



Measure Up

Unlocking growth with measurement

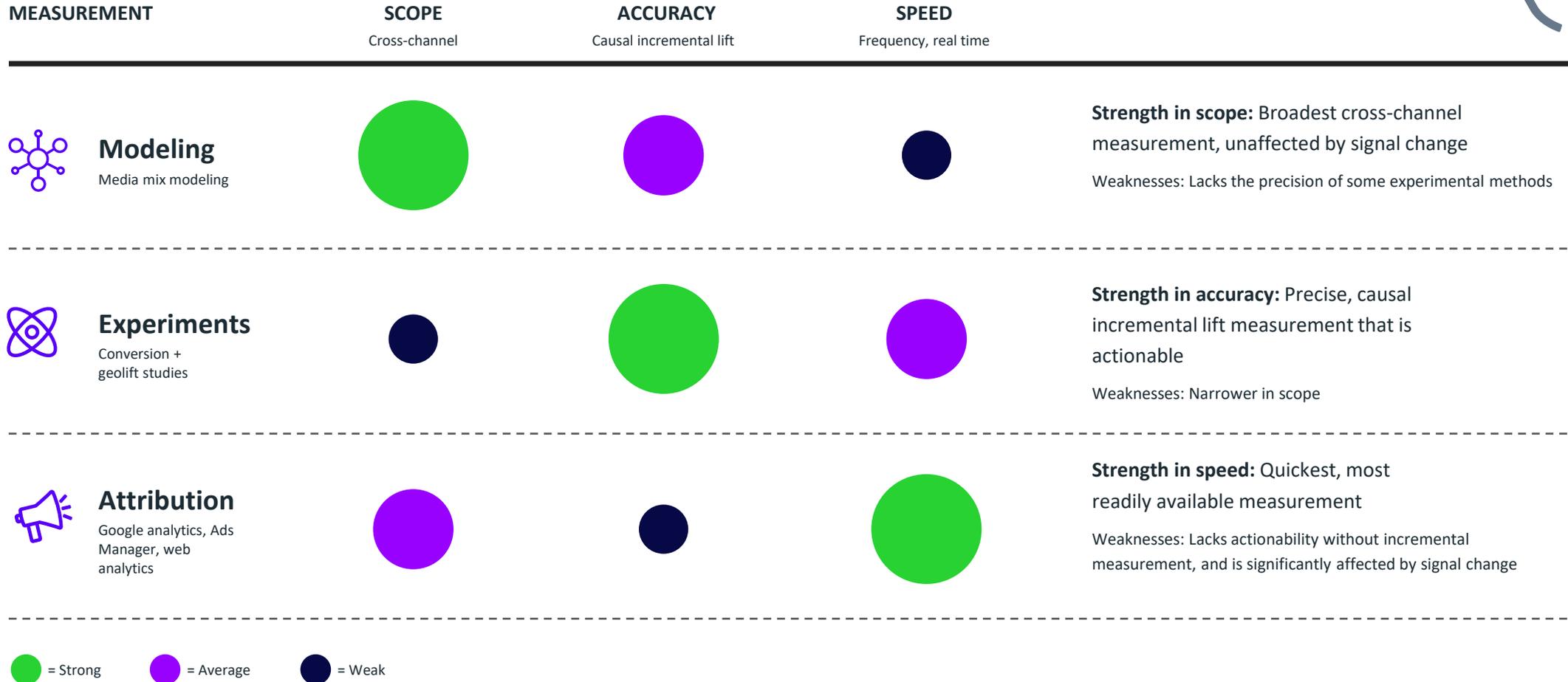


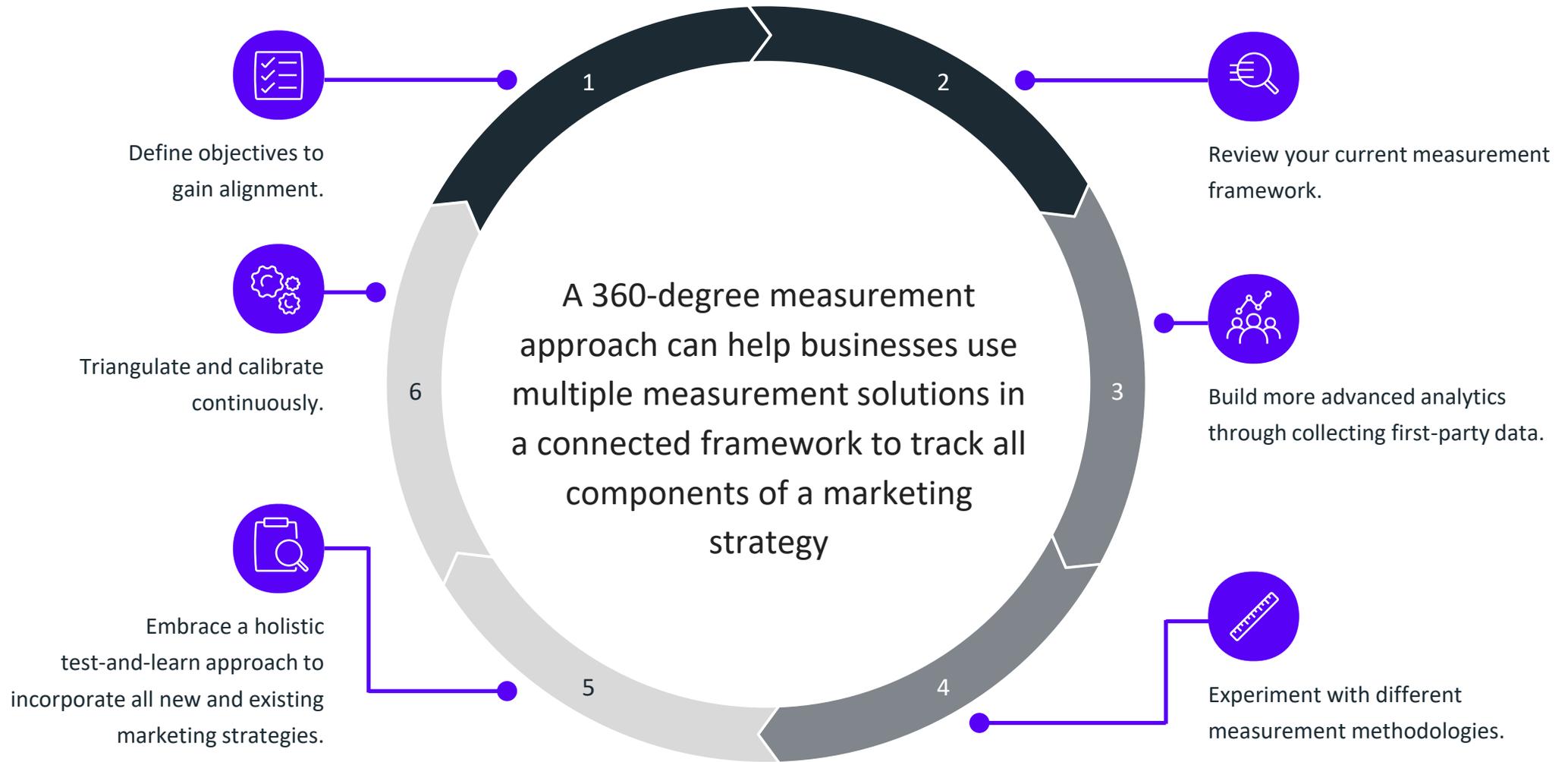


01 **Measurement 360 and the steps towards holistic measurement**

02 **Fireside chat with Sam Kerr discussing Les Mills' Measurement 360 journey**

Triangulate across multiple measurement methods



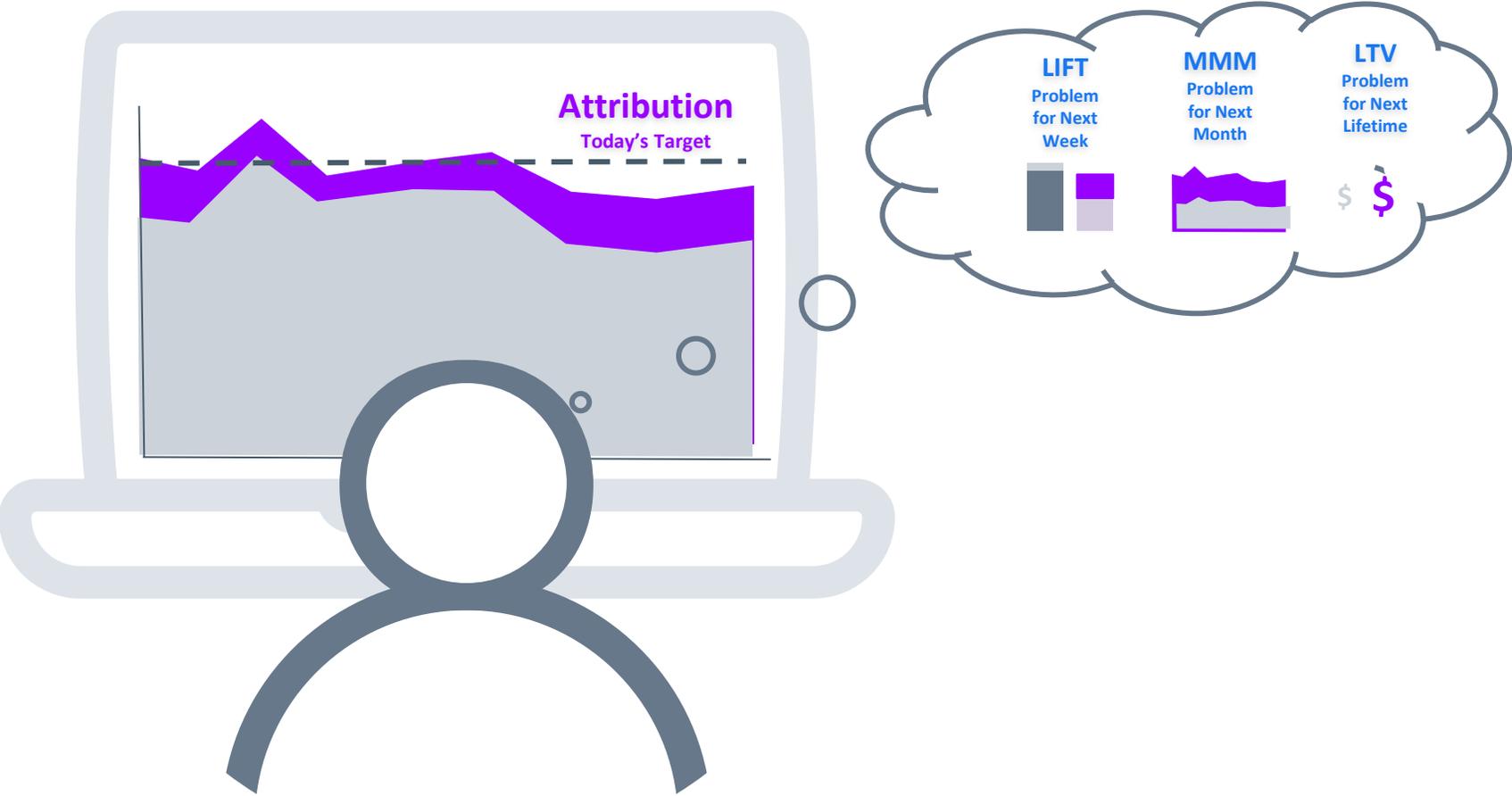


Source: "Measurement 360: an Advanced way to think about measurement strategy," Sept 2022 Deloitte.



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“How did we perform today?”



A holistic understanding doesn't matter if it's not part of the day to day measure of success

It's time for change when the measurement is affecting decision making

Media Plans:

Should reflect best practices and historical learnings

Learning Agendas:

Determining winning tactics and strategies
Examples: From segmented to broad targeting, from TVC to mobile optimized creative

Learning Journeys:

Adding sophistication to how winners are determined
Examples: From last click to incrementality, from clicks to conversions to lifetime value

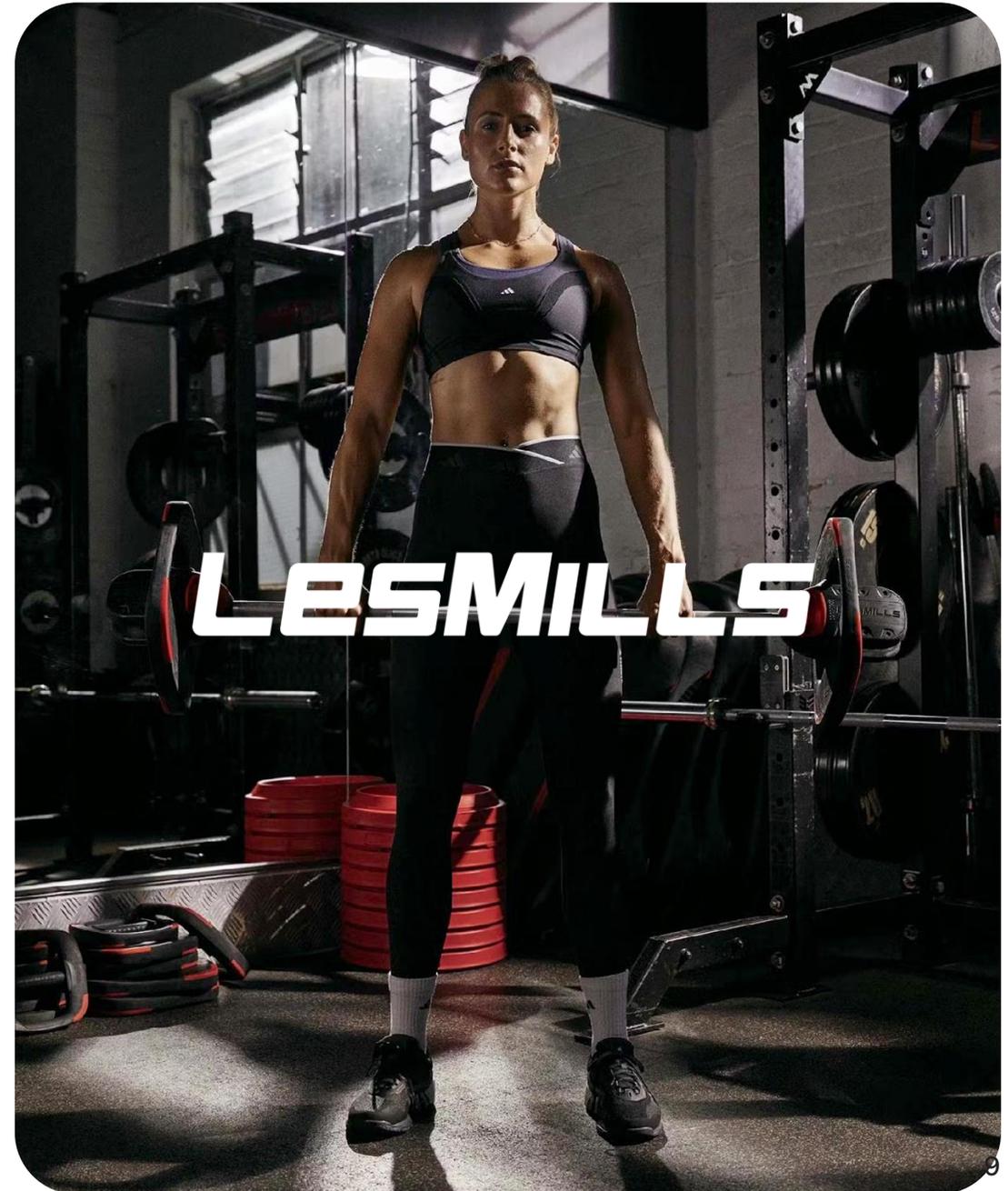


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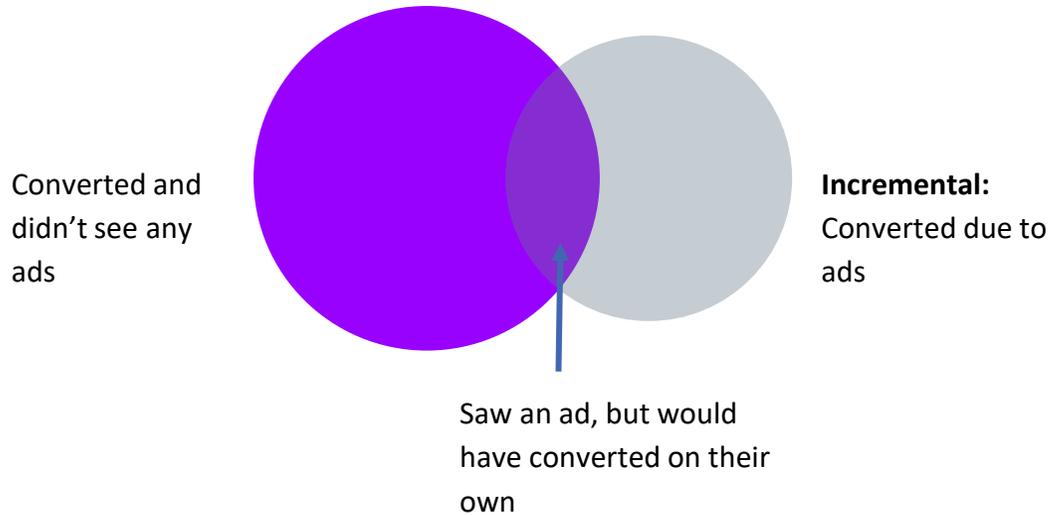
With Incubeta, Les Mills have transformed their marketing strategy over the past 18 months

- Q1 – '22** **Adopted full funnel approach with brand advertising**
Develop brand awareness learning agenda using Meta brand lift
- Q4 – '22** **Embraced incremental measurement in- and cross-channel**
Series of 9 conversion lift studies to understand how targeting and country influence incrementality
Budget reallocation tests in UK market concluded with 5.1x improvement in incremental cost per trial over BAU
- Q4 – '22** **Onboarded Analytic Partners MMM**
- Q2 – '23** **Enriched optimisation with LTV**
Subscription events set up to run **Post Conversion Optimization** against paying customers after 30 day trial
- Q3 – '23** **Cross-channel GeoLift partnership with Twigeo**



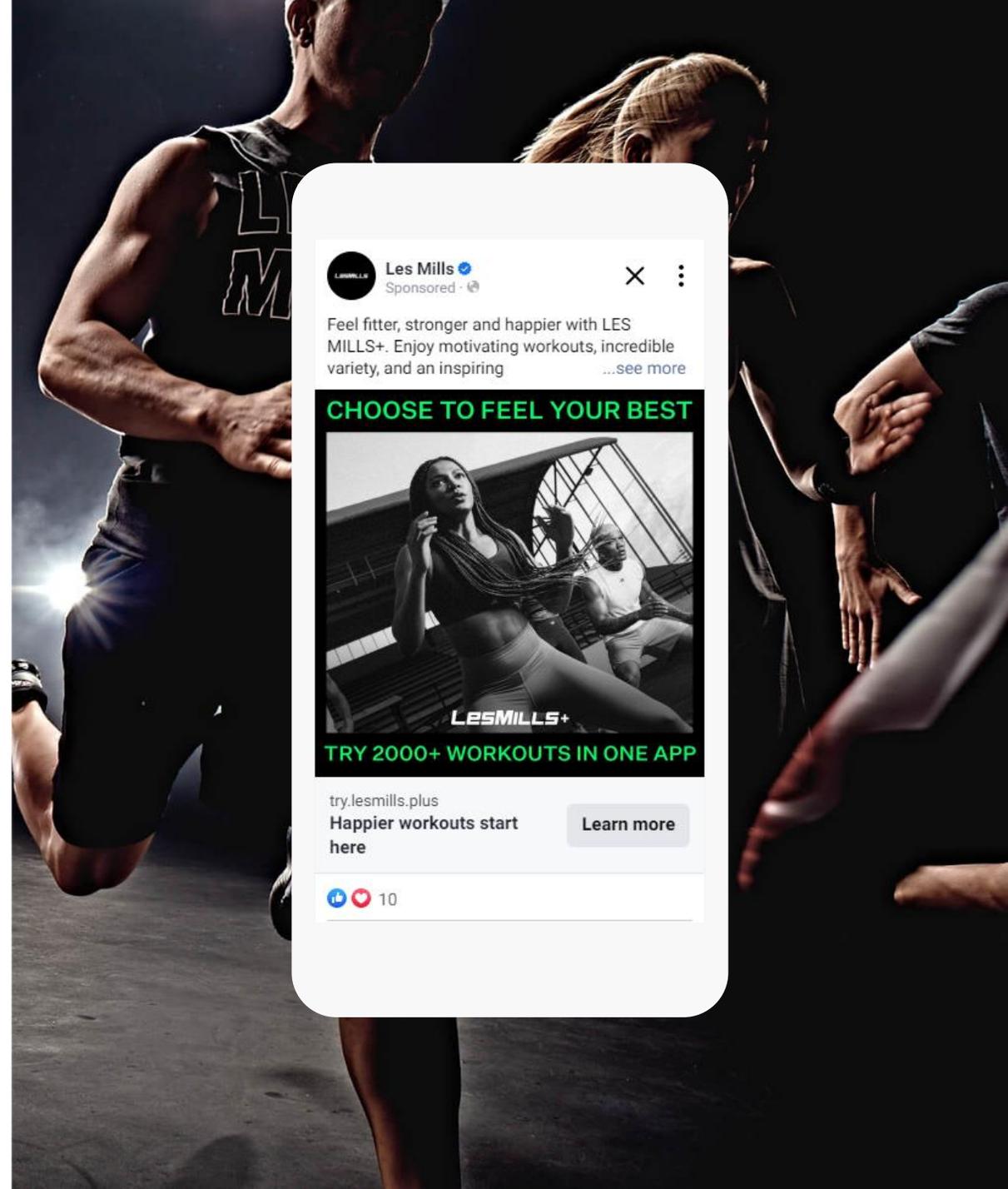
LES MILLS

Shift towards incrementality: improved marketing efficiency and informed budget decisions with a suite of advanced measurement methodologies grounded in incrementality



5.1x cost per incremental trial improvement when shifting to a buying strategy grounded in Meta conversion lift¹

Source: 1. Meta conversion lift study 2023 2. Analytic Partners MMM results Feb 2023



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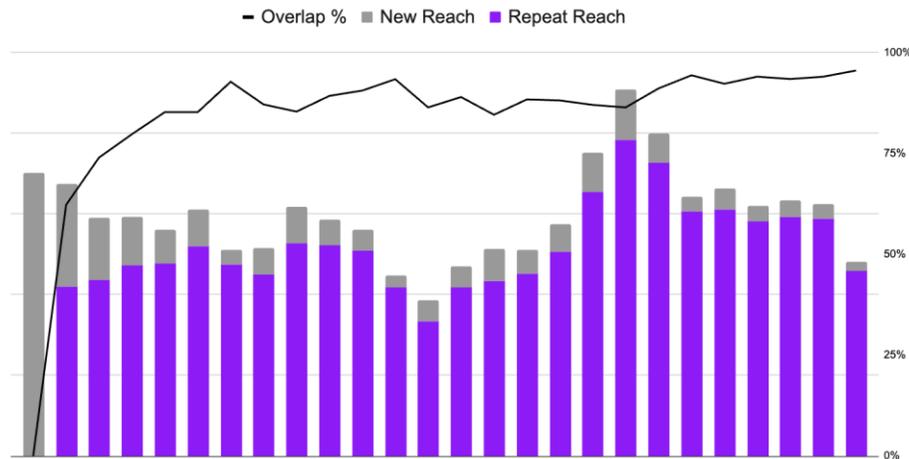
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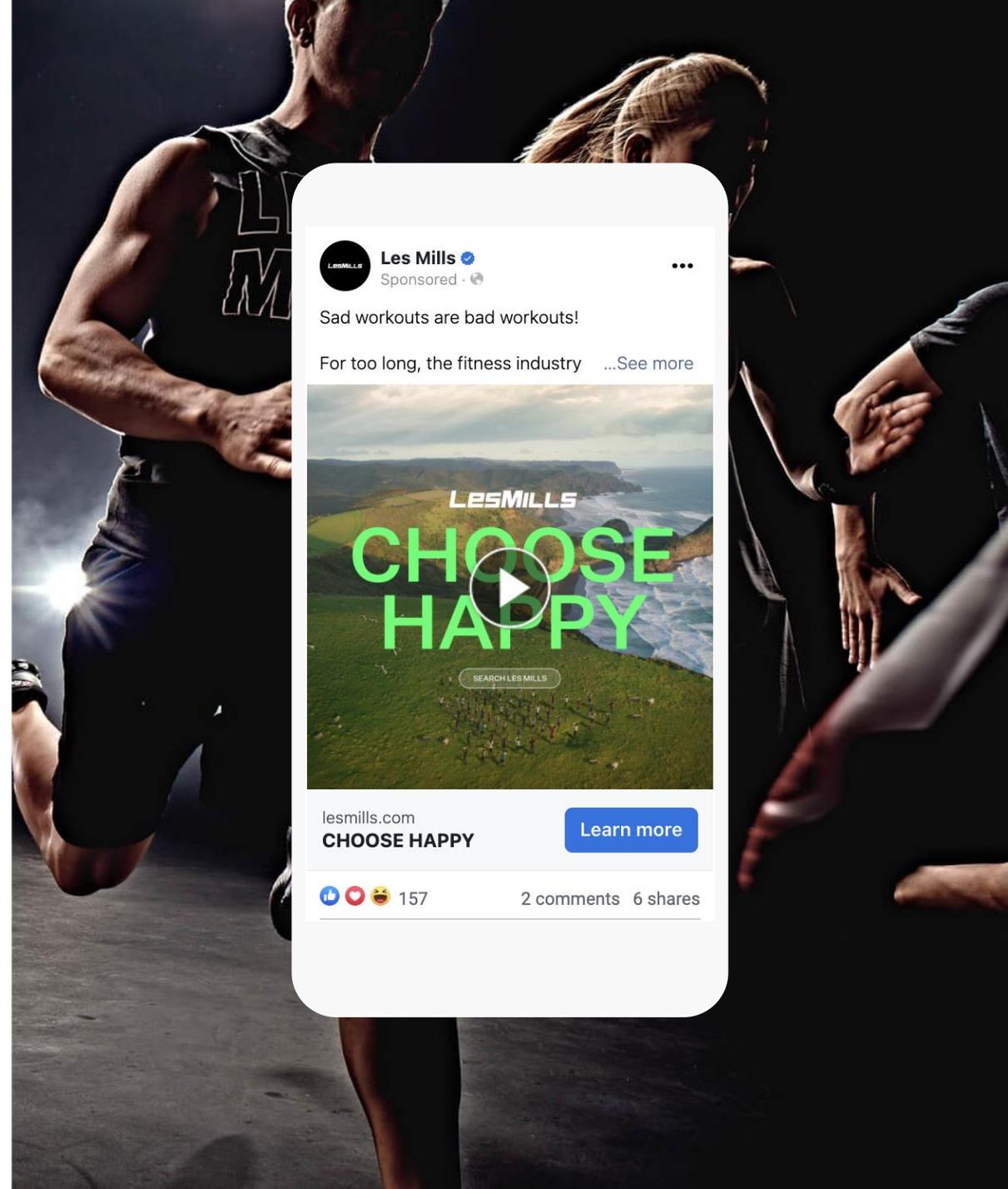
Incorporated upper funnel: onboarded Analytic Partners, a Meta-badged MMM partner, to evaluate impact of longer term, upper funnel activity

6 Months Rolling vs. Net New Reach - Illustrative Only



Adding brand investment delivered a 117% higher ROI than existing business as usual activity²

Source: 1. Meta conversion lift study 2023 2. Analytic Partners MMM results Feb 2023



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Les Mills is starting a journey towards prioritising customer lifetime value when evaluating paid media efficiency.

All plans treated the same despite different price points

All customers treated the same in value

Pla to test value based bidding using the value of the plan

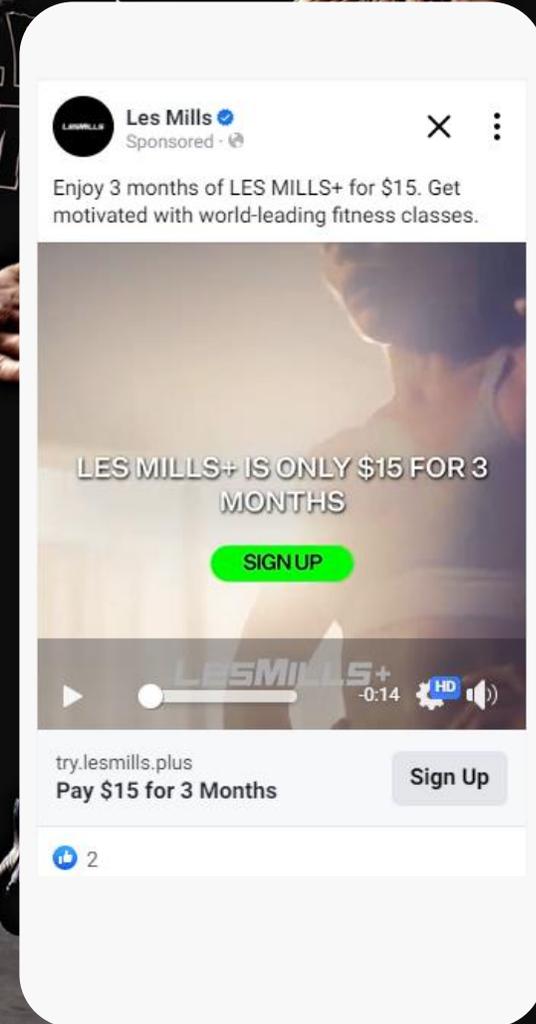
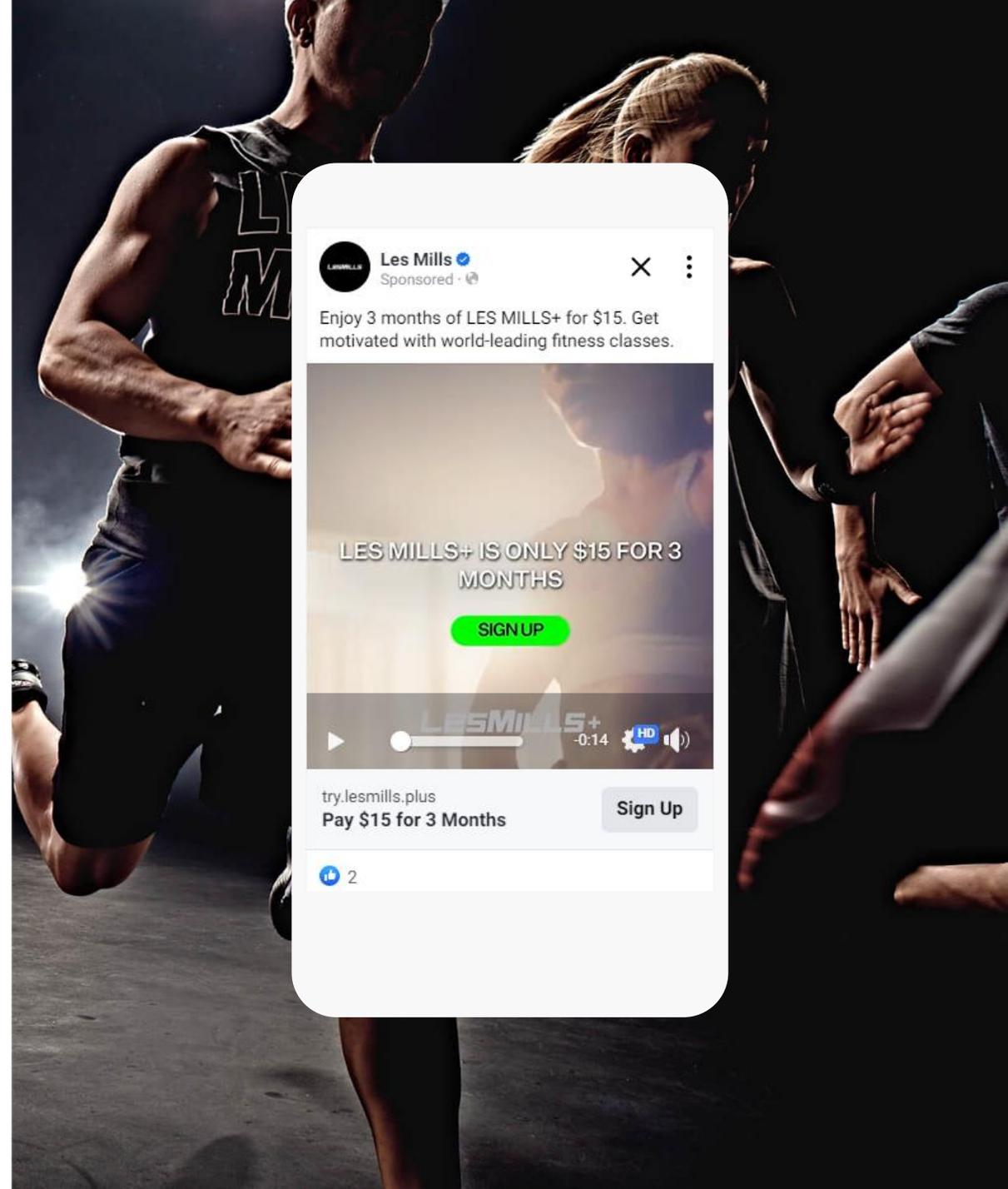


Tested into Post-Conversion Optimisation - Optimising to actual paying customers.

We understand what drives LTV

We use predicted LTV to drive decision making

LTV becomes our overarching KPI



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A vibrant, multi-colored powder explosion against a dark background. The colors include shades of pink, purple, blue, green, orange, and yellow, creating a dynamic and energetic visual effect. The powder is captured in mid-air, with various particles and clumps visible, suggesting a recent impact or release.

Closing Thoughts



Thanks!