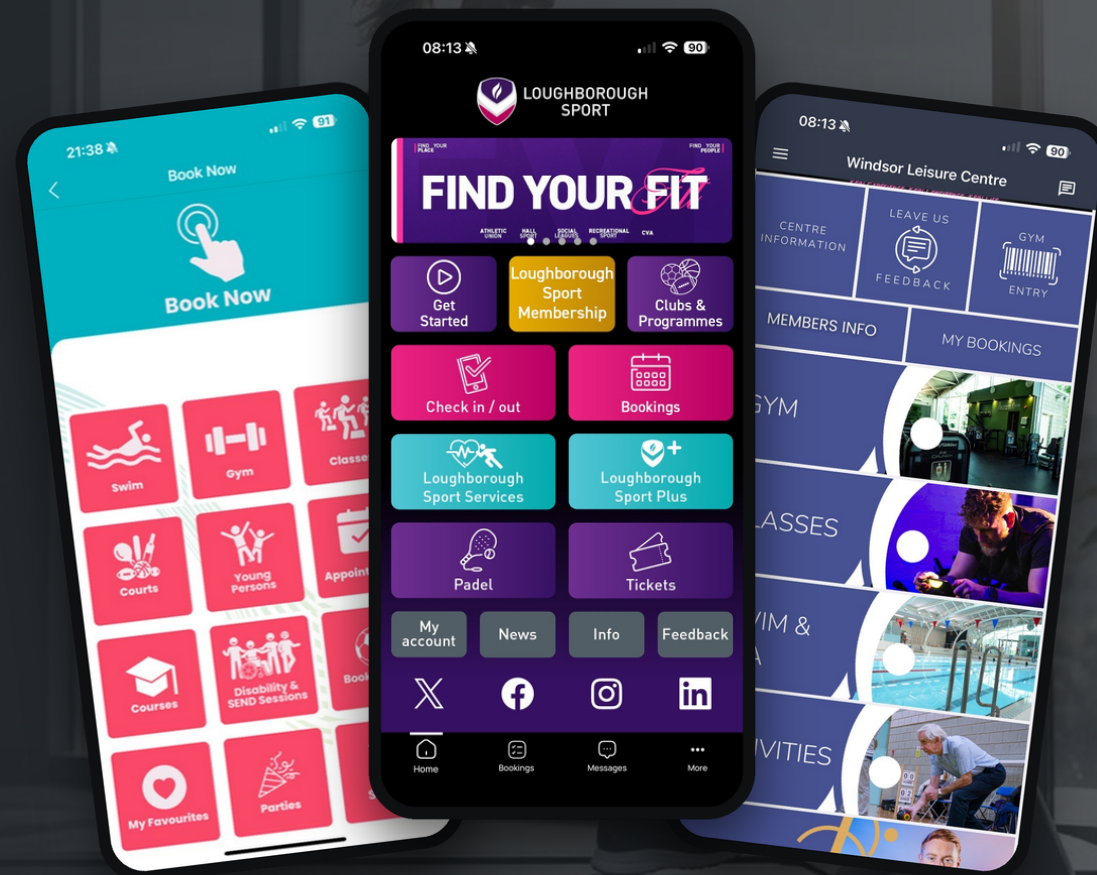


Extend your paid social campaign to an active place.

Take the campaigns you're already running on paid social and extend them into the apps people use when they're active.



Already running a campaign? **Extend it.**

Use the campaign, creative, and landing pages you've already built. We extend their reach into an active place.

Your live social campaign



Creative approved, content produced, landing pages live, and budget already committed.



We extend your campaign



The same creative, adapted to the formats these apps allow, reaching people inside the leisure operator's own app.



Exclusive access to media inventory



3.1m monthly active users

255 operators on the network

70m+ monthly app sessions

Used to plan, book, and get into their active place.

We can also extend the same campaign to

SPOND Team sport

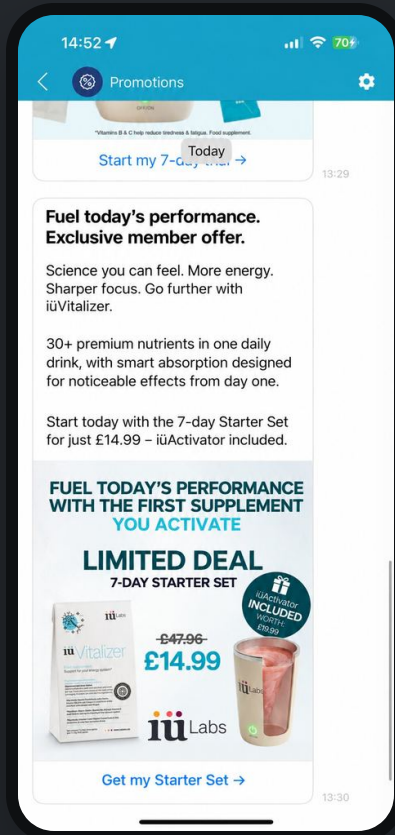
Pitchero Grassroots sport

STRAVA Larger campaigns

How does it work? Here's an example campaign.

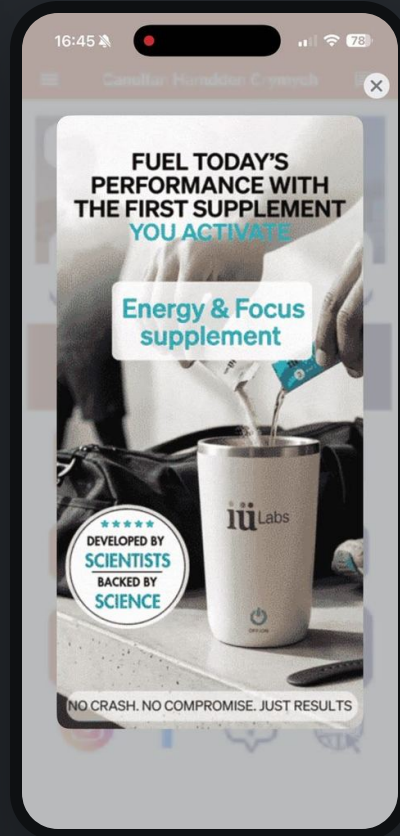
Placement 1

In-app message



Placements 2 and 3

Full-screen on app open



80,000

ad impression campaign

- Day 1** In-app message
Lands in the member's Promotions area and stays there.
- Day 2** Full-screen on app open
First showing.
- Day 8** Full-screen on app open
Second showing: two opportunities to see, per user.

Creative adaptation → Participating operators → Tracked landing page → Campaign reporting

Does it work? Strong attention, engagement, and conversion.

neutonic

5.5%

click-through rate

Supplement brand, myFitApp, 2026.

iüLabs

2.5%

of sessions ended in a purchase

10%

conversion rate at
the best operator

Supplement brand, myFitApp, 2026.

These are results from individual campaigns, not a guarantee of future performance.

Partner brands.

GREN[®]DE

 VIVOBAREFOOT

 PROVIZ[®]

monk

neutonic

 BLUEFIN
SUP

iü Labs

GOAPE

 E C H O

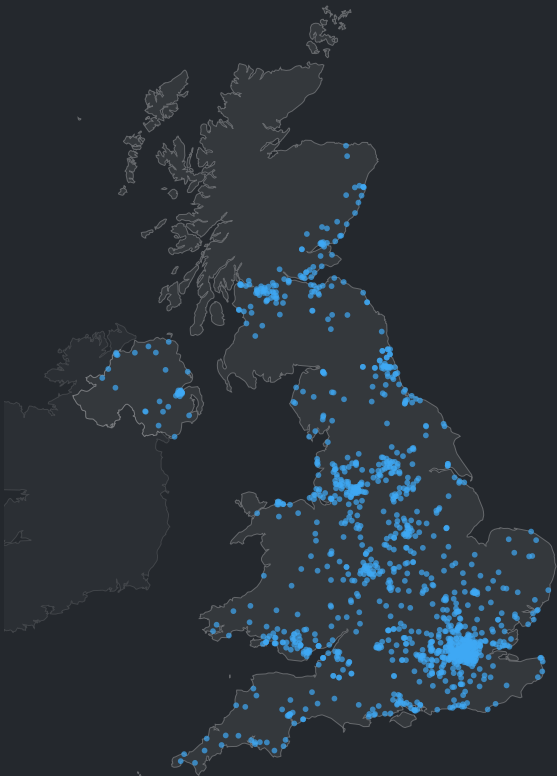
✂ ON THAT ASS[®]

POLAR

MORISH

Who do you want to reach? **Whatever their active place is, be there.**

Tell us the audience you're trying to reach, and we'll profile the best fit across the network.



Centres operated by myFitApp partners across the UK.



Younger gym-goers



Active families



Active 50+

Location

National, region, city, or named operator.

Age

From students to the over-50s.

Affluence

From everyday to premium areas.

Venue type

Leisure centres, gyms, pools, and university sport.

When should it run? **When it matters to your campaign.**

Already planning activity around a key moment? We can extend that campaign into their active place.



January to April

Fresh start

New Year fitness, and training for spring marathons.



May to August

Summer ready

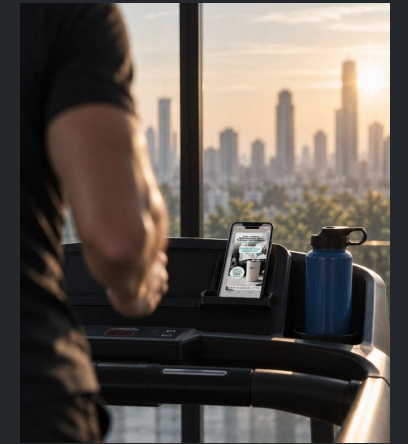
Getting fit for holidays, and somewhere cool to train when it's hot.



September and October

Back to routine

Schools go back, and the indoor season starts.



November and December

Gifting

Black Friday and Christmas.

One brand per category, so nothing competes for the same member's attention.

What are you running right now?

- 01 Send us your campaign.
A link to your site or an ad.
- 02 Tell us who you want to reach, where, and when.
- 03 We'll come back with a mockup of how it would look in an active place, and what it would cost to run.

Extend your campaign →

Or contact phil@aktyvsports.com

