



INDUSTRY — FITNESS / SPORTS / WELLNESS

8-9% CTR Fitness Ad Campaign

High-Intent Leads Without Funnels

A performance marketing case study showing how Madvert Labs used strong offer creation, ad psychology, and clean lead ads to drive exceptional CTR and high-intent fitness leads for TAP Center.



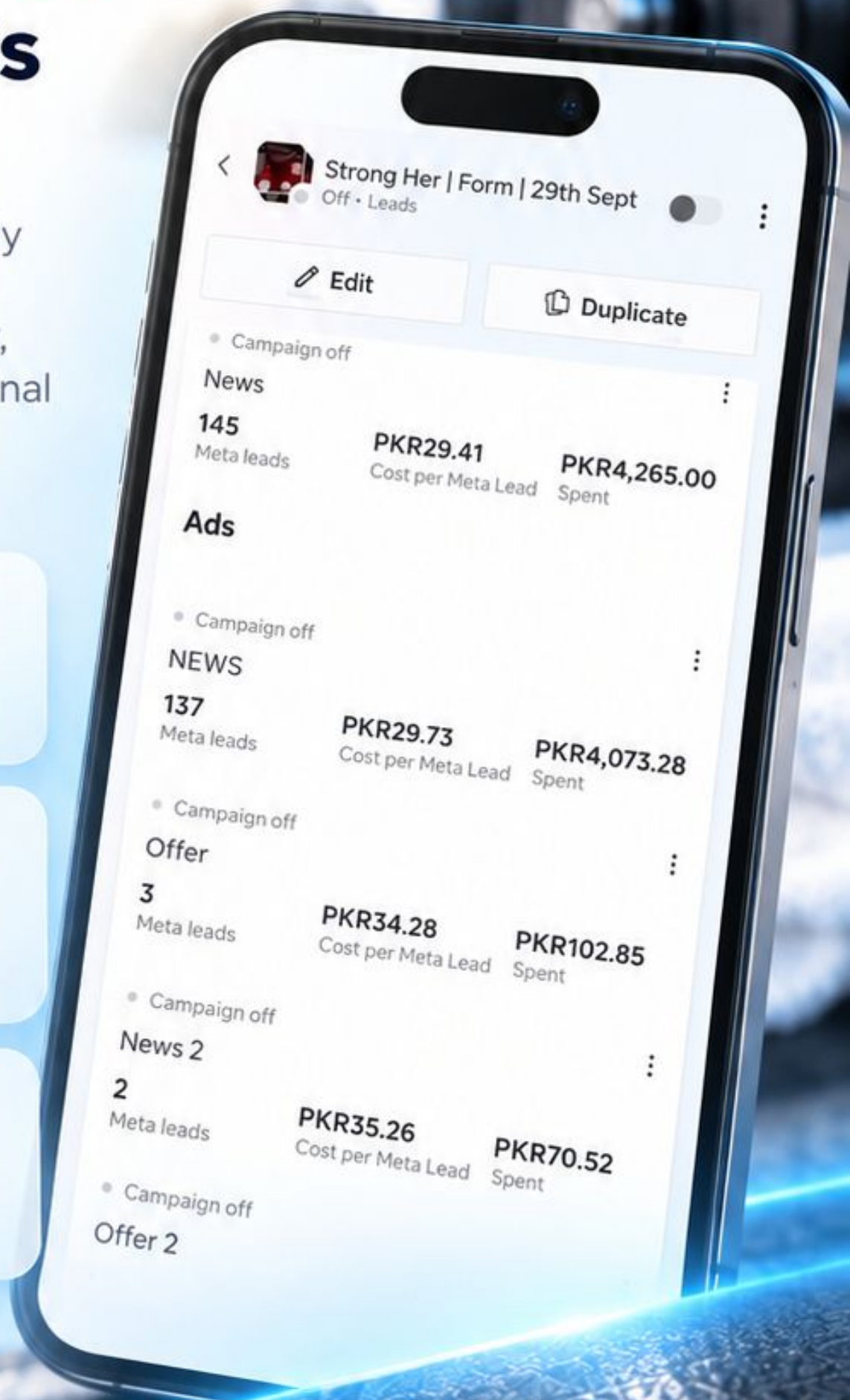
145
Meta Leads



PKR 29.41
Cost Per Meta Lead



PKR 4,265
Spend



Inside: offer creation, ad psychology, strategy, and results.





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PROJECT OVERVIEW

8-9% CTR Fitness Ad Campaign With No Funnels

Role — Performance Marketer & Ad Strategist



Challenge

Fitness brands often see only 2-3% CTR and inconsistent lead quality.



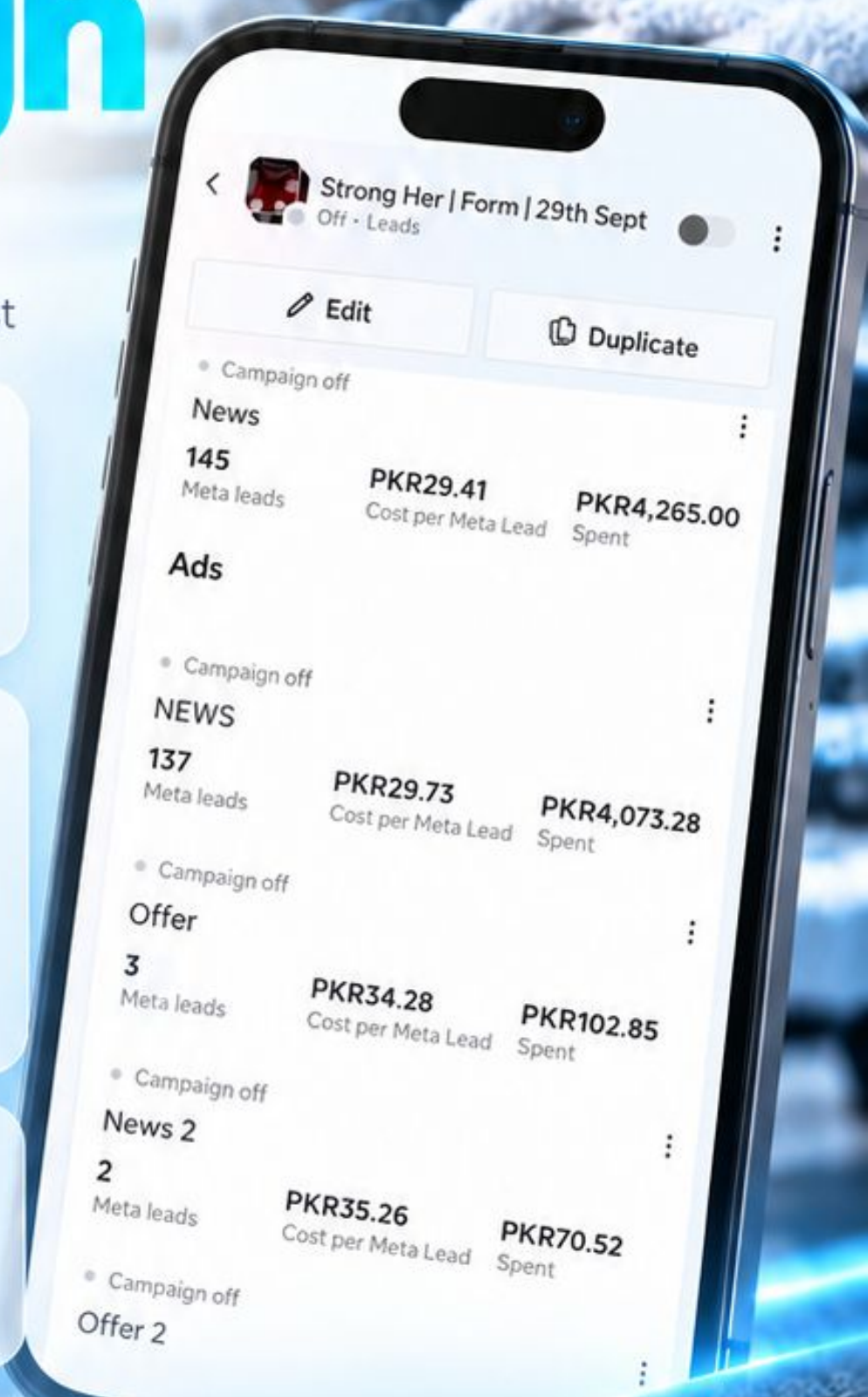
What We Did

Built stronger offers for MMA, gymnastics, and fitness programs, used ad psychology, emotional hooks, and clean lead ads. Focused heavily on offer creation.



Outcome

High-intent leads, increased demand, and expanded class capacity.



KEY TAKEAWAY

Most campaigns run at 2-3% CTR.
This campaign reached 8-9% CTR.

KEY SKILLS USED



Lead Generation



Social Media Advertising



Paid Media



Product Offering



Lead Generation Strategy

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RESULTS & STRATEGY

Why It Worked

A winning combination of offer, psychology, clean lead ads and high-intent demand.

RESULTS

8-9% CTR



145

Meta Leads



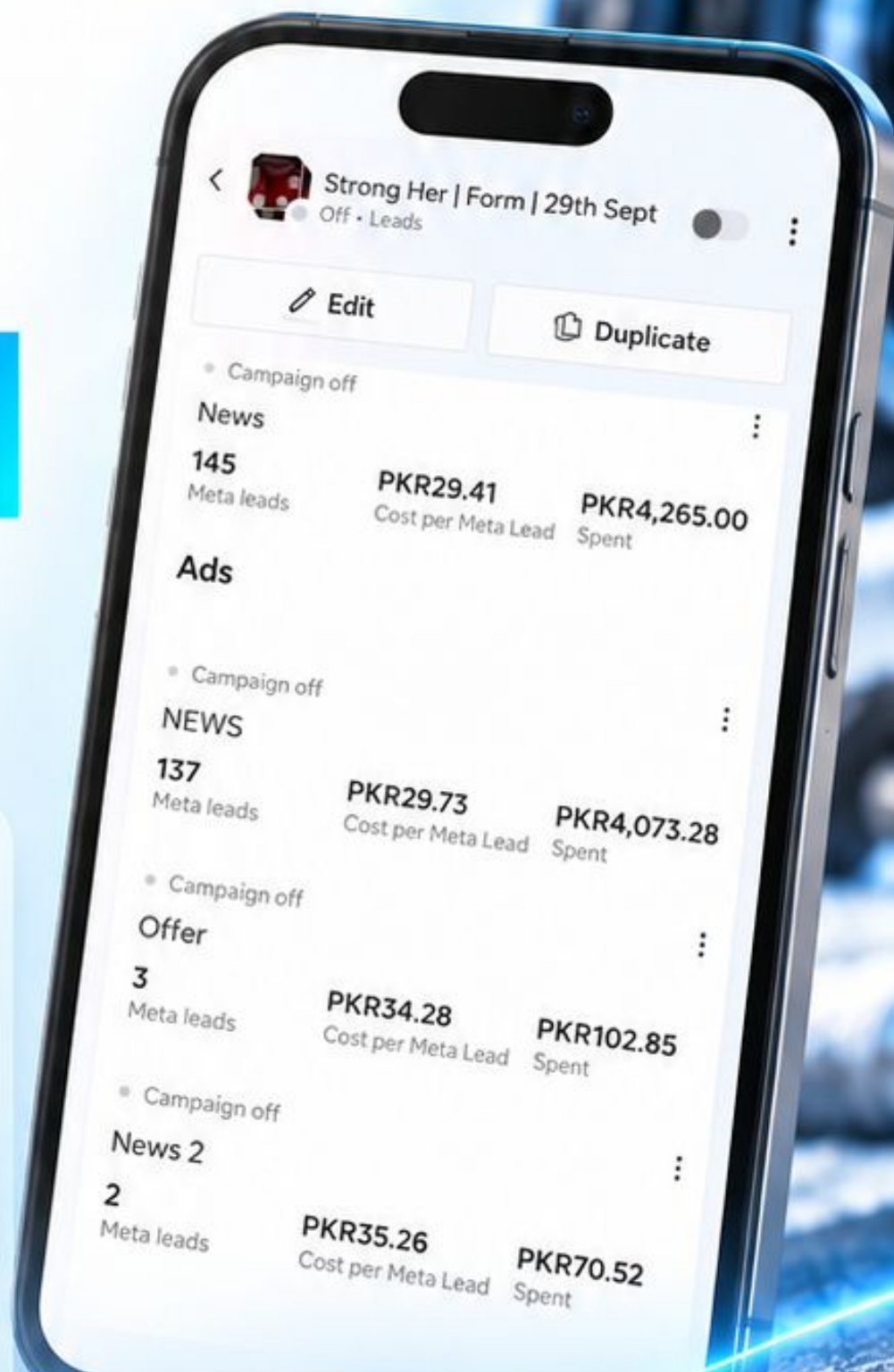
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Many fitness advertisers commonly see around **2-3% CTR**, making 8-9% an unusually strong result.

KEY STRATEGY PILLARS



01

Offer Creation

The biggest lever. Compelling, program-specific offers drove attention.



02

Ad Psychology

Emotional messaging and desire-driven hooks increased response.



03

Clean Lead Ads

No funnel complexity, just clear, friction-light lead capture.



04

Demand Quality

Strong lead intent led to better conversations and rising demand.



Inside: offer creation, ad psychology, strategy, and results.





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Need Performance Like This For Your Brand?

Madvert Labs builds growth systems through offer creation, paid media, funnels, CRM, and conversion strategy for fitness, sports and wellness brands.



Offer Creation & Messaging

Irresistible offers that attract and convert high-intent leads.



Paid Media & Lead Gen

Data-driven ad campaigns that deliver measurable results.



Growth Systems & Conversion

Funnels, CRM and conversion strategy to turn leads into customers.



BOOK DISCOVERY CALL NOW



— Let's build a growth system for your business. —