



Paid Search

It's a (Miami) marathon, not a sprint

How DTC helped Life Time Fitness set a personal record in
marathon sign-ups

- 2,436% return on ad spend
- 88% increase in registration
- 53% decrease in cost per acquisition

DTC + Life Time Fitness

Campaign increases race registration 88%

Life Time Events provides premium race experiences for athletes around the world. Their biggest challenge was promoting a series of races in Miami: the Miami Marathon, the Tropical 5k and the Miami Half Marathon. Our goal was to increase race registrations and match — if not lower — overall cost per acquisition from previous years.

Our Solution

We started by creating paid campaigns in both Google Ads and Facebook. We duplicated every campaign in Spanish and Portuguese to reach Life Time's target audience in Latin America and Brazil.

We used remarketing to target athletes in Florida who registered for any Life Time race in previous years such as The Miami Turkey Trot, 305 Half Marathon and Sarasota Half Marathon.

We promoted the Miami races in top US markets like Boston and Chicago immediately after major race events in the markets.



Digital Third Coast was the perfect partner to help achieve our digital advertising goals. Their strategies and general expertise were key to saving time and money, generating high-quality traffic and leads, and most of all, increasing overall conversion rates.

Nicole Bostick, Life time Events

53%

Decrease in cost per acquisition

2,436%

Return on ad spend

88%

Increase in race registrations

