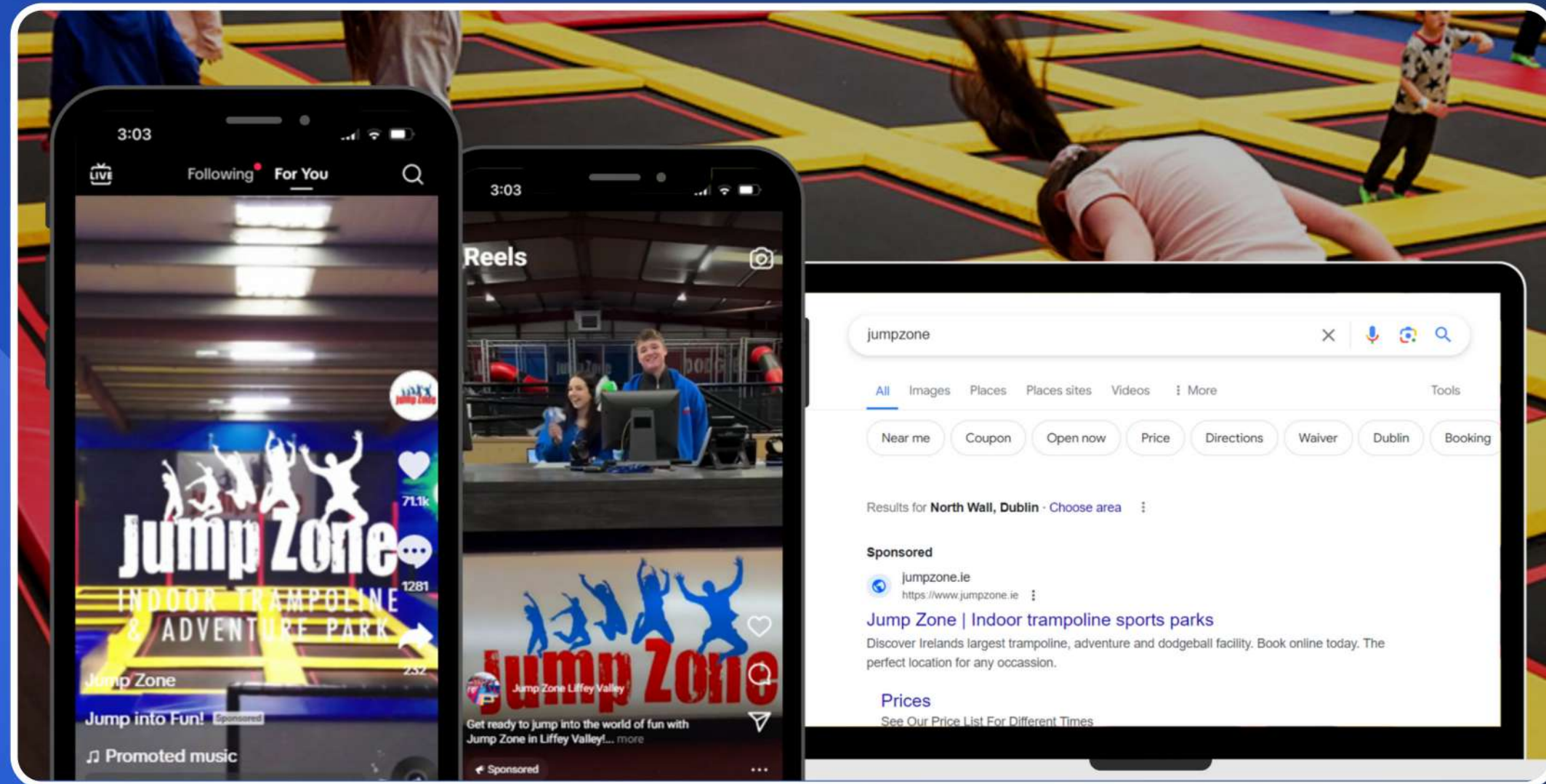


SING! DIGITAL CASE STUDY



“Great to deal with. Good results, reactive to communications and always coming up with new ideas to reach new customers”

Paul Quinn, Director - **Jump Zone**

www.sing.ie



2024 To Date

2177%

Return On Investment

820,000+

Irish Users Reached

15%

Conversion Rate

Google Ads:

ROI: 4297%

Conversion Rate: 15%

CTR: 32%

Clicks: 100,000

Meta:

Reach: 290,544

ROI: 1292%

Conversion Rate: 7.38%

CTR: 0.41%

TikTok:

Reach: 532,310

ROI: 110%

Conversion Rate: 2.54%

CTR: 0.58%

Platform Methodology:

Google Ads:

We utilized Google Ads to reach families actively searching online for trampoline park experiences. By appearing at the top of relevant searches, we make it easy for you to find the brand and nearest locations, making it as easy as possible to jump right into the action!

Meta:

Meta ads targeted those in Dublin and surrounding areas interested in trampoline parks and children's birthdays. By focusing on families with young children we can showcase the fun and energetic atmosphere of Jump Zone park, along with features like birthday party packages or special events that cater specifically to their needs.

TikTok:

Eye-catching videos showcasing the park were used to user grab attention. Targeting local families with young children ensures the ad reaches the right audience. By tracking results and optimizing the campaign, we ensure our TikTok campaigns are as efficient as possible