

Bookee, the software exclusively for fitness studios achieves a \$25k in Pipeline during their first month from Paid Search

bookee

Bookee, the first of its kind, is an all-in-one SaaS platform for fitness entrepreneurs to manage and grow their customer base. Bookee combines a customer acquisition engine, a full-suite operation software, and on-demand capabilities like live-streaming to deliver the best-in-class fitness SaaS solution for the global market with an initial focus on the US. Bookee turned to the experts at TripleDart to create, execute and manage their campaigns from groundup. Despite having to create Ad campaigns from scratch, TripleDart Digital kept the ball rolling on the right track by maintaining constant communication with the Bookee team.

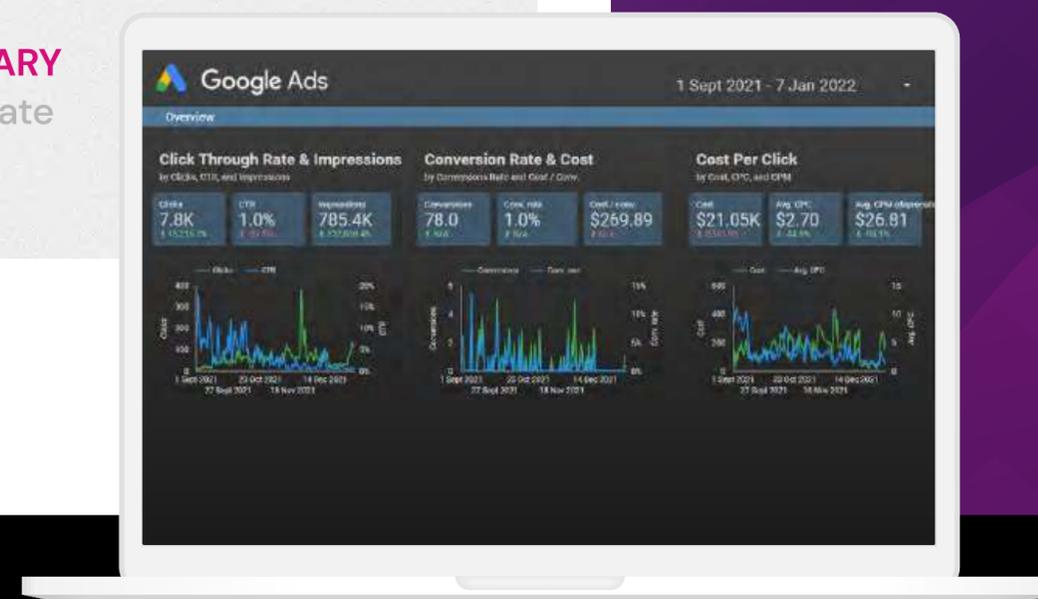
We initially started off with Google Ads and Facebook Ads. These Ad campaigns were optimized to bring in relevant traffic that helped prune traffic and led to higher quality visitors. We then ventured into display campaigns to increase brand awareness and garnered a total of 345k Impressions and 3.5k clicks within two months. Thus, Bookee witnessed a 22% decrease in the bounce rate from Paid Search besides bagging a pipeline worth 25k USD exclusively through Paid Search and Paid Social in less than a couple of months.

How we did it:

- Narrow targeted Google Ads
- Simplified account structure in Facebook Ads
- Landscape Display Ads
- Specific competitor strategy in all the channels

"The Go To Marketing Agency! Triple Dart Digital has been an extremely efficient marketing agency that has helped us set up our ad operations. They further assisted us in tracking and boosting our leads by means of optimizing ad-expenditure and guiding us with the right kind of channels to target. Highly recommended, 10/10!"

KARAN CHAUDHARY
Marketing Associate
bookee



Results

▼
22%

decrease in the Paid Search bounce rate

▲
25K USD

pipeline via Paid Search and Paid Social