

## CLIENT STORY

GLOBAL HEALTH AND WEIGHT MANAGEMENT BRAND

# Leading Health & Weight Management Company Deploys Dynamic Personalization at Scale

## SOLUTIONS DEPLOYED

- Digital Experience Optimization
- Large-Scale Dynamic Personalization
- GA4 Setup and Migration

**BLASTX**  
CONSULTING



**5.3x ROI**

As a Result of Improved  
Scale Personalization



# 5.3x ROI

As a Result of Improved  
Scale Personalization



# 100+

Personalization Template Variations  
Used by US Stores



# 100%

Dynamically Personalized Approach  
to Suit Every Customer

## Client Need

A global leader in health and weight management wanted to focus on personalization for their customers, but creating and deploying it at scale proved to be a daunting challenge. The BlastX Consulting team, however, saw this as an opportunity to usher in positive changes that would set the brand up for long-term success.

## BlastX Consulting Solution

BlastX Consulting worked with this globally recognized brand to build dynamic, personalized, and scalable experiences for their customers—all while shepherding their transition to the GA4 systems needed for long-term success. Core components of this solution included:

- **Architected GA4 tracking strategy plan** and spearheaded the migration of GA Universal tags and marketing pixels, including QA, Admin Setup, and channel attribution creation
- **Developed over 100 dynamic personalization template variations** which were deployed and used at stores across the United States

As a result of their hard work with the BlastX Consulting team, the client saw spectacular results including 5.3x ROI as a result of improved scale personalization.