



Jacked Up Brands achieves 2X ROAS with Custom Segmentation for Multi-Platform CTV Campaign

Jacked Up Brands, an online retailer of high-end gym equipment that provides an epic customer experience and badass engineering, teamed with JamLoop to reach a broader audience and increase conversion with CTV advertising. Using advanced segmentation and retargeting strategies, Jacked Up Brands successfully reached a broader audience and more than doubled their return on ad spend (ROAS).

"JamLoop guided our team through the entire process of creation, optimization, and measurement, to ultimately get the most out of our ad spend. They are truly an extension of our team!"

– Lisa Lopuck, Chief Marketing Officer, Jacked Up Brands

Extended reach and stronger conversion

While Jacked Up Brands experienced solid conversion metrics by focusing on bottom-of-funnel advertising via Facebook ads, they sought an opportunity to add top-of-funnel brand awareness to the media mix and reach a broader audience. With limited CTV advertising experience, the even bigger challenge was how to move this broader audience through the funnel to conversion.

Retargeting with advanced segmentation and campaign optimization

JamLoop's comprehensive media plan started with CTV ads geo-targeted at audiences in select zip codes in Florida and Texas. As the foundation for achieving broad local reach and exposure, the campaign targeted 35-54 aged men, \$150K minimum household income, home gym enthusiasts, and prior visitors of well-known gym brands. JamLoop then expanded on its core CTV offering by leveraging other formats, like online video (OLV) and Display Ads.

To maximize exposure and minimize impression waste, JamLoop tracked post-CTV viewership patterns and enhanced segmentation by:

- Using website attribution for tracking key website events such as product page visits, shopping cart visits, and product purchases.
- Tracking website visitors who had been exposed to the ad and then visited the product pages.
- Developing an exclusion list creation from CRM data to remove existing customers from the core CTV and OLV campaign targeting.
- Creating a lookalike audience from existing customer profiles.

JamLoop then reinforced the Jacked Up Brands messaging by delivering retargeted, multi-format ads to custom audiences who had already been primed with the initial messaging.

- OLV and Display Ads were deployed to retarget audiences across multiple devices including mobile, tablet, and desktop.
- Retargeted Pause Ads delivered high-impact, actionable in-home exposure on TV screens, with embedded QR codes to drive additional website traffic.

Real-time transparency for better results with JamLoop Attribution

JamLoop's Attribution solution with real-time reporting dashboard facilitated data-driven optimization. In addition, time-stamped impression-level and event-level details offered a deeper offline analysis. Key measurements included:

- Spend, impressions delivered, and pixel fires by day
- Days to event conversion for each custom event (visits, product page, shopping cart, purchase)
- Conversions by time of day and day of week
- Conversions by creative, publisher, and device type
- Effective frequency by household frequency per exposure

"With JamLoop's ability to geo-target using custom segmentation and real-time reporting for optimization, we achieved 2.1 ROAS in just one month."

– Lisa Lopuck, Chief Marketing Officer, Jacked Up Brands

Getting the most from each dollar spent

This multi-layered CTV campaign approach ramped quickly and created a 2.1X ROAS after the first month alone. The campaign reached over 725K new households, with a 5.2 average frequency, expanding Jacked Up Brands' presence in targeted local markets.

Additional insights:

- Frequencies of 10-15 impressions per consumer resulted in the highest likelihood of purchase, demonstrating that consistent brand exposure works.
- 3% of conversions occurred after day 15, demonstrating the value of tracking on a longer attribution window, which is typical for high-ticket purchase items.