



Finding More High Value Customers Using Customer Intelligence

How a national fitness club brand used Customer Intelligence to identify high-value audiences and target local marketing more effectively.

The Challenge

A national fitness club brand was looking to increase membership growth while improving the effectiveness of its local marketing. Although the business held a large volume of membership data, it had limited visibility into the demographic and lifestyle characteristics that defined its most valuable members. Marketing campaigns were often planned across broad geographic areas without clear evidence of where the strongest prospects were living.

The business needed a clearer way to identify its best customers and understand where similar audiences could be found. The aim was to improve targeting, reduce wasted marketing spend and focus acquisition activity on areas with the greatest potential for new memberships.

The Solution



Enrich membership data with demographic, lifestyle and affluence indicators to build clearer customer profiles.



Identify audience segments most closely associated with long-term memberships and higher lifetime value.



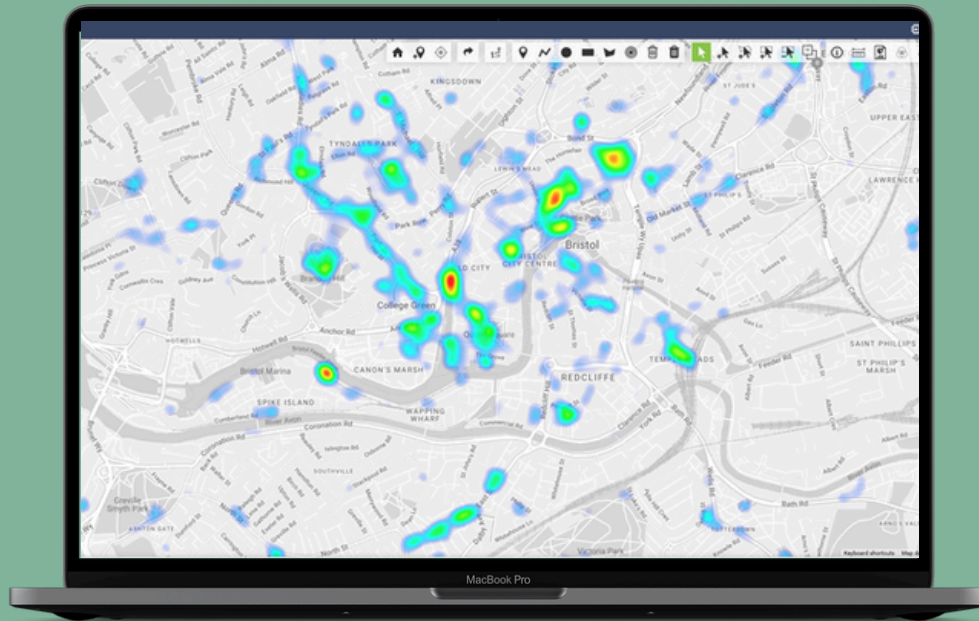
Map where these customer groups live across neighbourhoods surrounding existing fitness clubs.



Prioritise local marketing campaigns in areas with the highest concentration of high-value prospects.

Improving Membership Targeting

Using customer profiling and geographic analysis, the marketing team identified more than 20 postcode clusters with strong membership potential and focused campaigns where the most valuable prospects were concentrated.



The Data Behind the Analysis

Data Layer Analysed	Business Insight Generated
Membership data	Revealed the geographic distribution of existing members and high-value customer clusters.
Demographic profiles	Identified areas with similar lifestyle and affluence characteristics to top members.
Population data	Highlighted neighbourhoods with strong potential for new membership growth.
Local catchments	Shown how far members typically travel to reach each club location.
Competitor locations	Identified areas with lower competitive pressure for new member acquisition.

"Periscope® showed us where our higher LTV members actually live. We identified more than 20 postcode clusters with strong membership potential."

Paula, Head of Marketing