

## CASE STUDY



# Noom Breaks Into New Markets Via Content Partnership With The Independent

## THE CHALLENGE

Noom, a global health and fitness company providing an award-winning weight-loss programme, had established a strong foothold in the U.S. health and fitness market. However, Noom's brand awareness was not as robust in other target markets, particularly within the United Kingdom.

Noom leadership wanted to expand its presence in this viable market by building brand awareness and increasing customer acquisition. To accomplish this, they needed to differentiate themselves from run-of-the-mill health and fitness programmes by demonstrating the uniqueness of their solution.

## OUR APPROACH

Acceleration Partners crafted a dual-purpose upper-funnel strategy that moved Noom closer toward its two goals for the UK market.

The team concluded that forging a partnership with a regional organisation would allow the client to achieve its goals more expediently. They leveraged an existing positive relationship with **The Independent** – whose huge online audience closely aligned with Noom's target demographic – to negotiate exposure through a hybrid payment model.

Via the Partner Hub, Noom provided The Independent with fresh and captivating branded content (e.g., testimonials, product information), imagery, and campaign messaging. The Independent leveraged a multifaceted promotional approach to incorporate Noom content into newsletters and social media promotions and routed native traffic to on-site materials.

As a result, The Independent became a top-3 partner for Noom; and, based on the programme's success, Noom expanded the programme to include The Evening Standard.

## RESULTS

**267%**

increase in year-over-year  
sign-ups

**2,600+**

UK enrollments  
over 2021

**17,000**

clicks generated over 2021



The great year-over-year growth that we've seen with our UK affiliate programme would not have been possible without our account team at Acceleration Partners.



**Morgan Foran**

Partnerships Marketing Manager, Noom

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