

## OTF Studio Region + KindKatch Results

### RESULTS

**527**

Personal  
Touchpoints

**72%**

Engagement/  
Click-through-Rate

**51%**

Low-Utilization  
Rebook

**6**

Studio  
Locations

**100%**

ROI in first  
month

### KINDKATCH IN ACTION

A midwest firm, owning a portfolio of 50+ OTF studios across five national markets, onboarded KindKatch to the studios in their Utah market to drive engagement and retention. They specifically targeted converting intro's to members, bringing disengaged members back into the studio, and celebrating member milestones.

"KindKatch has tremendously helped us with member retention and low-usage rebooking while also building relationships with members around key milestones and celebrations."



**Heather**  
Head of Marketing

**51%**

#### Low-Utilization Rebook

"Low-use" implies a member hasn't been in class in the past 10 or 35 days. The team used KindKatch to use video to reach out to low-use members and saw a 51% rebooking rate.

**100%**

#### ROI in first month

For \$119/month per studio, this region drove immediate ROI in the first month by bringing 81 members who were "at-risk" back into the studio for class. The team spent approximately five hours per week utilizing KindKatch.

**72%**

#### Studio Engagement

**527**

#### Personal Interactions

Overall engagement rate of their video was was incredibly high at 72%, translating to new member signups, at-risk members brought back into the studio, churn reduction, positive customer reviews, and increased overall utilization and bookings. OTF Staff spent approx. 10 hours total in 45 days sharing 804 messages and creating 527 personalized interactions with members.