

SUMMIT CREW DIGITAL AGENCY

CASE STUDY

HYPERVIBE

617.500.1626
SummitCrew.com



Understanding the Client

ABOUT

HyperVibe is a company devoted to whole-body vibration that offers the world's largest private collection of whole-body vibration machines backed by research and development. Their team is made up of health experts, fitness enthusiasts, and technical professionals based all over the world.

THE SITUATION

HyperVibe came to Summit Crew looking for assistance with their online marketing efforts. They had been running an advertising campaign for quite some time but were not achieving the results they had wished for. Their goal was to dominate the online marketplace. They wanted to build a greater brand presence online and build boost brand awareness in the Australian market.

THE SOLUTION

Summit Crew started by building a strategy to saturate the local market to drive the greatest reach. The first stage of the strategy emphasized boosting brand awareness in the marketplace. This was achieved through search and display advertising, a mobile-targeted campaign, and additional digital channels. The messaging included both branding and direct sales. Summit Crew began stage 2 of the strategy by limiting focus on display ads and focusing heavily on search by eliminating keywords that did not aid conversions, which allowed Hypervibe to gain a greater return on investment, allowing the brand to invest more in its marketing efforts.



**ACTION
STEPS**

A background image showing a business meeting with people around a table, overlaid with a blue semi-transparent filter. The image is used as a backdrop for two data callouts.

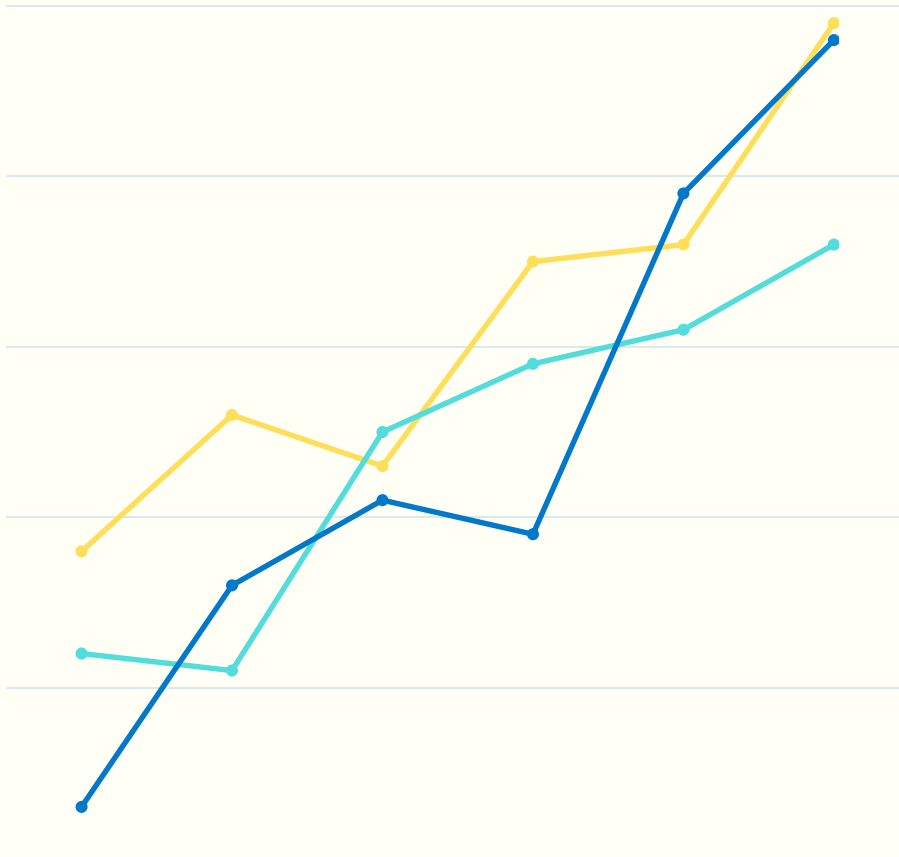
53%

INCREASE IN TOTAL CONVERSIONS

21%

INCREASE IN BRAND NAME RECALL

The Results



NUMBERS ON THE RISE

HyperVibe came to Summit Crew looking to build brand awareness, dominate the marketplace, and increase leads through paid advertising. Within three short months, HyperVibe successfully became a more recognized brand name. Summit Crew helped HyperVibe achieve a 13.5% decrease in cost, a 53% increase in total conversions, and a 21% increase in brand name recall. Since then, HyperVibe has continued its work with Summit Crew to expand its marketing efforts and operations beyond the Australian market to include: the United States, Canada, New Zealand, and now Europe.