

MEASUREMENT STRATEGY: PELOTON

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MEASUREMENT AND INVESTMENT STRATEGY

THIS IS AN ANALYZATION OF PELOTON'S WEBSITE. IN THIS PRESENTATION I WILL ASSESS PELOTON'S DIGITAL MARKETING WITH RECOMMENDATIONS FOR NEW CAMPAIGNS. THE RECOMMENDATIONS WILL ALIGN WITH PELOTON'S UNIQUE APPROACH TO THE WORLD OF HEALTH AND EXERCISING.

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PELOTON'S WEBSITE:

PELOTON'S WEBSITE EXISTS TO SELL THEIR DIGITAL EXCERCISE EQUIPMENT AND THE ACESSORIES THAT GO ALONG WITH THE EQUIPMENT. THE WEBSITE ALSO OFFERS A MEMBERSHIP THAT YOU CAN PAY FOR THAT OFFERS CLASSES THAT ARE ON DEMAND AND LIVE. THE CLASSES USE THE EQUIPMENT THAT PELOTON OFFERS CLASSES THAT CAN BE TAKEN ON THEIR EQUIPMENT AND THEY OFFER CLASSES THAT CAN BE TAKEN ON OTHER EQUIPMENT OR SIMPLY USING YOUR BODY WEIGHT.

PELOTON'S GOALS:

- PELOTON'S BUSINESS GOAL IS TO BECOME THE NUMBER ONE CONNECTED FITNESS BRAND
- TO BRING FRESH FITNESS EXPEREINCES TO PEOPLE ANYWHERE AND THEY WANT TO BE ABLE TO OFFER IT AT ANY TIME
- ATTRACT NEW CUSTOMERS AND KEEP THEIR CURRENT ONES AS WELL
- TO EMPOWER INDUVIDUALS TO TAKE CHARGE OF THEIR FITNESS JOURNEY

MEASUREMENT FRAMEWORK PYRAMID

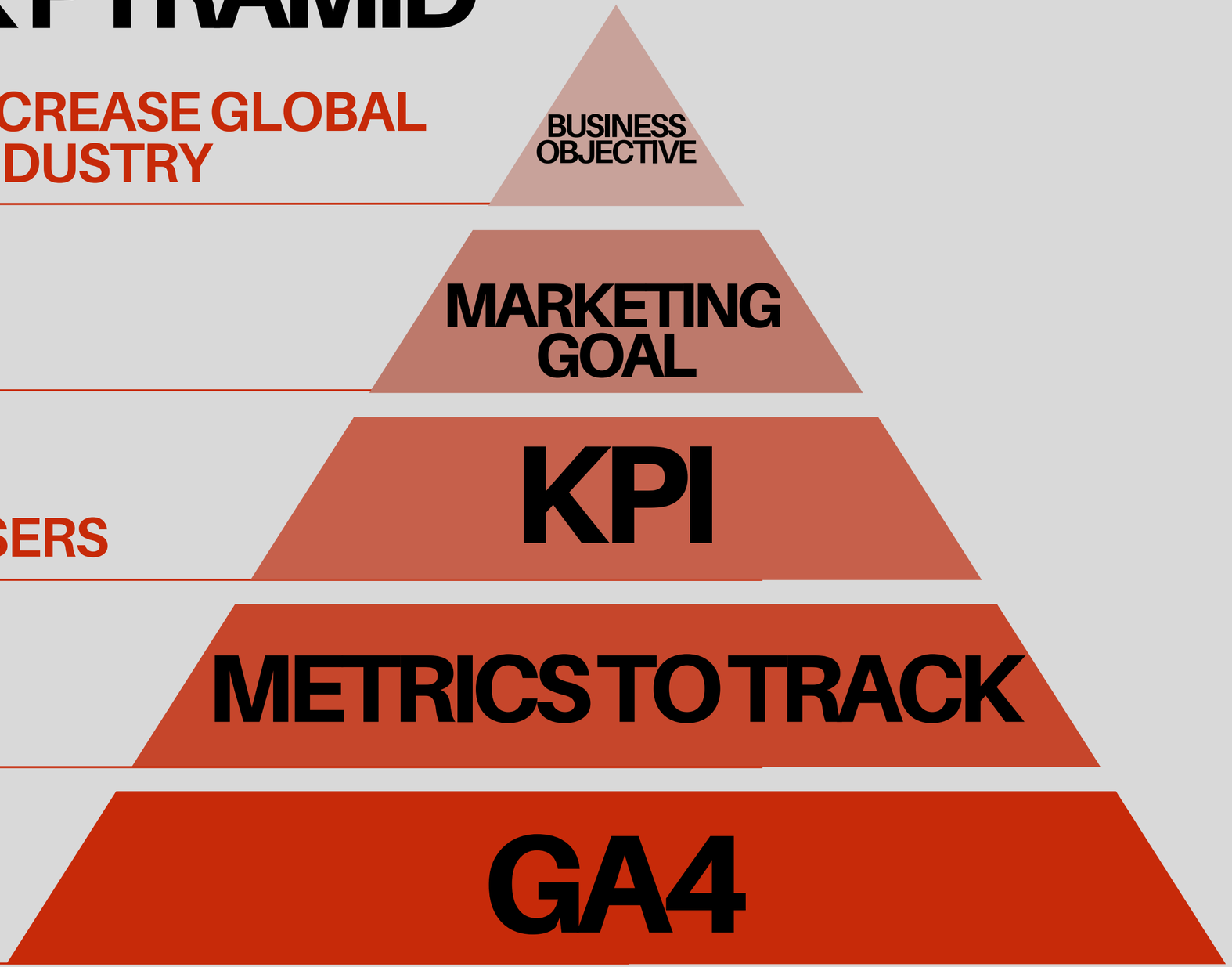
BUSINESS OBJECTIVE: INCREASE GLOBAL SHARE IN THE FITNESS INDUSTRY

MARKETING GOAL: GET NEW SUBSRIBERS

KPI: MONTHLY ACTIVE USERS

METRICS TO TRACK: WEBSITE TRAFFIC, APP DOWNLOADS, SIGN UPS

GA4: APP_INSTALL, SUBSCRIBE, SIGN_UP



PELOTON'S AUDIENCE

STAY AT HOME PARENTS:

THESE ARE PEOPLE THAT HAVE CHOSEN TO STAY HOME TO RAISE THEIR CHILDREN. THEY ARE LOOKING FOR CONVENIENCE AND EASE WITH WORKING OUT. THEY ARE LOOKING FOT A WORKOUT THAT CAN BE DONE FROM THE CONVENIENCE OF THEIR HOME. ON THE PELOTON WEBSITE THEY WOULD VISIT THE CHOOSE A GOAL PAGE, THE BIKE PAGE, THE TREADS PAGE, AND THE DEALS PAGE.



FITNESS ENTHUSIASTS:

THESE ARE INDUVIDUALS WHO ARE EITHER FITNESS INFLUENCERS OR FOLLOW FITNESS INFLUENCERS.THE FITNESS ENTHUSIASTS ARE LOOKING FOR THE NEXT TREND IN THE WORLD OF FITNESS.ON THE PELOTON WEBSITE THEY WOULD VISIT THE FITNESS GOAL QUIZ PAGE, THE ACCESSORIES PAGE, AND THE MEMBERSHIP PAGE.



TIME CONSTRAINED PROFESSIONALS:

THESE ARE INDUVIDUALS WHO HAVE A FULL TIME JOB AND HAVE A HARD TIME FINDING TIME TO WORK OUT.THEY ARE LOOKING FOR A CONVENIENT WAY TO WORK OUT THAT THEY CAN FIT INTO THEIR ALREADY BUS SCHEDULE. ON THE PELOTON WEBSITE THEY WOULD VISIT THE APP PAGE, THE BIKES PAGE, AND THE MEMBERSHIP PAGE.



KEY LANDING PAGES

HTTPS://WWW.ONEPELOTON.COM/SHOP/ACCESSORIES

ACESSORIES PAGE:

THE AUDIENCE THAT WOULD LAND HERE WOULD BE THE FITNESS ENTHUSIASTS. THEY WANT TO COMPLETELY COMMIT TO THE POPULAR BRAND BY PURCHASING THEIR ACCESSORIES THAT GO ALONG WITH THE WORKOUT CLASSES AND THEIR MAIN EQUIPMENT. THE FITNESS ENTHUISTS ARE SO EXCITED TO COMMIT TO A NEW AND POPULAR FITNESS BRAND SO THEY DECIDE TO FULLY COMMIT AND PURCHASE ALL OF THE EXTRA ACCESSORIES.

HTTPS://WWW.ONEPELOTON.COM/BIKE

BIKE PAGE:

THE AUDIENCES THAT WOULD LAND HERE WOULD BE THE TIME CONSTRAINED PROFESSIONALS AND THE STAY AT HOME PARENTS. THE STAY AT HOME PARENTS WANT TO TAKE A LOOK AT THE BIKES AND DECIDE IF THEY WOULD REALLY MAKE THEIR LIVES EASIER. THE TIME CONSTRAINED PROFESSIONALS ARE LOOKING TO BUY THE BIKE SO THEY CAN CONTINUE WITH THEIR BUSY LIVES.

HTTPS://WWW.ONEPELOTON.COM/APP

APP PAGE:

THE AUDIENCES THAT LAND HERE ARE THE FITNESS ENTHUSIASTS. THEY WANT TO RESEARCH MORE OF THE FEATURES THAT PELOTON OFFERS. THEY ALSO WANT TO DOWNLOAD THE APP SO THEY CAN BRING THEIR PELOTON MEMBERSHIP ON THE GO.

HTTPS://WWW.ONEPELOTON.COM/MEMBERSHIP

MEMBERSHIP PAGE:

THE AUDIENCES THAT LAND HERE ARE THE TIME CONSTRAINED PROFESSIONALS AND THE FITNESS ENTHUSIASTS. BOTH ARE GOING TO THE PAGE TO PURCHASE SOME SORT OF MEMBERSHIP SO THEY CAN START USING THE EQUIPMENT THEY HAVE OR ARE GOING TO PURCHASE.

HTTPS://WWW.ONEPELOTON.COM/FITNESS-GOAL-QUIZ

FITNESS GOAL QUIZ PAGE:

THE AUDIENCE THAT WOULD VISIT THIS PAGE ARE THE FITNESS ENTHUSIASTS THEY ARE EXCITED TO TAKE AN ADAPTABLE QUIZ THAT CAN HELP THEM FIGURE OUT THEIR NEW FITNESS GOALS WITH THEIR NEW FITNESS MEMBERSHIP.THEY ARE LOOKING FOR PERSONALZED GUIDANCE AND RECCOMENDATIONS TO THEIR UNIQUE LIFESTYLE. PREFERENCES, AND FITNESS LEVEL.

SITE FUNCTIONALITY

CORE FEATURES:

SHOP CATEGORIES | MEMBERSHIP | SELECTION | SEARCH BAR | FILTER OPTIONS

INTERACTIVE ELEMENTS:

360 PRODUCT VIEWS | APP TESTING | INSTRUCTOR PROFILES | CLASS VIDEOS

TOOLS THAT CAN HELP USERS DECIDE:

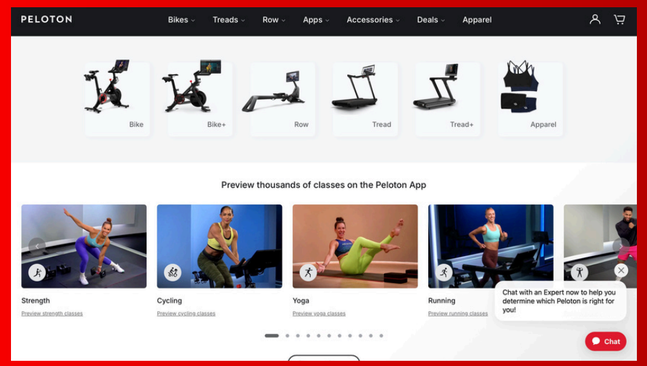
FAQ | FINANCING CALCULATOR | CUSTOMER REVIEWS | MEMBERSHIP COMPARISON

GA4 EVENT SPECIFICATION TABLE

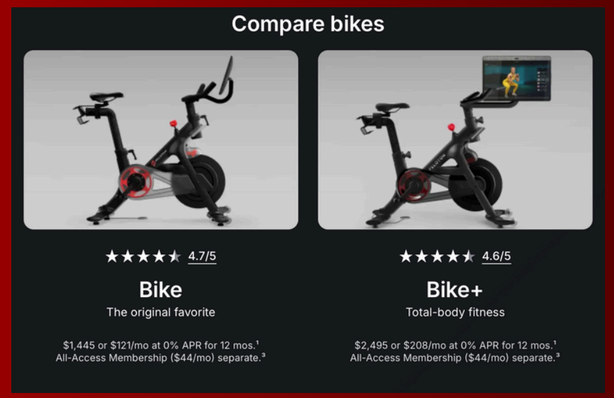
EVENT NAME	WHEN IT FIRES	PARAMETERS	WHY IT'S IMPORTANT	HOW WE'LL USE IT
ADD_TO_CART	USER ADDS PRODUCT TO CART	ITEM_NAME, ITEM_CATEGORY, PRICE, ITEM_ID	THIS SHOWS WHERE THERE ARE STRONG BUYING SIGNALS AND DETECTS DROP-OFFS IF PURCHASES AREN'T COMPLETED	TO MEASURE PURCHASE INTENT
VIEW_ITEM	USER VIEWS A PRODUCT PAGE	ITEM_NAME, ITEM_CATEGORY, ITEM_ID	IT SHOWS WHICH PRODUCTS ATTRACT MORE CUSTOMERS	TO TRACK PRODUCT INTREST
APP_DOWNLOAD _CLICK	USER CLICKS DOWNLOAD APP	PLAT FORM (IOS, ANDROID)	IT HELPS MEASURE APP MARKETING SUCCESS	TO TRACK THE EFECTIVENESS OF MOBILE APP PROMOTION
COMPARE_ PRODUCTS	USER VIEWS THE BIKE COMPARISON PAGE	COMPARE_ITEMS	IT SHOWS CUSTOMERS EVALUATING OPTIONS WHICH IS USEFUL FOR PRICING AND POSITIONING	TO MEASURE DECISION BEHAVIOR
SIGN_UP	USER SIGNS UP FOR PELOTON MEMBERSHIP	METHOD (EMAIL, GOOGLE, ETC.)	IT SHOWS WHICH SIGN UP METHODS ARE THE MOST EFFECTIVE	TO TRACK NEW MEMBER SIGN UP

CONVERSION EVENTS SET UP: MACRO CONVERSION

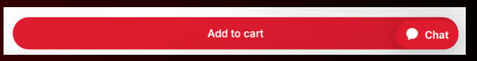
ARRIVE TO HOMEPAGE

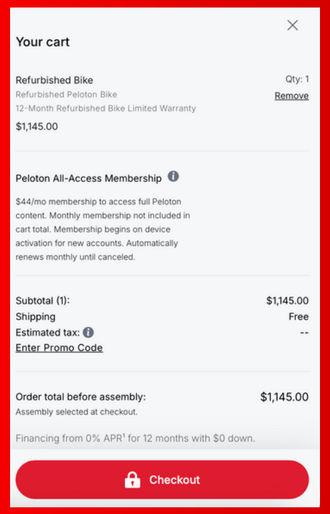


COMPARE PRODUCTS



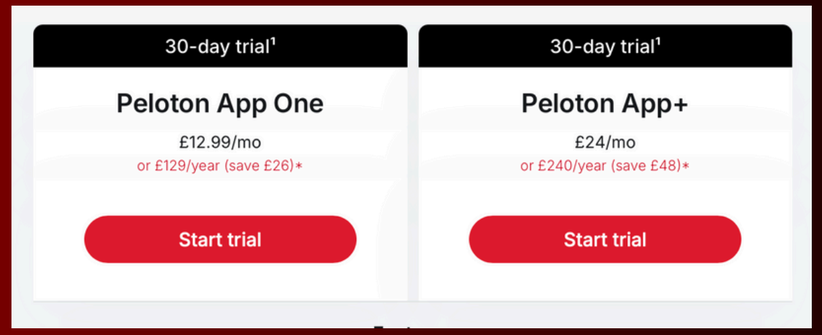
ADD TO CART





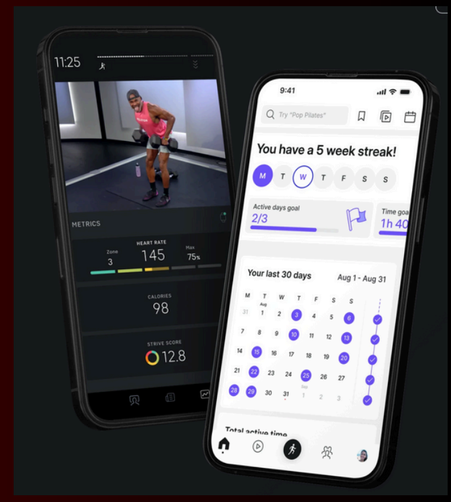
PURCAHSE ITEM

SIGN UP FOR MEMBERSHIP AND TAKE CLASSES

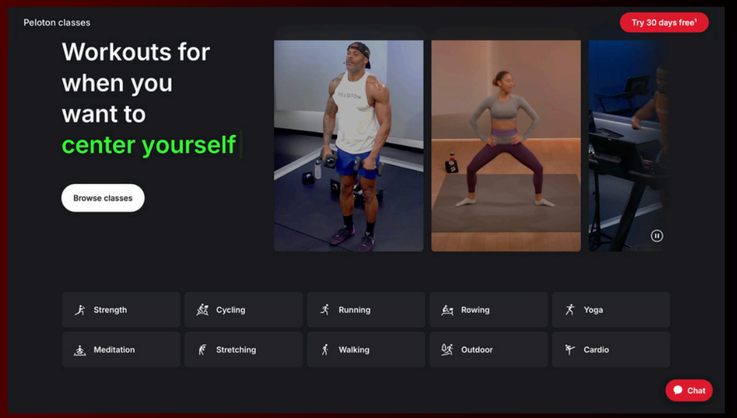


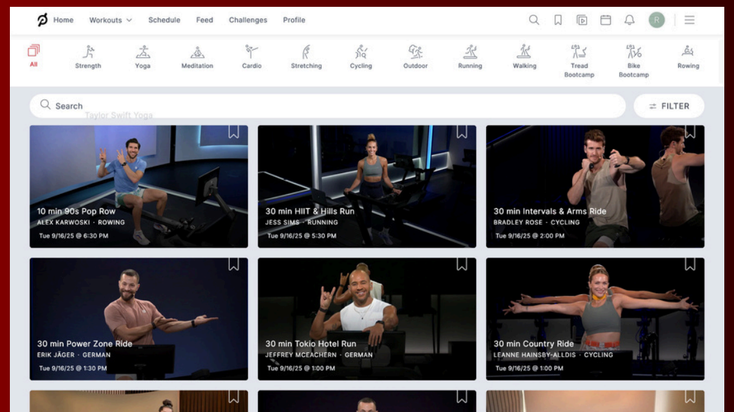
CONVERSION EVENTS SET UP: MICRO CONVERSION

- CLICKING “DOWNLOAD APP”
- SIGNING UP FOR A NEWSLETTER
- WATCHING A CLASS PREVIEW
- SEARCHING FOR CLASSES









GOOGLE ANALYTICS INTEGRATION

GOOGLE ADS

TRACK WHICH CAMPAIGNS AND PAID SEARCH KEYWORDS ARE DRIVING CONVERSIONS. THE CONVERSIONS BEING EQUIPMENT PURCHASES, APP DOWNLOADS, OR MEMBER SIGN UPS. THIS WOULD HELP WITH OPTIMIZING AD SPENDING AND WITH FOCUSING ON HIGH PERFORMING SEARCH TERMS.

SEARCH CONSOLE

TO MONITOR PELOTON'S ORGANIC SEARCH PERFORMANCE INCLUDING WHAT BROUGHT USERS TO THE SITE. THIS WOULD SHOW HOW POTENTIAL CUSTOMERS DISCOVER PELOTON.

GOOGLE SIGNALS

TO TRACK USERS ACROSS MULTIPLE DEVICES AND TO UNDERSTAND CROSS PLATFORM BEHAVIOR. PELOTON CUSTOMERS BROWSE ON THEIR MOBILE DEVICES AND COMPUTERS TO EVENTUALLY PURCHASE A PRODUCT. THIS WILL GIVE A CLEAR VIEW OF THE CUSTOMER JOURNEY.

CAMPAIGN PREVIEW

PELOTON: FITNESS ON YOUR TIME

THIS CAMPAIGN TARGETS THE STAY AT HOME PARENT AUDIENCE. USING THE PELOTON MEMBERSHIP PAGE, THE CAMPAIGN WOULD HIGHLIGHT FLEXIBLE ON DEMAND CLASSES THAT FIT INTO A PARENT'S SCHEDULE. FOR GOOGLE SEARCH ADS I WOULD USE KEYWORDS SUCH AS "HOME WORK OUTS NO TIME", "FITNESS FOR BUSY PARENTS", OR "QUICK WORK OUTS FOR PARENTS". FOR FACEBOOK I WOULD CREATE A VIDEO AD SHOWING A PARENT TAKING A SHORT MOMENT FOR THEMSELVES TO SIMPLY WORK OUT. FOR CONNECTED TV I WOULD HAVE A STORY STYLE AD THAT WOULD SHOW A PARENT MANAGING FAMILY AND WORK AND HAVE THEM TRANSITION TO A PELOTON CLASS AT HOME.



KEY METRICS

ENGAGED SESSIONS:	THIS MATTERS BECAUSE IT SHOWS THE NUMBER OF SESSIONS WHERE USERS INTERACT WITH THE WEBSITE. THIS HELPS WITH REACHING THE BUSINESS GOAL BECAUSE IT BETTER UNDERSTANDS HOW THE WEBSITE AND APP EXPERIENCE IS FOR THE CONSUMERS.
CONVERSIONS:	THIS MATTERS BECAUSE IT TRACKS THE NUMBER OF USERS WHO COMPLETE KEY ACTIONS LIKE SIGNING UP FOR.A MEMBERSHIP OR PURCHASING A PELOTON PRODUCT. THIS HELPS WITH REACHING THE BUSINESS GOAL BY MEASURING REVENUE GROWTH AND THE EFFECTIVENESS OF MARKTING TO NEW CUSTOMERS.
EVENTS PER SESSION:	THIS MATTERS BECAUSE IT MEASURES THE NUMBER OF INTERACTIONS CONSUMERS MAKE PER A SITE VISIT. THIS CAN BE SEARCHING FOR CLASSES OR WATCHING CLASS PREVIEWS. THIS HELPS REACHING THE BUSINESS GOAL BECAUSE IT MEASURES ENGAGEMENT DEPTH AND WHETHER USERS ARE MAKING CONVERSIONS.
USER ACQUISITION:	THIS MATTERS BECAUSE IT TELLS US WHERE NEW USERS ARE COMING FROM. THIS WILL HELP REACH THE BUSINESS GOAL BECAUSE IT SHOWS WHICH MARKETING CHANNELS TO SPEND MORE ON.
AVERAGE REVENUE PER USER:	THIS MATTERS BECAUSE IT CALCULATES THE AVERAGE AMOUNT OF REVENUE GENERATED BY EACH USER. IT HELPS REACH THE BUSINESS GOAL BECAUSE IT PROVIDES INSIGHT INTO A CUSTOMER VALUE AND HELPS PELOTON EVALUATE PRICING STRATEGIES.

CONCLUSION

- SET UP EVENT TRACKING TO CAPTURE BOTH CONVERSION TYPES
- LEVERAGE CROSS CHANNEL INSIGHTS FROM GOOGLE ADS, META, AND CONNECTED TV
- IMPLEMENT GA4 IMMEDIATELY TO ENSURE ACCURATE TRACKING OF CONVERSIONS
- TRACK RETENTION METRICS SUCH AS RETURNING USERS AND ENGAGED SESSION PER USERS
- USE CONVERSION PATHS AND ATTRIBUTION REPORTS

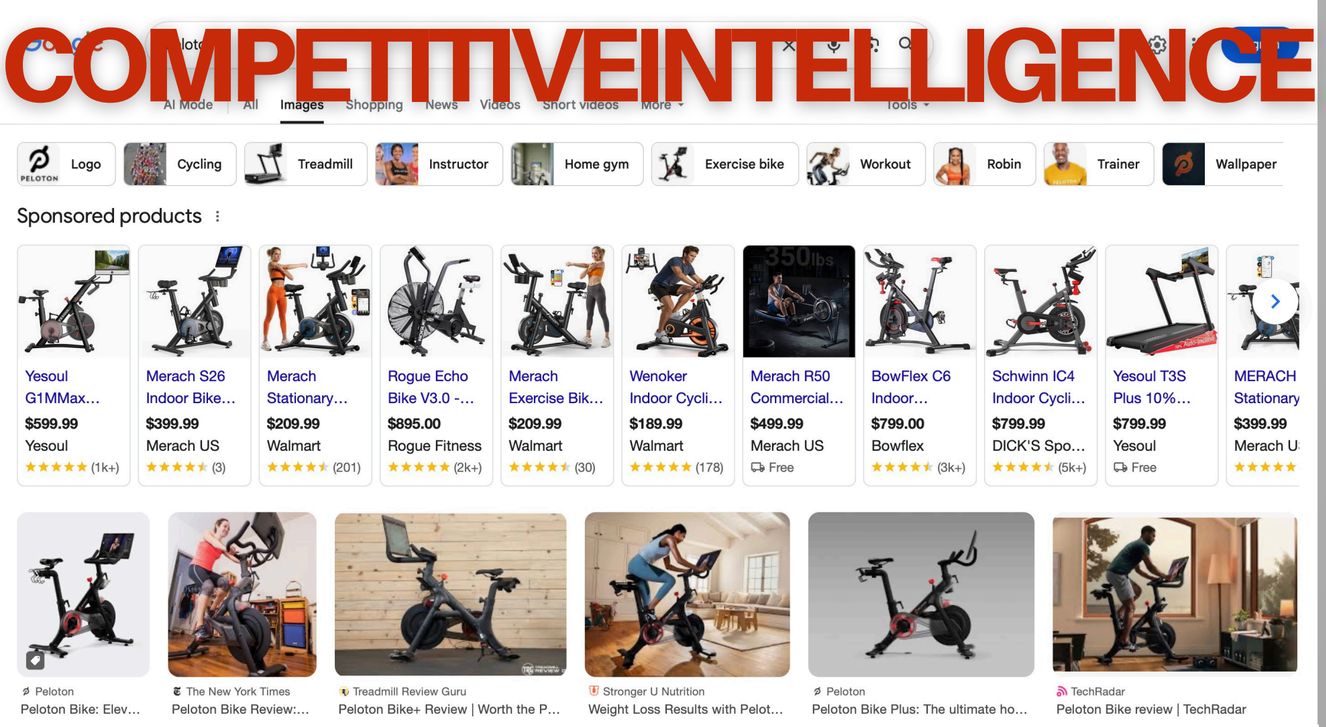
NEXT STEPS

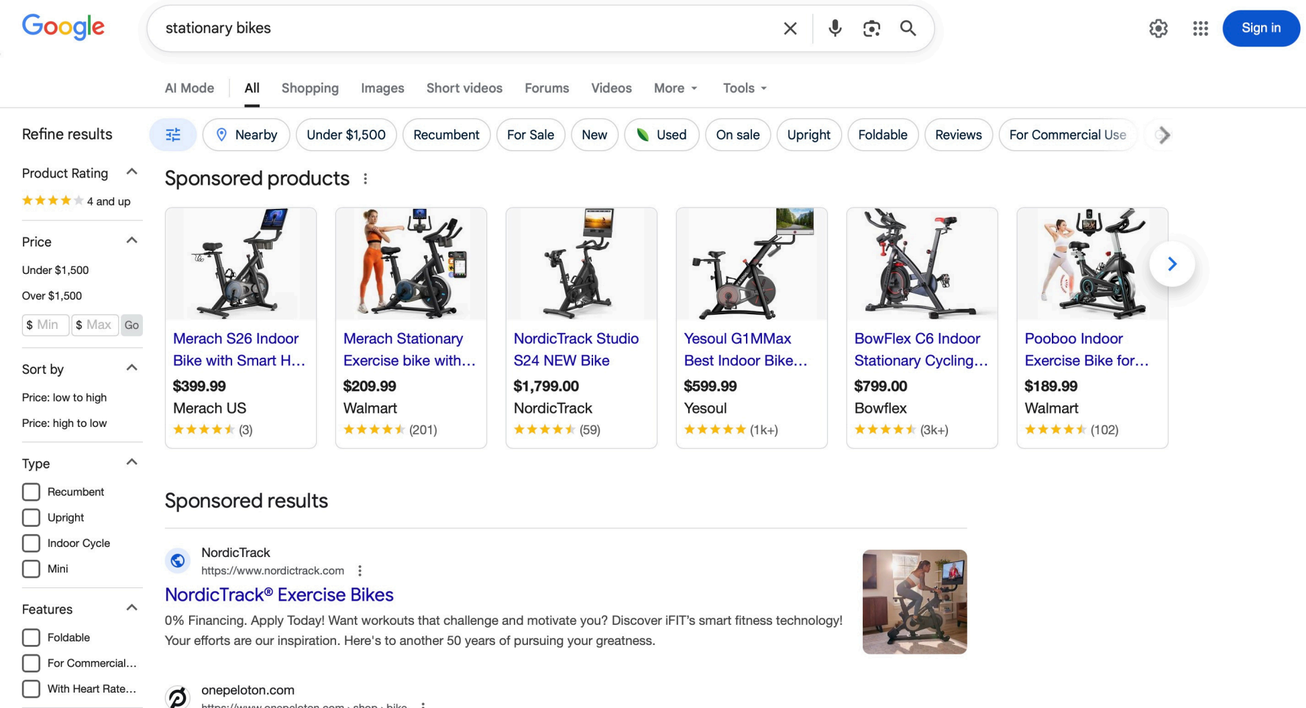
IM EXCITED TO LAUNCH THIS CAMPAIGN, FITNESS ON THE GO. I AM CONFIDENT THAT THE DATA DRIVEN APPROACH WILL SHOW PELOTON AS THE GO TO FITNESS FOR BUSY PARENTS AND DRIVE IMPORTANT RESULTS. COMBINING CREATIVE TARGETED MEDIA PLACEMENT WILL NOT ONLY INCREASE MEMBERSHIP SIGNUPS BUT ALSO STRENGTHEN PELOTON'S BRAND.



PAID SEARCH RECOMMENDATION: PELOTON

COMPETITIVE INTELLIGENCE





AS I GOOGLED PELOTON AND THEIR MAIN PRODUCT, A STATIONARY BIKE, MANY DIFFERENT COMPETITORS CAME UP. THE MAIN BRANDS THAT CAME UP WERE MERACH, YESOUL, AND BOWFLEX. THE COMPETITORS OFFER A LOWER PRICE POINT; MEANWHILE, PELOTON OFFERS POLISHED SOFTWARE, LIVE WORKOUT CLASSES, AND A LARGER COMMUNITY.

ABOUT GOOGLE SEARCH ADS AI

AI USES USE DEVICE SIGNALS TO ADJUST BIDS. ADVERTISERS CAN INPUT DIFFERENT HEADLINES AND DESCRIPTIONS AND AI CAN MIX AND MATCH COMBINATIONS TO RESEARCH WHICH COMBINATION PERFORMS THE BEST. GOOGLE CAN ALSO INTERPRET SEARCHER'S MOTIVES EVEN IF THEY DON'T USE PELOTON RELATED WORDS.



CAMPAIGN INTRODUCTION:

THE PRIMARY GOAL OF THIS GOOGLE SEARCH ADS CAMPAIGN IS TO DRIVE CONVERSIONS BY TARGETING BUSY PARENTS LOOKING FOR A QUICK AND EFFECTIVE AT HOME WORK OUT. THIS POSITIONS PELOTON TO BE A CONVENIENT FITNESS SOLUTION THAT CAN EASILY BE FIT INTO A PARENT'S DAILY ROUTINE.

CAMPAIGN ARCHITECTURE:

ACCOUNT: PELOTON

CAMPAIGN 1: QUICK AT HOME PELOTON WORKOUTS FOR PARENTS
AD GROUP 1.1: VIRTUAL LIVE/ON-DEMAND PELOTON CLASSES
AD GROUP 1.2: PELOTON WORK OUTS FOR PARENTS
AD GROUP 1.3: PELOTON WORKOUT EQUIPMENT FOR HOME

CAMPAIGN 2: FITNESS FOR BUSY PARENTS
AD GROUP 2.1: WORKOUTS FOR MOM
AD GROUP 2.2: WORKOUTS FOR DAD

CAMPAIGN STRATEGY RATIONALE

CAMPAIGN 1 BRAND (28%= $12,600)

PROMOTE PELOTON EQUIPMENT THAT CAN BE PURCHASED AND PLACED IN A PARENTS HOME AND PELOTON'S DIVERSE LIVE/ON-DEMAND CLASSES OFFERED.

CAMPAIGN NON-BRAND (72%= $32,000)

PROMOTE WORK OUTS THAT MOM OR DAD CAN FIT INTO THEIR BUSY SCHEDULES.

PELOTON'S AUDIENCE SEARCH BEHAVIORS



STAY AT HOME PARENTS:

CAMPAIGN 1 AND CAMPAIGN 2 BOTH TARGET THIS AUDIENCE. THE SEARCH BEHAVIOR FOR CAMPAIGN 1 ARE "PELOTON QUICK WORKOUTS" AND "PELOTON BIKE DEALS". FOR CAMPAIGN 2 THE SEARCH BEHAVIORS ARE "QUICK HOME WORKOUTS FOR MOMS", "WORKOUTS WHILE KIDS NAP", "FITNESS WITH NO EQUIPMENT AT HOME". THE PAIN POINTS ARE LACK OF FREE TIME, CHILDCARE RESPONSIBILITIES, AND LIMITED TIME TO LEAVE HOME. THE MOTIVATIONS ARE CONVENIENCE, FLEXIBILITY, AND BEING ABLE TO WORK OUT AT HOME WITHOUT DISRUPTING FAMILY ROUTINES.



FITNESS ENTHUSIASTS:

CAMPAIGN 2 TARGETS THIS AUDIENCE BECAUSE THEY ARE SEARCHING FOR GENERAL FITNESS SOLUTIONS. THE SEARCH BEHAVIORS FOR CAMPAIGN 1 ARE "BEST NEW WORKOUT TRENDS", "HIT HOME ACCESSORIES", AND "FITNESS INFLUENCER WORKOUTS". FOR CAMPAIGN 2 THE SEARCH BEHAVIORS ARE "PELOTON QUICK WORKOUTS" AND PELOTON ACCESSORIES". THE PAIN POINTS ARE BOREDOM WITH ROUTINE WORKOUTS, WANTING THE LATEST AND BEST GEAR, COMPARISON TO INFLUENCERS. THE MOTIVATIONS FOR THE FITNESS ENTHUSIASTS ARE STAYING AHEAD OF TRENDS, ENHANCING PERFORMANCE, HAVING STATUS IN FITNESS COMMUNITIES.



TIME CONSTRAINED PROFESSIONALS:

CAMPAIGN 1 TARGETS TIME CONSTRAINED PROFESSIONALS BECAUSE THEY ARE AWARE OF PELOTON AND SEARCHING FOR BRANDED SOLUTIONS. THE SEARCH BEHAVIORS FOR CAMPAIGN 1 ARE "20 MINUTE WORKOUT AT HOME", "QUICK TREADMILL WORKOUTS", AND "PELOTON APP SHORT WORKOUTS". THE SEARCH BEHAVIORS FOR CAMPAIGN 2 ARE "PELOTON APP SUBSCRIPTION", AND "PELOTON ON-DEMAND WORKOUTS". THE PAIN POINTS ARE PACKED SCHEDULES, WORK STRESS, LACK OF CONSISTENT GYM ACCESS. THE MOTIVATIONS ARE EFFICIENCY, STRESS RELIEF, FITTING WORKOUTS INTO SHORT WINDOWS.

THE AUDIENCE

PARAMETER	CAMPAIGN 1 SETTING	CAMPAIGN 2 SETTING	RATIONALE
LOCATIONS	UNITED STATES (METRO/SUBURBAN AREAS)	UNITED STATES (URBAN AND SUBURBAN AREAS)	PELOTON HAS A BRAND AWARENESS MAINLY IN THE UNITED STATES WITTH PARENTS IN SUBURBAN/URBAN AREAS WHO ARE MORE LIKELY TO SEEK AT HOME FITNESS SOLUTIONS.
LANGUAGES	ENGLISH	ENGLISH	THE PRIMARY TARGET AUDIENCE FOR PELOTON IN THE UNITED STATES SPEAK ENGLISH. THIS ENSURES AD RELEVANCE AND COMPREHENSION.
DEVICES	MOBILE AND DESKTOP	MOBILE AND DESKTOP	BUSY PARENTS ARE MORE LIKELY TO SEARCH ON MOBILE DURING SHORT WINDOWS OF FREE TIME. DESKTOP COVERS WORK/LUNCH BROWSING.
DEMOGRAOHICS	ADULTS 25-44, PARENTS IN THE UPPER/MIDDLE CLASS	ADULTS 25-44, PARENTS IN THE UPPER/MIDDLE CLASS	THIS TARGET ALIGNS WITH PELOTON'S CORE BUYERS: BUSY PARENTS WITH DISPOSABLE INCOME SEEKING CONVENIENCE AND HEALTH SOLUTIONS.

KEYWORD STRATEGY

CAMPAIGN 1: QUICK AT HOME PELOTON WORKOUTS FOR PARENTS

KEYWORD	MATCH TYPE	EST. CPC (USD)
PELOTON QUICK WORKOUTS	PHRASE MATCH	$2.80
PELOTON AT HOME WORKOUTS	PHRASE MATCH	$3.20
PELOTON WORKOUTS FOR PARENTS	BROAD MATCH	$2.40
PELOTON HOME FITNESS	PHRASE MATCH	$3.00
PELOTON EXERCISE CLASSES AT HOME	EXACT MATCH	$3.40
PELOTON APP QUICK WORKOUTS	PHRASE MATCH	$2.90
PELOTON 20 MINUTE WORKOUT	EXACT MATCH	$2.60
PELOTON SHORT WORKOUTS	PHRASE MATCH	$2.70
PELOTON WORKOUT PLAN FOR PARENTS	BROAD MATCH	$2.50
PELOTON FAMILY FITNESS	BROAD MATCH	$2.20
PELOTON HOME GYM WORKOUTS	PHRASE MATCH	$3.10
PELOTON APP HOME EXERCISE	PHRASE MATCH	$2.80



KEYWORD STRATEGY

CAMPAIGN 2: FITNESS FOR BUSY PARENTS

KEYWORD	MATCH TYPE	EST. CPC (USD)
QUICK AT HOME WORKOUTS	PHRASE MATCH	$4.20
SHORT WORKOUTS FOR BUSY PARENTS	EXACT MATCH	$4.50
BEST WORKOUTS FOR MOMS AT HOME	PHRASE MATCH	$4.00
HOME WORKOUTS FOR DADS	BROAD MATCH	$3.80
20 MINUTE WORKOUT AT HOME	PHRASE MATCH	$3.90
FAST HOME WORKOUTS	BROAD MATCH	$3.70
EXERCISE ROUTINES FOR PARENTS	PHRASE MATCH	$4.10
WORKOUTS FOR MOMS WITH NO TIME	BROAD MATCH	$4.30
FITNESS AT HOME FOR BUSY SCHEDULE	PHRASE MATCH	$4.20
HOME WORKOUT PLAN FOR PARENTS	EXACT MATCH	$4.00
QUICK WORKOUTS NO EQUIPMENT	PHRASE MATCH	$3.90
15 MINUTE FITNESS ROUTINE	BROAD MATCH	$3.60



AD COPY AND ASSETS

CAMPAIGN 1

AD GROUP: QUICK AT HOME PELOTON WORKOUTS
RSA #1
HEADLINES:
1) QUICK PELOTON WORKOUTS FOR BUSY PARENTS
2) {KEYWORD: PELOTON AT HOME WORKOUTS}
3) GET FIT FAST-PELOTON AT HOME
4) YOUR FITNESS ROUTINE SIMPLIFIED
5) FITNESS MADE EASY WITH THE PELOTON APP
6) STREAM WORKOUTS ANYTIME, ANYWHERE
7) JOIN THOUSANDS OF PARENTS STAYING ACTIVE
8) BUILD STRENGTH IN JUST MINUTES A DAY
9) JOIN THOUSANDS OF PARENTS STAYING ACTIVE
DESCRIPTIONS:
1) STAY ACTIVE WITH QUICK CLASSES LED BY WORLD CLASS INSTRUCTORS. JOIN THE PELOTON COMMUNITY TODAY.
2) FITNESS MADE SIMPLE BIKE, TREAD, OR APP. GET MOTIVATION AND RESULTS FROM THE COMFORT OF HOME.
3) DISCOVER PELOTON'S SHORT, EFFECTIVE AT HOME WORKOUTS BUILT FOR YOUR BUSY LIFESTYLE. STREAM ON ANY DEVICE.
4) ENJOY 20-MINUTE WORKOUTS THAT FIT YOUR SCHEDULE. TRY THE PELOTON APP FREE FOR 30 DAYS.

CAMPAIGN 2

AD GROUP: QUICK AT HOME WORKOUTS FOR BUSY PARENTS
RSA #1
HEADLINES:
1) FIT FITNESS INTO YOUR BUSY DAY
2) QUICK AT HOME WORKOUTS FOR BUSY PARENTS
3) {KEYWORD:AT HOME WORKOUTS FOR PARENTS}
4) WORK OUT ANYTIME, ANYWHERE
5) SHORT WORKOUTS WITH BIG RESULTS
6) YOUR DAILY ENERGY BOOST IN 20 MINUTES
7) STAY HEALTHY FROM THE COMFORT OF HOME
8) EASY FITNESS ROUTINES FOR MOMS & DADS
9) WORK OUT ANYTIME, ANYWHERE
DESCRIPTIONS:
1) STAY ACTIVE WITH FAST, EFFECTIVE WORKOUTS YOU CAN DO AT HOME PERFECT FOR PARENTS WITH BUSY SCHEDULES.
2) GET FIT WITHOUT THE GYM. TRY SHORT, GUIDED WORKOUTS THAT DELIVER REAL RESULTS IN LESS TIME.
3) MAKE FITNESS SIMPLE AGAIN. NO EQUIPMENT REQUIRED JUST YOUR MOTIVATION AND 20 MINUTES A DAY.
4) BUILD A HEALTHY ROUTINE THAT FITS YOUR LIFESTYLE. START YOUR HOME FITNESS JOURNEY TODAY.

MONTHLY DISTRIBUTION AND PERFORMANCE PROJECTIONS

THIS CAMPAIGN WILL BE 3 MONTHS LONG. THE CAMPAIGN WILL START IN DECEMBER AND END IN FEBUARY. THIS WILL ALLOW THE CAMPAIGN TO BE PROMOTED AROUND THE TIME WHEN PEOPLE ARE MAKING THEIR NEW YEARS RESOLUTIONS FOR THE NEW YEAR. ALOT OF PEOPLE CHOOSE HEALTH IMPROVEMENT AS A NEW YEARS RESOLUTION.

MONTH	BUDGET	DAILY BUDGET	STRATEGY
MONTH 1	$13,050 (29%)	$435	• LAUNCH BRANDED CAMPAIGN • TEST VALUE PROPS • USE SMART BIDDING
MONTH 2	$14,400 (32%)	$480	• FOCUS BUDGET ON SUCCESSFUL KEYWORDS • ANALYZE AND CUT UNSUCCESSFUL KEY WORDS
MONTH 3	$17,550 (39%)	$585	• HIGHLIGHT SUBSCRPITIONS AND EQUIPMENT INVESTMENT • OPTIMIZE SPENDING ON SUCCESSFUL ROI CAMPAIGNS

PERFORMANCE PROJECTIONS TABLE

METRIC	FORMULA	MONTH 1	MONTH 2	MONTH 3	TOTAL
BUDGET	GIVEN	$13,050	$14,400	$17,550	$45,000
IMPRESSIONS	RESEARCH-BASED ASSUMPTION	$130,500	$144,000	$175,500	$450,000
AVG. CPC	RESEARCH BASED ASSUMPTION	$2	$2	$2	-
CLICKS	BUDGET / CPC	6,525	7,200	8,775	22,500
CTR	INDUSTRY BENCHMARK	5%	5%	5%	-
CONVERSIONS	CLICKS X CONV RATE	261	288	351	900
CONV. VALUE	RESEARCH / ASSUMPTION	$1,200	$1,200	$1,200	-
REVENUE	CONVERSIONS X VALUE	$313,200	$345,600	$421,200	$1,080,000
ROAS	REVENUE / SPEND	24	24	24	24
CPA	SPEND / CONVERSIONS	$50	$50	$50	$50

MY CALCULATIONS

THE BUDGET IS $13,050 FOR MONTH 1, $14,400 FOR MONTH 2, AND $17,550 FOR MONTH 3. IMPRESSIONS ARE BASED ON RESEARCH. AVG CPC IS $2 SO I DIVIDED EACH MONTH BUDGET BY THAT NUMBER TO GET THE CLICKS, CTR IS 5% WHICH LINES UP WITH THE INDUSTRY BENCHMARK. CONVERSIONS ASSUMED A CONVERSION RATE OF 4% AND THEN MULTIPLIED THAT BY THE AMOUNT OF CLICKS. CONVERSION VALUE IS $1,200. REVENUE IS MULTIPLYING THE MONTH'S CONVERSION BY ITS CONVERSION VALUE. ROAS IS EACH MONTH'S REVENUE DIVIDED BY ITS BUDGET. CPA IS EACH MONTH'S BUDGET DIVIDED BY ITS CONVERSION.

ASSUMPTIONS AND RATIONALE

CONVERSION RATE:

BASED ON PELOTON'S STRONG BRAND RECOGNITION AND HIGH PURCHASE INTENT AMONG FITNESS-FOCUSED CONSUMERS, A 4% CONVERSION RATE IS USED. THIS ALIGNS WITH TYPICAL CONVERSION RATES FOR PREMIUM FITNESS AND E-COMMERCE PRODUCTS IN THE HEALTH AND WELLNESS CATEGORY

AVERAGE ORDER VALUE:

GIVEN IN PART 1: THE AVERAGE ORDER VALUE IS $1,200, REPRESENTING THE TYPICAL COST OF A PELOTON BIKE OR TREAD PURCHASE

CLICK-THROUGH-RATE:

INDUSTRY AVERAGE IS AROUND 5% FOR WELL-OPTIMIZED FITNESS-RELATED SEARCH ADS, ESPECIALLY THOSE USING BRANDED OR HIGH-INTENT KEYWORDS LIKE "BEST HOME WORKOUT BIKE" OR "QUICK AT-HOME WORKOUTS." PELOTON'S STRONG BRAND AWARENESS AND VISUAL AD EXTENSIONS CAN HELP MAINTAIN THIS HIGHER THAN AVERAGE CTR.

COST-PER-CLICK:

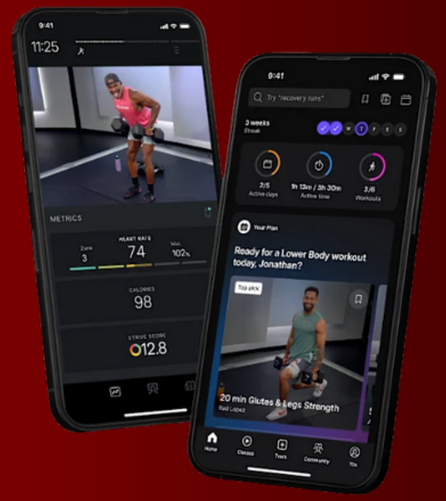
KEYWORD RESEARCH SHOWS AN AVERAGE CPC OF $2.00 FOR COMPETITIVE FITNESS AND WORKOUT EQUIPMENT TERMS. HIGH-INTENT SEARCHES SUCH AS "BUY PELOTON BIKE" OR "HOME SPIN BIKE WITH CLASSES" MAY COST SLIGHTLY MORE ($2.50–$3.00), BUT BROADER LIFESTYLE AND NON-BRANDED TERMS AVERAGE AROUND $1.50–$2.00, BALANCING THE OVERALL CPC TO ROUGHLY $2.00 ACROSS CAMPAIGNS.

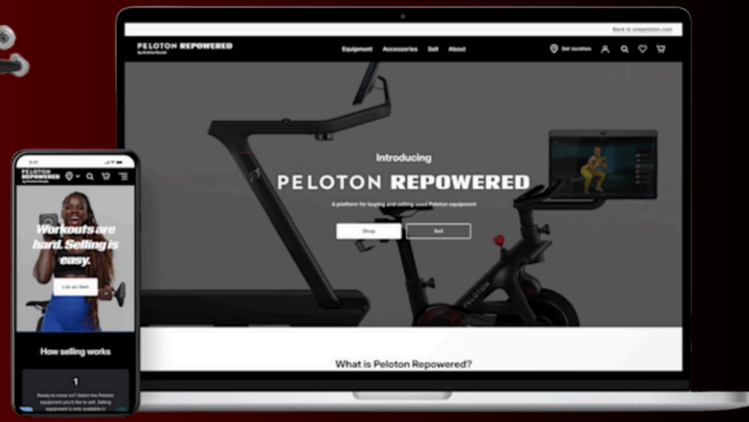
SMART BIDDING AND AUTOMATION

CHOSEN STRATEGY: TARGET ROAS PELETON'S GOAL IS TO DRIVE ONLINE SALES OF TREADMILLS, APP SUBSCRIPTIONS, AND BIKES.**USING TARGET ROAS** ENSURES GOOGLE TO AUTOMATICALLY ADJUST BIDS TO MAXIMIZE REVENUE. THE **AUTOMATION FEATURES** ARE DYNAMIC SEARCH ADS, AUTO APPLIED RECOMMENDATIONS, AND OPTIMIZATION SCORE TARGET. **WEEKS 1-2** WILL BE THE LEARNING PHASE AND THE CAMPAIGNS WILL GATHER DATA ON SEARCH TERMS, CLICKS, AND USER INTENT. **WEEKS 3-4** WILL BE INITIAL OPTIMIZATIONS AND THAT WILL REVEAL TOP PERFORMING KEYWORDS AND AUDIENCES. **MONTHS 2+** WILL BE FULL AUTOMATION BENEFIT WHERE MACHINE LEARNING WILL FULLY OPTIMIZE BIDDING AND TARGETING.









REPORTING AND OPTIMAZATION PLAN

DAILY:

MONITOR DAILY SPEND TO ENSURE THE CAMPAIGN STAYS WITHIN THE BUDGET. USE GOOGLE ADS AUTOMATED RULES AND ALERTS TO FLAG ANOMALIES. MAKE MINOR BID ADJUSTMENTS OR PAUSE UNDERPERFORMING KEYWORDS.

WEEKLY:

REVIEW KEY METRICS AGAINST WEEKLY PROJECTIONS. EVALUATE CONVERSION RATE TRENDS ESPECIALLY FOR TARGET AUDIENCE SEGMENTS LIKE PARENTS. ASSESS WHICH AD HEADLINES AND DESCRIPTIONS ARE DRIVING THE STRONGEST ENGAGEMENT. SHIFT MORE BUDGET TOWARD TOP PERFORMING AD GROUPS OR HIGH INTENT KEY WORDS.

MONTHLY:

CONDUCT A COMPREHENSIVE PERFORMANCE REVIEW COVERING SPEND, ROAS, CONVERSIONS, AND AUDIENCE INSIGHTS. COMPARE ACTUAL RESULTS TO CAMPAIGN GOALS. IDENTIFY SEASONAL OR BEHAVIORIAL TRENDS SUCH AS HIGHER CONVERSIONS DURING HOLIDAY MONTHS.

FUTURE OPPURTUNITIES &CONCLUSION

INSIGHTS FROM THE TOP PERFORMING GOOGLE KEYWORDS WILL GUIDE META AUDIENCE TARGETING. HIGH PERFORMING KEYWORDS WILL ALSO INSPIRE CTV AD CREATIVE THAT HIGHLIGHTS CONVENIENCE, SPEED, AND FLEXIBILITY. GOOGLE'S AI AUDIENCE INSIGHTS WILL HELP BUILD UNIFIED CUSTOMER PROFILES. THIS GOOGLE SEARCH ADS CAMPAIGN WILL SUPPORT PELOTON'S LARGER GOALS BY INCREASING PRODUCT AND APP SUBSCRIPTIONS, REPOSITIONING PELOTON AS AN ON THE GO SOLUTION FOR BUSY PARENTS, AND DRIVING MEASURABLE ROI THROUGH AI POWERED TARGETING. THE INVESTMENT REQUIRED IS $45,000 OVER 3 MONTHS. THE ESTIMATED RETURN ON AD SPEND IS 400% BASED ON PAST PERFORMANCE IN THE HOME FITNESS CATEGORY. THE PROJECTED REVENUE IS ABOUT $180,000. THE AVERAGE COST PER CONVERSION IS ABOUT $120. THE KEY ADVANTAGES TO THIS APPROACH ARE AI DRIVEN BIDDING WILL ENSURE MAXIMUM REVENUE, DATA FROM SEARCH WILL INFORM CROSS CHANNEL STRATEGY ON META AND CTV, SEARCH ADS WILL CAPTURE SEARCH TRENDS AMONG PARENTS, AND MACHINE LEARNING WILL IMPROVE CONTINUOUSLY. MONTH 1 WILL BE TESTING AND LEARNING THE NEW CAMPAIGN. MONTH 2 WILL OPTIMIZE THE CAMPAIGN AND ADJUST BASED OFF OF THE DATA. MONTH 3 WILL EXPAND AUTOMATION AND DRIVE CONVERSIONS. I RECOMEND LAUNCHING THIS CAMPAIGN IN DECEMBER TO TAKE ADVANTAGE OF AI DRIVEN OPTIMIZATION AND PEAK HOLIDAY DEMAND.



META INVESTMENT STRATEGY:PELOTON

OBJECTIVE

OUR GOAL IS TO INCREASE THE AMOUNT OF CONVERSIONS BY INCREASING THE NUMBER OF PURCHASES OF BIKES AND SUBSCRIPTIONS. THE CAMPAIGN'S GOAL IS TO DRIVE DIRECT SALES AND REINFORCE THE BRAND'S VALUE AS A TIME SAVING FITNESS SOLUTION FOR BUSY PARENTS.

BUYING TYPE:

AUCTION

FOR PELETON'S CAMPAIGN, "FITNESS ON THE GO", AUCTION BUYING WILL ALLOW FLEXIBLE BUDGET PACING, TESTING MULTIPLE OPTIONS, AND OPTIMIZING TOWARD CONVERSIONS. RESERVATION BUYING IS BETTER FOR A GARUNTEED REACH. PELOTON NEEDS EFFICIENCY AND ADAPTABILITY WHICH IS IDEAL FO THE AUCTION MODEL.



IDENTIFYING THE AUDIENCE

LOOKALIKE AUDIENCE OF TOP PURCHASERS

A LOOK ALIKE AUDIENCE ESNURES PELOTON RACHES PEOPLE WHO RESEMBLE RECENT BUYERS. SPECIFICALLY WORKING PARENTS AGED 25-50 WITH A DISPOSABLE INCOME. WE WILL TARGET PEOPLE WHO HAVE AN INTEREST IN HOME WORKOUTS, FITNESS APPS, CYCLING, AND PELETON INSTRUCTORS. WE WILL TARGET DEMOGRAPHICS OF PARENTS, HOMEOWNERS, AND MID TO HIGH INCOME BRACKETS. THE EXCLUSIONS WILL BE EXISTING SUBSCRIBERS AND PAST PURCHASERS; THIS WILL HELP US AVOID WASTED SPEND.

CHOOSING PLACEMENTS

IG

THIS IS A VISUALLY RICH ENVIROMENT TO SHOWCASE PELETON'S PPRODUCT AESTHETICS.

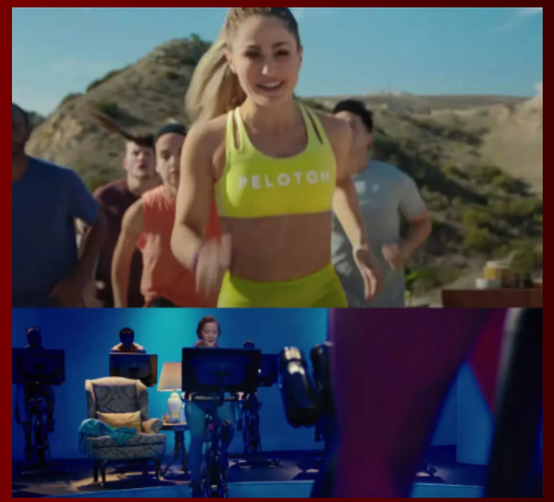
AUDIENCE NETWORK

THIS EXPANDS REACH AT A LOWER CPM WHILE MAINTAINING TARGETING ACCURACY.

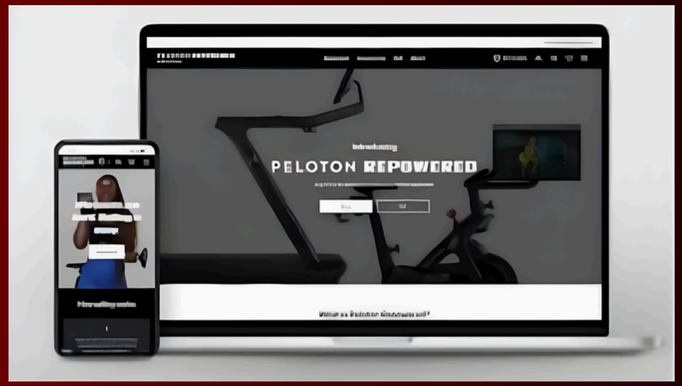
BRAND SAFETY CONTROLS:
EXCLUDE POLITICAL, GAMBLING, OR CONTROVERSIAL CONTENT CATEGORIES TO PRESERVE PELOTON'S FAMILY FRIENDLY BRAND IMAGE.

WHICH AD FORMATS?

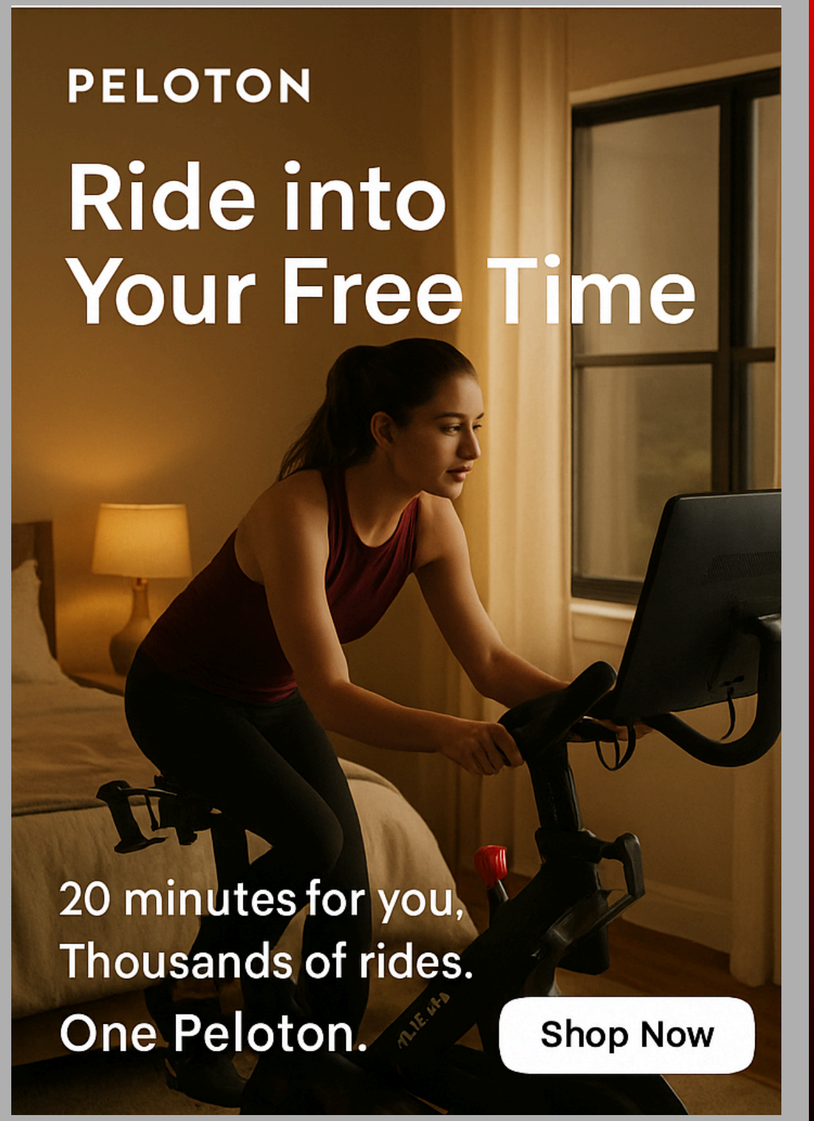
- SHORT VIDEO AROUND 10 SECONDS LONG SHOWING PARENTS FITTING WORKOUTS INTO THEIR BUSY DAILY ROUTINES
- CAROUSEL ADS FEATURING EQUIPMENT, COMMUNITY BENEFITS, AND INSTRUCTORS
- COLLECTION ADS FOR MOBLE TO DRIVE QUICK PURCHASE DECISIONS

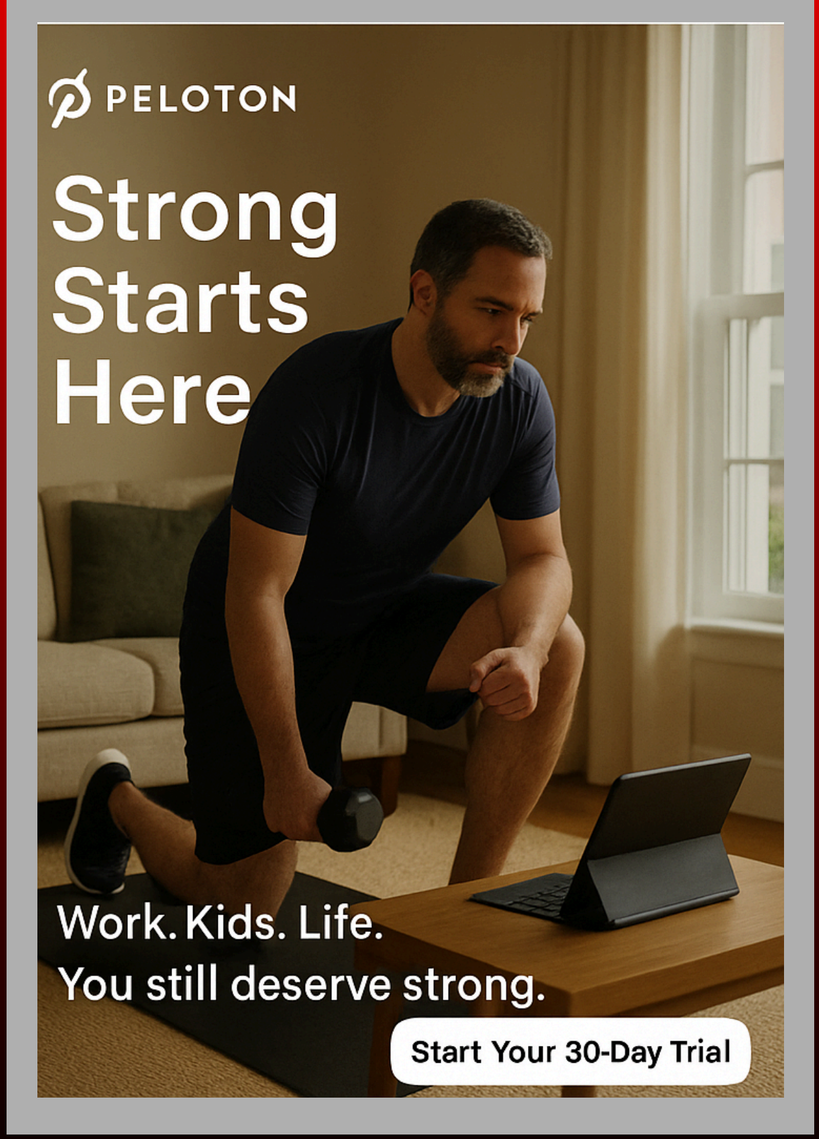






SAMPLE ADS


PELOTON
Ride into
Your Free Time
20 minutes for you,
Thousands of rides.
One Peloton.
Shop Now


PELOTON
Strong
Starts
Here
Work. Kids. Life.
You still deserve strong.
Start Your 30-Day Trial

BUDGET AND BID STRATEGY

TOTAL BUDGET: $57,000
BUDGET TYPE: LIFETIME BUDGET
BID STRATEGY: HIGHEST ROAS

THIS STRATEGY WILL ALLOW US TO MAXIMIZE TOTAL REVENUE FROM THE SET BUDGET. THIS WILL LET META ALLOCATE SPENDING TO THE BEST PERFORMING AD SETS AND TIMES.

CAMPAIGN PARAMETERS

FREQUENCY:	2 IMPRESSIONS PER PERSON PER WORK TO AVOID FATIGUE.
DELIVERY CONTROLS:	SPEED UP IN EARLY WEELS TO EXIT LEARNING PHASE QUICKLY.
PRICING:	OPTIMIZE FOR CONVERSION VALUE AND NOT VOLUME.
OPTIMIZATION:	FOCUS ON DELIVERY IN EARLY MORNINGS AND LATE EVENINGS WHEN PARENTS ARE MORE ACTIVE ONLINE.
EXPECTED PREDICTABILITY:	DUR TO PERFORMANCE BASED BIDDING WHICH WILL REQUIRE WEEKLY REVIEW AND OPTMIZATION.

PERFORMANCE GOALS

THE GOAL FOR CPA IS $75 OR MORE PER SUBSCRIPTION. THE RETURN ON AD SPENDING TARGET IS A DOUBLE RETURN. THE CONVERSION RATE GOAL IS 4% FROM SITE VISITS TO PURCHASES.

CPM AND CLICK THROUGH SITE:

HOW MANY IMPRESSIONS CAN WE PURCHASE?	57,000/12.53 X 1000=4,549,082.203 IMPRESSIONS
HOW MANY WEBSITE VISITORS DO WE EXPECT?	4,549,000 X 2.5%=113,725 VISITORS
HOW MANY WILL ACTUALLY COMPLETE PELETON'S OBJECTIVE?	113,725 X 3%=3,411.75 COMPLETED PURCHASES
WHAT IS THE EXPECTED RETURN?	3,412 X 1,495=5,100,940 IN GROSS REVENUE AND 5,100,940/57,000=89:1 ROAS

LEARNING PHASE

THE LEARNING PHASE LASTS 50 CONVERSIONS PER EVERY AD SET. DURING THIS, META'S ALGORITHIM WILL TEST DIFFERENT AUDIENCES AND PLACEMENTS TO FIND THE MOST EFFICIENT COMBINATIONS. WE WILL MONITOR PERFORMANCE AND TRY TO AVOID CHANGES UNTIL LEARNING BECOMES STEADY TO PREVENT RESETTING THE LEARNING PHASE.

PERFORMANCE OPTIMIZATIONS

CREATIVE REFRESH

ROTATE IN NEW VISUALS EVERY 10-14 DAYS.

AUDIENCE EXPANSION

AFTER LEARNING PHASE, EXPAND TO 5% LOOKALIKES.

DYNAMIC CREATIVE TESTING

ALLOW META TO TEST COMBINATIONS OF IMAGE, CTA, AND COPY.

BUDGET REALLOCATION

CHANGE SPEND TOWARD TOP PERFORMING AD SETS WEEKLY.

DATA SOURCE

PIXEL AND CONVERSIONS API: TO ACCURATELY TRACK SALES AND ON SITE ACTIONS.
GOOGLE ANALYTICS/META ADS MANAGER: FOR PERFORMANCE DASHBOARDS.
CRM DATA: T BUILD AND UPDATE LOOKALIKE AND CUSTOM AUDIENCES.
OFFLINE CONVERSIONS: SYNC DATA FROM FINANCES OR STORES MADE FROM BIKE PURCHASES.

SUMMARY AND REQUEST FOR APPROVAL

THE FITNESS ON THE GO CAMPAIGN WILL POSITION PELOTON AS THE GO TO OPTION FOR BUSY PARENTS SEEKING PREMIUM AND TIME EFFICIENT FITNESS. USING SALES OBJECTIVE, AUCTION BUYING, LOOKALIKE TARGETING, AND ROAS OPTIMIZATION, WE WILL EXPECT TO DRIVE OVER 3,000 SALES WITH A STRONG RETURN.



CTV ADVERTISING: PELOTON

52

THE BENEFITS OF CTV

- ADVANCED TARGETING
- HIGH VIEWER ENGAGEMENT
- MEASURABLE RESULTS
- BRAND SAFE ENVIRONMENT
- EXPANDS AUDIENCE REACH
- CROSS DEVICE INTEGRATION
- FLEXIBILITY AND COST EFFICIENCY
- ENHANCED CREATIVE OPPORUNITIES

OBJECTIVES FOR OUR MESSAGE STRATEGY

"FITNESS THAT FITS YOUR SCHEDULE"

REIGNITE BRAND AWARENESS AMONG BUSY PARENTS

HIGHLIGHT PELOTON'S FLEXIBLE AND TIME EFFICIENT WORKOUTS ON THEIR APP, BIKE, AND TREAD

TOFU

CTV AD INTRODUCES PELOTON AS AN ACCESSIBLE FITNESS SOLUTION FOR PARENTS ON THE GO

CHANNEL STRATEGY

CTV: HULU, FUBO, AND YOUTUBE TV - HIGH REACH STORY TELLING

SOCIAL MEDIA: INSTAGRAM REELS - RETARGETING CONTENT

PELETON APP & EMAIL: CONVERSION CHANNELS PROMOTING TRIALS

CREATIVE STRATEGY "STRONG STARTS AT HOME"

AD SPECS
LENGTH: 15 SECONDS AND 30 SECONDS
ASPECT RATIO: 16:9 (STANDARD HD FORMAT FOR CTV)
RESOLUTION: FULL HD (1080 P)
2 VARIATIONS OF ADS:
"MORNING RUSH" - PARENT FITTING IN A QUICK WORKOUT BEFORE THEIR KIDS WAKE UP
"MIDDAY RESET" - MOM DOING A QUICK WORKOUT WHILE KIDS TAKE A NAP
CREATIVE OBJECTIVE
TO PROMOTE RECALL AND REDEFINE PELOTON'S BRAND IMAGE AS FLEXIBLE, FAMILY FRIENDLY, AND APPROACHABLE
CREATIVE MESSAGE METHODS
SLICE OF LIFE STORYTELLING: REALISTIC GLIMPSES INTO BUSY FAMILY ROUTINES
REPETITION AND BRAND RECALL: "PELOTON FITNESS THAT FITS YOUR SCHEDULE"
TRANSFORMATIONAL ADVERTISING: REFRAME WORKING OUT AS TIME GAINED, NOT TIME LOST
FEEL GOOD AND EMOTIONAL TONE: FOCUS ON BALANCE AND ACOMPLISHMENT

CALL TO ACTION



CTV TARGETING STRATEGY



PRIMARY AUDIENCE:

- PARENTS AGED 30-50 WITH YOUNGER CHILDREN
- INCOME LEVEL: UPPER TO MIDDLE INCOME
- LOCATION: URBAN AND SURBURBAN AREAS
- LIFE STAGE: TIME CONSTRAINED PARENTS BALANCING LIFE, WORK, FAMILY, AND PERSONAL WELLNESS

PSYCHOGRAPHIC TARGETING:

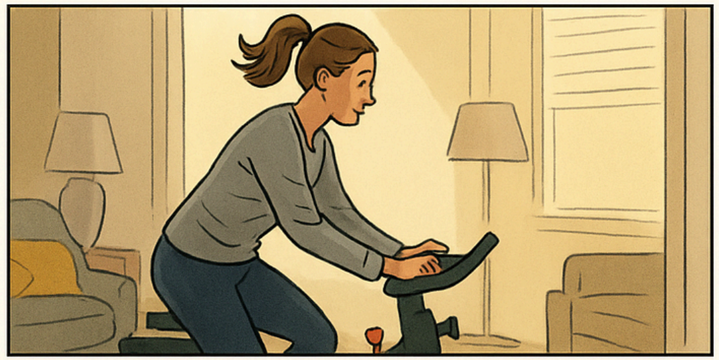
- VALUES EFFICIENCY, ROUTINE, AND SELF IMPROVEMENT

BEHAVIORAL TARGETING:

- STREAM CONTENT ON CTV PLATFORMS LIKE HULU, ROKU, AND YOUTUBE TV DURING EVENING FAMILY HOURS (6-10 P.M.)
- ALREADY ENGAGE WITH HEALTH & WELLNESS CONTENT (MEAL PREP, MINDFULNESS, HOME WORKOUTS)

STORYBOARD 30 SECONDS

Strong Starts at Home



1. Morning Rush (0–5 sec.)
„Before the chaos begins…"



2. Mid-Workout Moment (5–15 sec.)
„You showed up today, and that's whaat matters."



3. Family Interaction (15–25 yec.)
„Because finding time for you… means showing up



4. Call to Action (25–30 sec.)
„Peloton – where your strongest mo-

A/B TESTING IS ESSENTIAL TO MEASURE WHICH CREATIVE BEST CONNECTS WITH BUSY PARENTS. I WILL TEST CTA FORMAT, TONE, AD LENGTH, AND LEAD CHARACTER.

BUDGETS

PRODUCTION BUDGET

30 SECOND CTV: $35,000
15 SEC CUTDOWN: $10,000
EDITING: $5,000
TOTAL PRODUCTION COST: $50,000

IMPRESSION

MEDIA BUDGET: $250,000
CPM: $60
250,000/60X1,000= 4,166,667 IMPRESSIONS

REACH

IMPRESSIONS: 4,166,667

- THE AVERAGE A FREQUENCY FOR BRAND RECALL AND CONVERSION IS 3 EXPOSURES PER HOUSEHOLD

4,166,667/3=1,388,889 EXPECTED REACH

MEDIA BUDGET

HULU: $60 CPM $175,000
FUBO: $25 CPM $75,000
TOTAL MEDIA SPEND: $250,000

WHY WE RECOMMEND HIGHER CPMS

- HIGHER AUDIENCE ENGAGEMENT (CTV VIEWERS ARE MORE LIKELY TO FINISH AN AD)
- NON SKIPPABLE AD ENVIROMENT
- PRECISE HOUSEHOLD TARGETING (PARENTS AGES 30-50 WITH HEALTH AND WELLNESS INTERESTS)

MOVING FORWARD WITH CTV



CTV WORKS FOR PELOTON BECAUSE IT REACHES BUSY PARENTS WHERE THEY ALREADY ARE, AT HOME STREAMING CONTENT. IT ALSO PROVIDES PREMIUM TARGETING ON HULU AND ROKU AND PROVIDES HIGH ENGAGEMENT AND COMPLETION RATES. A $60 CPM BUYS PREMIUM, NON SKIPPABLE PLACEMENTS ON TRUSTED PLATFORMS 4.17 MILLION IMPRESSIONS= 1.4 MILLION UNIQUE HOUSEHOLDS REACHED AT 3X FREQUENCY. I RECOMMEND THAT YOU MOVE FORWARD USING CTV BECAUSE IT BALANCES QUALITY REACH, MEASURABLE OUTCOMES, AND EMOTIONAL IMPACT WHICH POSITIONS PELOTON TO RECONNECT WITH OLD USERS AND ATTRACT NEW FAMILIES SEEKING AT HOME WORK OUT SOLUTIONS.

CONCLUSION

THIS CAMPAIGN FITNESS THAT FITS YOUR SCHEDULE UNITES CTV, META, GOOGLE SEARCH, AND GA4. TARGETED TOWARDS BUSY PARENTS, THE CAMPAIGN SHOWS PELOTON AS FLEXIBLE, FAMILY FRIENDLY, AND ACCESSIBLE. **CTV** DRIVES AWARENESS AND EMOTIONAL ENGAGEMENT USING CPM, VIDEO COMPLETION RATE, AND REACH WITH AN INVESTMENT OF $250,000. THE EXPECTED OUTCOME IS 1.4 MILLION HOUSE HOLDS REACHED AND 7.17 MILLION IMPRESSIONS. **META** BUILDS COMMUNITY AND CONSIDERATION USING ENGAGEMENT RATE, CTR, CONVERSIONS WITH A $45,000 INVESTMENT. THE EXPECTED OUTCOME IS 4-6% ENGAGEMENT LIFT AND A 20% INCREASE IN SITE TRAFFIC. **SEARCH** CAPTURES HIGH INTENT LEADS USING CTR, CPA, AND TRIAL SIGN UPS. THE EXPECTED OUTCOME IS AN OPTIMIZIED BUDGET ALLOCATION AND REAL TIME PERFORMANCE INSIGHTS. OUR OVERALL **PROJECTED ROI** SHOULD INCREASE BY 2.5 THROUGH TRIAL CONVERSIONS AND APP SUBSCRIPTIONS. THIS CAMPAIGN DEMONSTRATES HOW PELOTON'S MEDIA INVESTMENTS IN CTV, META, AND SEARCH CREATE A COMPLETE MARKETING ECOSYSTEM. THIS INTEGRATION ENSURES EVERY DOLLAR IS MEASURABLE, EVERY IMPRESSION IS OPTIMIZED, AND EVERY BUSY PARENT SEES PELOTON AS A BRAND THAT FITS THEIR LIFESTYLE. THE EXPECTED REVENUE IS **$442,500.**