



ALT wins over new health-conscious customers in competitive fitness arena

Australian Life Tech

Company Overview

Australian Life Tech (ALT) is a technology-led health, fitness, and nutrition company. One of its primary brands in the direct-to-consumer space is *28 by Sam Wood*, a home and fitness nutrition program designed by the Australian Bachelor.

“We get approached a lot by marketing providers and digital marketing companies, promising that they can transform our company and help us grow, but more often than not, there’s a level of over-promise and under-delivery. [We] really had quite the opposite experience with Quantcast. It’s a wonderful dynamic we have with Quantcast, when month-on-month, we’re increasing our spend, and our customer acquisition costs are either maintaining or sitting well below what our KPIs are.”



DAVID JACKSON
CEO, AUSTRALIAN LIFE TECH

CHALLENGE

When COVID-19 hit, the highly competitive arena of health and fitness got even more fierce. With consumers turning to online workouts to replace gym sessions and to healthy food prep and deliveries to replace dining out habits, Australian Life Tech (ALT) wanted to ensure that Sam Wood maintained its leadership positioning in the market to attract new customer sign-ups for the program.

SOLUTION

ALT partnered with Quantcast to segment their health-conscious audience and maximize engagement to drive conversions. Quantcast identified key site pages and helped implement an optimal tagging strategy to deliver robust audience insights. Using these insights along with Quantcast’s custom modeling, they were able to find and reach new users, growing their customer base.

RESULTS

With greater traffic volume and deeper knowledge of user behavior, ALT was able to build a very specific audience pool and reduced CPA by 35%.

HIGHLIGHTS



-35%

reduced CPA



21%

net-new customers
on average across all
lines of business