

CASE STUDY: JUMPA

How an Australian fitness App achieved 2,600 downloads in 3 Months'



OBJECTIVE:

To create a Social Media strategy and design and develop bespoke social media campaigns to drive app downloads and signups.

It's always important to remember that it pays to move! Jumpa offers a service aimed at motivating the community to adopt a healthier lifestyle and be more active to ultimately achieve fitness goals.

Jumpa is an application platform that delivers exciting rewards and incentives for staying healthy and being active. How? Get moving and let Jumpa track your activity and collect points for you to exchange for Jumpa Rewards.

GDR'S CHALLENGE

Jumpa had previously engaged a large Sydney-based marketing agency to undertake social media management and paid social media campaigns (both with the view of growing their online presence and driving App downloads and sign-ups).

Throughout this relationship, the total number of application downloads achieved was 640 over a three-month period. After moving on from their incumbent agency, and asking GDR for help, our team developed an innovative, cost effective and outcomes

focused three-month plan that would take Jumpa App awareness, downloads and business to new heights!

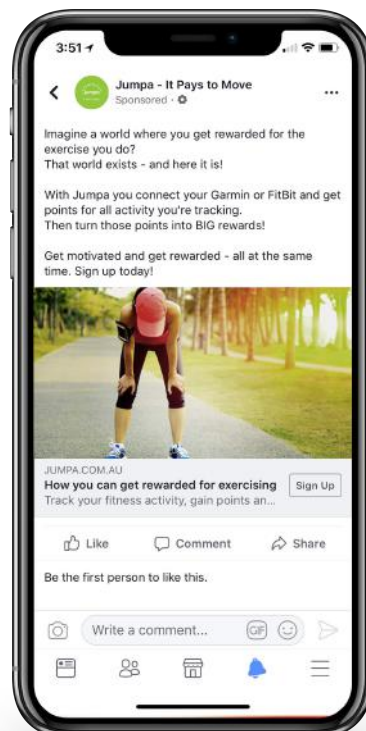
THE SOLUTION

The team at GDR worked collaboratively with Jumpa, utilising key skills and in-house resources to undertake an audit of all Jumpa's social media channels in order to successfully deliver a high-quality social media content strategy, supported by bespoke asset creation, and implementation. Having successfully delivered a social media content strategy, GDR provided Jumpa with real-time community management supported by the development of a Facebook chat-bot. In addition to the content strategy, GDR

developed a range of high quality paid social media advertising campaigns to drive App downloads and sign-ups.

THE RESULTS:

- During our first two months Jumpa's website traffic increased by 50%. We also increased the number of engaged users by more than 120% and increased page / post engagements by more than 300%.
- Jumpa's Instagram account also saw a 538% increase in profile views, and a 600% increase in profile engagements.



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THE RESULTS:

- The work the GDR team has undertaken has seen Jumpa break 800 App downloads per month. Their previous marketing partners best achievement was 280 over a 30 day period.

Performance comparison table:

ACTIVITY	GDR	PREVIOUS AGENCY
Cost per landing page view	\$0.36	\$1.26
Cost per website registration	\$2.27	\$2.90
Cost per page like	\$0.55	\$2.43
Brand Awareness - per estimated ad recall	\$0.10	\$0.16

LETS TALK:

At GDR Group we combine passionate storytelling with local area marketing know-how to unleash your brand's growth potential. We provide affordable, best-in-class marketing and digital services for businesses across Australia, including:

- Marketing Strategy & Planning
- Search Engine Optimisation
- Social Media Marketing
- Graphic Design
- Web and Digital
- Paid Search
- Video Production
- Print and Flyer Distribution

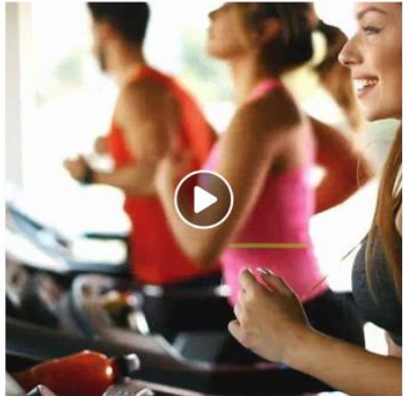
Through our personal, collaborative and unrelenting effort, we guarantee to always go above and beyond your expectations to deliver outstanding work. Give us a call today to find out more:

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Find out more: jumpa.com.au



Jumpa - It Pays to Move
Written by GDR Group [?] · May 17 at 1:02pm · @

We think you deserve to be rewarded for the exercise you're doing - and that's why we created our app!
We've partnered with amazing brands like David Jones, MYER, Rebel Sport, Peter Alexander Sleepwear and many more to give you great rewards for all activity you track.


It's easy:

- 👉 Register with Jumpa
- 👉 Download the app
- 👉 Link your Garmin or Fitbit
- 👉 Watch your activity turn into points!

Points can be redeemed for great rewards you choose.
Sign up today!

Turn exercise into great rewards!

Sign Up



Jumpa - It Pays to Move
Written by GDR Group [?] · May 17 at 1:13pm · @

You deserve to be rewarded for the effort you make, and that's what we're here for!
We've partnered with great brands like David Jones, Rebel Sport, Peter Alexander Sleepwear and many more to bring you rewards for the exercise you're doing.

It's simple!

- 👉 Register for Jumpa
- 👉 Download the app
- 👉 Link up your Fitbit or Garmin Australia (Apple and Samsung coming soon!)
- 👉 Watch your tracked activity turn into points!

Sign up today!

Join for FREE and start getting rewarded today!

Sign Up