



David Lloyd Leisure flexes its online muscle with Make It Rain

The Challenge

David Lloyd Leisure, the UK's leading racquets, health and fitness group, were operating an underperforming and inefficient PPC account. Reliant on broad match terms and generic copy that solely directed the user to the homepage, Make It Rain's challenge was to reinvigorate David Lloyd's campaign through a total transformation of its PPC presence.

The Solution

Make It Rain needed to build a whole new structure designed to aggressively target relevancy, meaning David Lloyd could achieve a better quality score and reduce their cost-per-click by maximising the long tail. Additional tactics used to push the boundaries were to target users geographically and manage mobile activity as a separate channel.

With 79 clubs in the UK, Make It Rain knew it was critical that the performance of each location could be monitored individually. This would allow us to be more fluid in our management and reporting: should one particular club require a unique promotion it could be implemented immediately.

The Result

Make It Rain reduced Cost Per Enquiry by 50% whilst simultaneously increasing spend by 37% - a huge achievement in PPC.

Not that our success was solely limited to pure ROI: David Lloyd saw year-on-year growth of 58% in enquiries and 23% in conversion rates.

Due to the success of this campaign, Make It Rain have now been trusted with implementing similar tactics for David Lloyd across Spain, Ireland, Holland and Belgium.



"Make It Rain have significantly increased our enquiry conversion rate while boosting the volume of new membership enquiries."

"Even more impressively they have driven down our cost per enquiry by nearly 50%. I would highly recommend Make it Rain to any business looking to improve their online ROI."

David Brosse,
Head of Digital, David Lloyd Leisure

