scoring Big with Smarter Screens

01

To engage executives and professionals during their daily commutes, Urban Sports Club leveraged StackAdapt's premium publisher network to activate a tailored set of digital screens within 100 meters of target company offices. Daypart targeting amplified visibility, with ads running during peak hours—7 to 11 AM and 5 to 8 PM, Monday through Friday. Partnerships with leading DOOH providers ensured high-quality placements at the right times, delivering both precision and scale.

**4.98M**

Impressions across Cologne's busiest business districts, averaging 192K per day.

**1.1M**

plays across 225 venues/screens.

**€15.99**

Average CPM created by DOOH.

Tracking the Wins in Real Time

02

To extend impact beyond DOOH, device IDs from exposed users were captured and re-engaged through native and display ads. Prospecting campaigns layered in ABM targeting and measurement, B2B segments, and contextual targeting, while retargeting strategies kept the brand top of mind for those visiting Urban Sports Club's landing page.

To validate spend and strengthen reporting, Urban Sports Club leveraged StackAdapt's ABM Lead Forensics. Real-time insights revealed how target companies and individuals interacted with ads, enabling the sales team to connect engagement directly to business conversations and prove ROI internally.

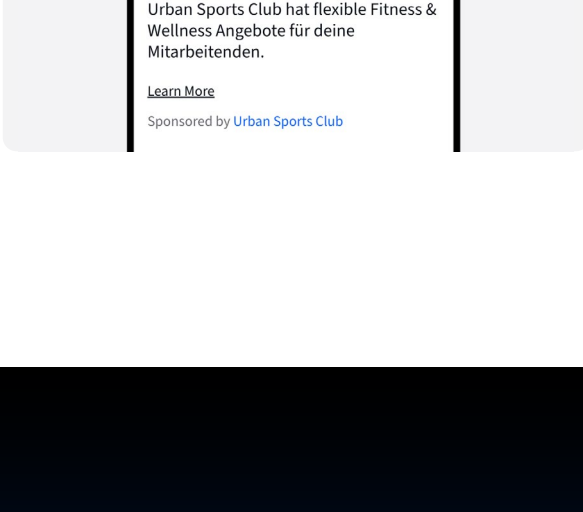
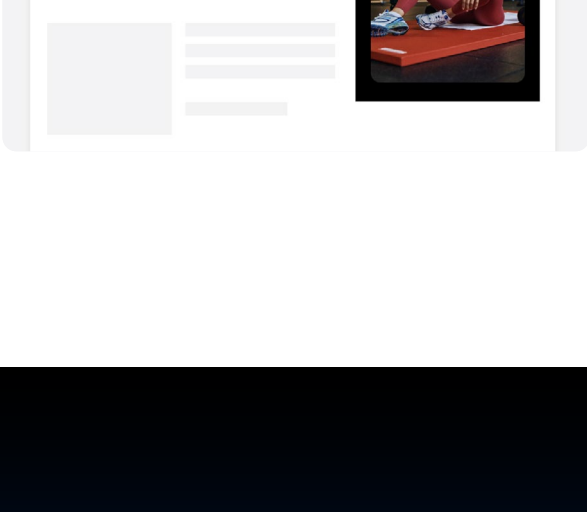
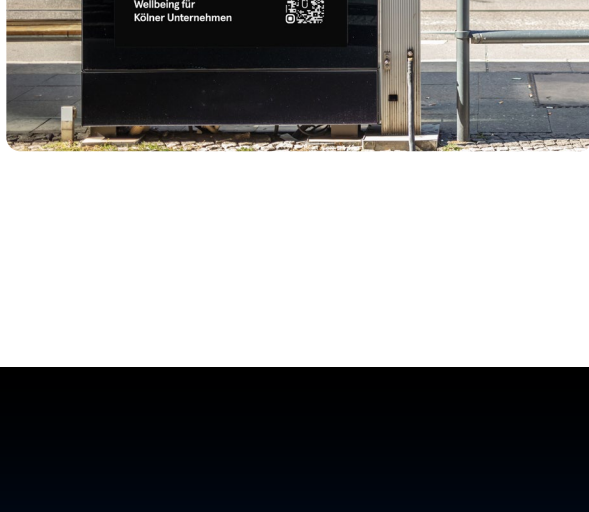
adsquare **LEAD**FORENSICS

Creatives That Pulled Their Weight

03

Urban Sports Club provided a design blueprint and conceptual approach, which StackAdapt's Creative Studio transformed into **polished DOOH, native, and display ads.**

By leveraging StackAdapt's Creative Studio, Urban Sports Club received a comprehensive 360-degree service. These engaging creatives played a key role in driving a 50% increase in website traffic.



Looking Ahead

The campaign proved that smart targeting and premium inventory are powerful drivers of awareness in competitive markets.

Building on this success, Urban Sports Club and StackAdapt plan to expand and replicate the initiative across additional cities in Germany and potentially into other countries where the brand has a presence.