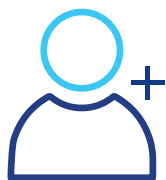




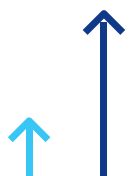
40%

decrease in  
cost-per-lead



LTV

increased lifetime  
value of new  
customers



95k

increase in digital  
registrations



## Paid Social Increasing Digital Registrations Through Social Media

### THE COMPANY

Atkins Nutritionals is a leading player in the \$2.4 billion weight control nutrition category and offers a powerful lifetime approach to weight loss and weight management. Atkins products are available in more than 30,000 locations throughout the U.S. and internationally.

### THE CHALLENGE

Atkins wanted to increase its digital registrations conversion and generate additional demand for its diet starter pack, the Quick-Start Kit. Historically, Atkins had acquired new customers primarily through paid search, but after an analysis of the brand's performance compared to its budget allocation, Rise recommended a change in Atkins' approach.

### THE STRATEGY

Recognizing that paid search was both a costly investment and a competitive channel, specifically for the non-branded keywords in which Atkins was investing, Rise recommended investing in paid social media advertising. It would be a more efficient and effective opportunity for Atkins. Rise took the following actions:

- Identified and activated against four key audience segments within paid social: diet, health, weight, food.
- Targeted both fans of Atkins' Facebook page as well as users who were fans of related pages.
- Performed ongoing testing and conversion-rate optimization to improve the user experience.

### THE RESULTS

By shifting marketing dollars to paid social and optimizing the conversion process, Atkins was able to see significant success.