

Multi-Studio Owner Jason Hanley + KindKatch Results

RESULTS

3	\$10,000	3X	86%	33%
Studios Owned	Revenue Generated	Monthly investment ROI	Engagement with Low Usage Customers	Decreased Cancellations

KINDKATCH IN ACTION

Jason Hanley is the proud owner of 3 Orangetheory Fitness studios, and he onboarded KindKatch to his Michigan studios to drive engagement and retention. His main goals were to convert introductory leads into recurring members and bring disengaged members back to the studio.



Jason
OTF Owner

"KindKatch was an instant success with our team and members. It has become our go-to tool for reaching out to low-usage members as well as leads who have not booked a session."

DID YOU KNOW? 1 in 4 gym members cancel because of non-use

86% Engagement

At Jason's OTF studios, members who last visited the studio 30 days ago are at high risk of canceling their membership. To combat this, his OTF studios used KindKatch to launch a campaign to encourage these "low utilization" members to book back into class. The result? An 86% click-through rate and engagement with 43 out of 50 targeted members.

3X Monthly Investment ROI

This region achieved a remarkable 3x monthly investment return by spending just \$119 per studio on KindKatch campaigns. These initiatives aimed at reducing member cancellations and reigniting usage among low-engagement members. The result was a phenomenal return on investment that drove member retention and growth.

\$10,000+ Revenue Generated

33% Decreased Cancellations

Did you know that a quarter of gym members cancel their memberships due to non-use? But fear not, with just two personal touchpoints a month, utilization can increase and cancellations can decrease by a whopping 33%. And the benefits don't stop there - even a small 5% increase in member retention can boost profits by 25% or more! Through 30 days of campaigns, winbacks, and churn reduction, Jason's teams generated a \$10k ROI on LTV of members reached.