# D1 TRAINING CASE STUDY

How Sales Chatz combined AI and data to accelerate the growth of this Princeton Equity Group brand.

## BACKGROUND

D1 Training is a membership-based gym and boutique fitness franchise that provides individual and group training classes in state-of-the-art facilities. D1 has a five-star training program derived from Division 1 strength and conditioning programs used by college and professional athletes. They have several celebrity athlete endorsements, including Tim Tebow. There are currently 100+ elite facilities in operation in the U.S. with $808K+ AUV* and $1.5M* revenue for top franchise locations.

D1 Training has very aggressive franchise sales goals. They initiated a test with the Sales Chatz digital advertising platform (aiADZ), testing our approach against their current advertising agency. Sales Chatz has worked with D1 since 2021.

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# METHODS

We recommended that we approach the D1 franchise development advertising campaign in the following manner:

1. Use our fully optimized (since 2012) proprietary data list of 150,000+ franchisees to improve the targeting on the META platform.
2. Filter prospects based on self-reported investment liquidity so that AI would put the ads in front of people who have the money to invest.
3. Grow the geographic targeting so that their message was put in front of a larger audience interested in investing in a franchise opportunity.

# RESULTS

1. D1 Training exceeded their sales goals.
2. The cost-per-sale was 50% lower than industry average.
3. D1 Training increased their budget by 1,400%.

*Source 2023 D1 Training FDD - Average revenue for locations open 2+ years.

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