



YOGA INTERNATIONAL
US

In partnership with KlientBoost, Yoga International improves **membership acquisition** through Video Action Campaigns

Challenge

Online Yoga Course company, Yoga International, had an expansive video library and wanted to leverage that video content to scale their membership acquisition via YouTube.

Approach

While working with marketing agency KlientBoost, Yoga International had already been running TrueView for action campaigns, but they wanted to explore alternative action-driving products. By testing the Video Action Campaign beta alongside TrueView for action, Yoga International was able to increase memberships at a more efficient cost per acquisition.

Insights

- ▶ Test various offers
- ▶ Harness the power of machine learning
- ▶ Try out custom intent audiences

Products used

Video Action Campaigns

16.2%

More efficient CPA

25.3%

Increase in Memberships

101.6%

Increase in Earned Views



BEAUTY & FITNESS



EXTERNAL



ACTION

