

# Case Study: How vo2 analyzer provider Tapped Into 20+ Industry Events to Reach High-Intent Fitness Buyers

This document explores the strategic approach taken by vo2 analyzer provider, a leader in portable metabolic analysis technology, to effectively engage high-intent buyers in the fitness and wellness industry. By leveraging a targeted contact list from over 20 global industry events, vo2 analyzer provider successfully connected with decision-makers and enhanced their marketing efforts, resulting in significant business growth.

## 1. Client Overview

vo2 analyzer provider is a leader in portable metabolic analysis technology, helping athletes, trainers, and medical professionals optimize performance through precise physiological data. Their cutting-edge products are trusted by elite sports teams, fitness centers, and research institutions worldwide.

## 2. The Challenge

vo2 analyzer provider needed a reliable way to reach active buyers across the global fitness and wellness industry. Traditional lead generation methods couldn't match the scale or intent level they were seeking. They wanted to connect directly with professionals who were already investing in new equipment, technology, and performance solutions — the kind of audience that attends major trade shows.

Choose the best lead generation method for vo2 analyzer provider



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## 3. The Solution

vo2 analyzer provider partnered with Prospects Shop to purchase a targeted list of 110,855 contacts — all verified attendees of over 20 international fitness and wellness events, including:

- IHRSA
- FIBO
- H2F
- ACSM
- NSCA
- Ironman
- Athletic Business Show
- and many more.



IHRSA



FIBO



H2F



ACSM



NSCA



Ironman



Athletic  
Business  
Show

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These contacts represented high-intent professionals such as:

- Gym owners & decision-makers
- Athletic performance directors
- Health & fitness product buyers
- Sports medicine professionals

The list enabled vo2 analyzer provider to engage pre-qualified prospects and align their messaging with current buyer interests and event context.

## 4. The Results

- Expanded reach into new territories and verticals
- Increased conversions from high-quality leads
- Faster sales cycle due to buyer readiness
- Stronger ROI on email and outbound campaigns

Marketing Campaign Benefits



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The vo2 analyzer provider team now uses event-based targeting as a core part of their marketing strategy.