



Helping the YMCA activate premium Connected TV in brand safe, high attention streaming environments **to elevate credibility and convert attention into action.**

About AdGood

AdGood is a 501(c)(3) nonprofit expanding access to premium Connected TV advertising for mission driven organizations. AdGood helps nonprofits run measurable streaming campaigns with nonprofit friendly economics, premium inventory access, and transparent performance reporting.

The YMCA of Metropolitan Dallas partnered with AdGood to drive membership growth and expand visibility across the Dallas Fort Worth community using premium Connected TV placements on the biggest screen in the home.

The YMCA is not just a gym. It is a community hub built around wellness, belonging, and family connection. But in a crowded local market, digital only campaigns can struggle to break through with enough trust and attention to drive real action.

The YMCA needed a way to elevate perception quickly, reach high fit households across the region, and generate measurable outcomes tied to membership intent, not just impressions.

The Solution

The strategy paired premium streaming placements with trackable response signals to measure incremental demand and validate performance during the flight.

Activation

The YMCA campaign was designed to reach individuals and families looking for connection, wellness, and community across Dallas Fort Worth. Including:

- Premium Connected TV placements in high attention streaming environments
- Messaging built to reinforce credibility and prompt a clear next step
- Measurement focused on performance signals that reflect intent, including direct traffic and branded search behavior





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Results

300% + 5%

Return on Ad Spend

The campaign generated strong return on a modest media investment during the flight, demonstrating that premium streaming can drive performance outcomes, not just awareness.

Website Traffic Lift

The campaign drove measurable increases in website visits, including lift in direct traffic and branded search activity during the campaign period.

What the YMCA Team Reported

YMCA staff reported that members of the community mentioned seeing the YMCA “on TV,” reinforcing credibility and elevating perception beyond typical digital campaigns.

This kind of offline validation is often the missing ingredient for local membership growth: premium presence that creates trust, then translates into measurable demand.

Why it Worked

Premium streaming delivered high attention reach in a trusted environment, helping the YMCA show up with more authority than digital alone. By pairing that presence with direct response measurement, the campaign proved impact quickly and efficiently.