



CAPABILITIES SHEET

FITNESS & WELLNESS **MARKETING**

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SMARTER FITNESS & WELLNESS AUDIENCE STRATEGY

The strongest fitness and wellness audiences aren't built from age, income, or a generic "health and fitness" interest alone.

Source Path Digital combines **consumer Personas, lifestyle patterns, activity and wellness behaviors, beauty and self-care affinities, household context, spending patterns, life stage, first-party customer intelligence, and geography** to identify the people most likely to align with a particular fitness, aesthetic, or wellness offering.

Turn that intelligence into audiences more likely to:

- Join a gym, studio, or fitness program
- Purchase memberships, packages, classes, or personal training
- Respond to med spa, aesthetic, recovery, or wellness services
- Represent stronger recurring, premium, or long-term customer opportunity

Understand your best customers: Analyze first-party customer and membership data to identify the Personas, Traits, behaviors, and lifestyles associated with proven customers.

Match audiences to the offering: Recognize that the strongest prospect for a value-oriented gym may differ significantly from a boutique studio, med spa, recovery concept, or premium wellness membership.

Identify the motivations behind demand: Understand how appearance, performance, recreation, self-care, stress relief, social activity, life stage, and personal goals can influence purchase behavior.

Find higher-value opportunities: Identify consumers with stronger alignment to recurring memberships, premium services, packages, upgrades, and complementary offerings.

The result is a more human-focused approach to **customer acquisition, membership growth, retention, service utilization, and long-term value.**



FITNESS & WELLNESS AUDIENCE BUILDING FEATURES

FITNESS & ACTIVITY PROPENSITY

Identify consumers whose exercise habits, recreation, sports, outdoor activity, fitness purchases, and related behaviors indicate stronger alignment with active lifestyle offerings.

BEAUTY, AESTHETIC & SELF-CARE AFFINITY

Understand consumers whose beauty, personal-care, premium-service, and self-investment behaviors indicate stronger potential for med spa, aesthetic, spa, and wellness services.

LIFESTYLE & LIFE-STAGE CONTEXT

Connect demand to work, family, household composition, recreation, personal priorities, age and life stage, social activity, and other circumstances that influence fitness and wellness decisions.

MEMBERSHIP & PREMIUM POTENTIAL

Identify audiences whose spending patterns, lifestyles, and behaviors indicate stronger potential for recurring memberships, personal training, premium services, packages, and upgrades.

FIRST-PARTY CUSTOMER INTELLIGENCE

Analyze existing customers, members, service users, and high-value segments to identify the Personas and characteristics that distinguish proven buyers.

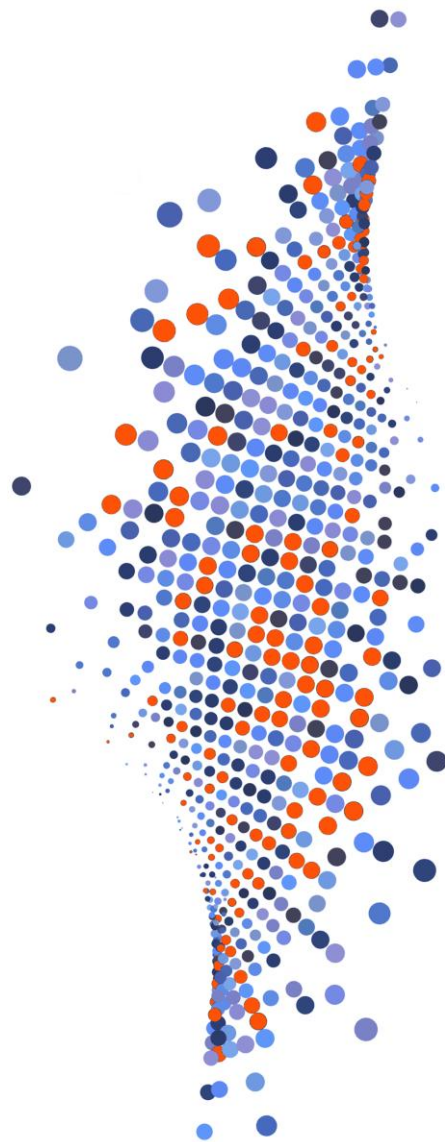
LOCAL MARKET INTELLIGENCE

Understand audience concentration, customer composition, competitive opportunity, and growth potential by ZIP code, trade area, DMA, location, or region.



DIFFERENT GOALS **DIFFERENT WELLNESS AUDIENCES**

Fitness and wellness is not one consumer category. People invest in themselves for different reasons, and the strongest audience changes with the service being marketed.



GYMS & HEALTH CLUBS

Exercise habits • Convenience • Proximity • Membership propensity • Household lifestyle • Value

BOUTIQUE FITNESS

Yoga • Pilates • Cycling • Group fitness • Lifestyle affinity • Community • Premium experiences

PERSONAL TRAINING & PERFORMANCE

Active lifestyle • Performance goals • Sports & recreation • Higher service engagement • Premium potential

MED SPAS & AESTHETICS

Beauty & self-care • Appearance investment • Premium spending • Life stage • Personal-care affinity • Repeat-service potential

SPA, RECOVERY & WELLNESS

Stress relief • Massage • Recovery • Relaxation • Self-care • Active lifestyles • Premium services

NUTRITION & HEALTHY LIFESTYLE

Wellness orientation • Food and lifestyle behaviors • Fitness engagement • Personal improvement • Household context

The strongest strategy starts with what the customer wants to accomplish and identifies the consumers whose lifestyles make that offering most relevant.

THE CONDITIONS THAT CREATE DEMAND

A consumer does not usually join a gym, book a med spa appointment, or purchase a wellness service simply because they fall into the right demographic.

Demand is often created by the intersection of multiple circumstances.

LIFESTYLE

Exercise • Recreation • Travel • Dining • Social activity • Personal routines

LIFE STAGE

Young professionals • Parents • Midlife households • Empty nesters • Active older adults

PERSONAL PRIORITIES

Performance • Appearance • Self-care • Stress relief • Confidence • Convenience

SPENDING BEHAVIOR

Premium services • Beauty • Recreation • Wellness • Experiences • Memberships

HOUSEHOLD CONTEXT

Family composition • Work-life demands • Household income • Time availability • Neighborhood

GEOGRAPHY

Proximity • Commute patterns • Trade area • Local competition • Market composition



Source Path Digital brings those signals together to identify **the consumers whose circumstances create stronger potential demand, not simply everyone who checks a “fitness” or “wellness” box.**

FITNESS & WELLNESS CAMPAIGN STRATEGIES

Different growth objectives require different audiences, signals, and activation strategies.



CUSTOMER ACQUISITION

Reach consumers who are not currently customers but demonstrate stronger potential to use the business.

Work with Source Path Digital to:

- Identify prospects who resemble proven customer Personas
- Build audiences around fitness, beauty, wellness, lifestyle, and service affinity
- Match prospects to specific membership levels, services, or offers
- Identify high-potential audiences outside obvious targeting definitions
- Prioritize prospects by location and market area opportunity
- Activate audiences across digital, email, direct mail, streaming, social, and other channels

Turn high-potential prospects into new members and customers.



CUSTOMER RETENTION

Use first-party intelligence to increase engagement and customer value.

Work with Source Path Digital to:

- Enhance customer or membership records with lifestyle and household intelligence
- Segment customers by Persona, service use, value, and interests
- Identify membership, package, upgrade, and complementary service opportunities
- Inform more relevant customer communication
- Identify high-value customers for continued development

Keep customers engaged, active, and expanding their relationship with the business.



CUSTOMER REENGAGEMENT

Reconnect with members or customers whose activity has declined.

Work with Source Path Digital to:

- Identify inactive and lapsed audiences
- Refresh and enhance aging customer data
- Analyze historical membership, service, and campaign response patterns
- Identify lifestyle or life-stage changes that may create renewed opportunity
- Build win-back audiences around relevant services, memberships, or offers

Turn dormant relationships into renewed engagement and revenue.



ONE CUSTOMER LIFECYCLE. DIFFERENT DATA STRATEGIES.

ACQUIRE

→ Personas • Lifestyle Fit • Service Affinity • Local Opportunity

RETAIN

→ First-Party Data • Customer Value • Service Usage • Cross-Sell

REENGAGE

→ Historical Data • Data Enhancement • New Consumer Signals • Win-Back

FROM MEMBERSHIP TO CUSTOMER VALUE

The initial transaction is only one part of the opportunity.

A fitness or wellness customer may represent potential for:

- Membership enrollment
- Recurring monthly revenue
- Personal training
- Classes or specialty programs
- Packages and prepaid services
- Premium memberships
- Aesthetic or wellness treatment
- Complementary services
- Upgrades
- Referrals
- Reactivation
- Long-term customer relationships



Audience intelligence can help distinguish consumers who may be appropriate for a **single introductory offer** from those whose lifestyles indicate stronger potential for an ongoing relationship.

For multi-service businesses, it can also help identify where a customer's existing relationship creates a natural opportunity to introduce another relevant offering.

The goal is not simply more leads. It is finding consumers with stronger potential to become valuable customers.

WHAT MAKES SOURCE PATH DIGITAL DIFFERENT?

Source Path Digital looks beyond who simply appears interested in fitness, beauty, or wellness. We combine **consumer Personas, activity and lifestyle behavior, beauty and self-care affinity, spending context, household characteristics, first-party customer intelligence, and geography** to understand the broader circumstances surrounding demand.

We help marketers:

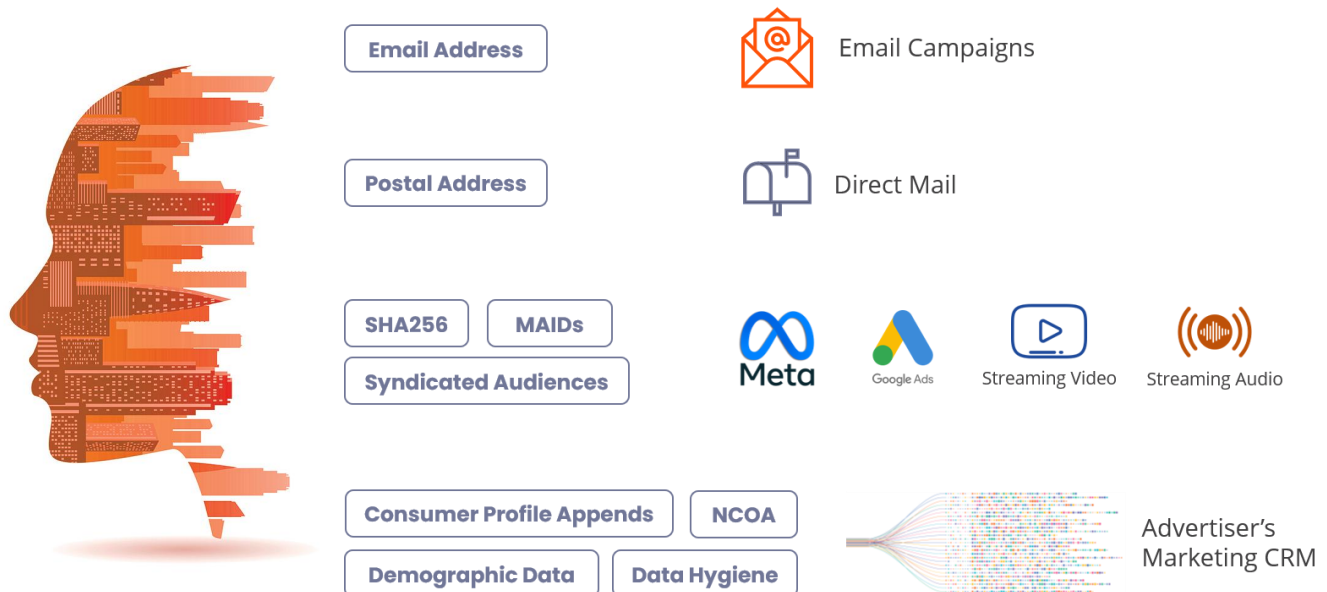
- Distinguish meaningful customer audiences instead of treating all wellness consumers alike
- Match audiences to specific services, memberships, and offers
- Identify premium and recurring revenue opportunities
- Find growth audiences outside traditional targeting assumptions
- Understand the person behind the membership, appointment, or purchase



The result is fitness and wellness marketing based on **why consumers invest in themselves, not simply whether they express an interest in health or fitness.**

CUSTOMER ACTIVATION

How Audience Data Powers Campaigns



LET'S EXPLORE WHAT'S POSSIBLE

Fitness and wellness decisions are personal.

For one consumer, the goal may be strength, performance, or weight management. For another, it may be appearance, relaxation, recovery, confidence, social connection, or simply feeling better about the way they spend their time.

Source Path Digital helps marketers turn those different motivations into actionable audience strategies, connecting first-party customer data with broader consumer intelligence to identify opportunities for membership growth, service utilization, premium experiences, retention, cross-sell, and reengagement.

Whether the objective is filling a new gym, growing a boutique studio, expanding a med spa, increasing recurring membership revenue, promoting a new service, or reconnecting with former customers, we help identify who represents the opportunity and how to reach them.

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

Email: sales@sourcepathdigital.com

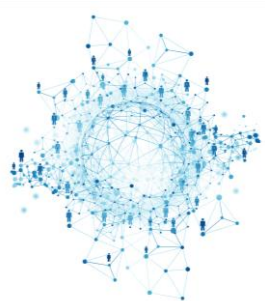
Phone: (866) 666-PATH (7284)

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Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.