

classpass

Studio Case Study

Beast Fitness Evolved

Location

Brooklyn, NY

Joined ClassPass

November 2017

Since Joining ClassPass in 2017

—
5.8k

*total number of
ClassPass reservations*

\$76k

*total incremental revenue
from ClassPass*

1.3k

*total number of unique
ClassPass users*

Background

Since its inception, the goal of Beast Fitness Evolved in Brooklyn has been to create a community space where people felt like they belonged. A hip, music-based HIIT studio, the walls of the space are adorned with murals created by local artists and Beast Fitness Evolved prides itself on its neighborhood-friendly atmosphere. From the beginning, CFO and Co-Founder Frank Barricelli recalls the challenges presented – similar to those nearly every boutique fitness business must overcome. “From the launch of any fitness studio there are two major problems that we all face: exposure and reach,” Barricelli says. “We felt that ClassPass was able to help us solve both of these problems with their built-in user base.”

Beast Fitness Evolved is all about creating inclusivity within its space. Barricelli looked to ClassPass to build a foundation of followers, both to fill his classes and gain necessary insight in order to improve the user experience.

Working with ClassPass

“From the start ClassPass was able to increase our immediate reach to new clients in the local market,” recalls Barricelli. The influx of users brought forth an influx of feedback. “Besides gaining new and loyal customers,” says Barricelli, “ClassPass was instrumental in measuring the performance of our product offering through their rating system – which requires customers to rate their experience at the studio after taking a class.”

ClassPass has been key to our accelerated growth and continued success.

– Frank Barricelli, CFO and Co-Founder of Beast Evolved Fitness



Barricelli set a personal goal to improve the studio's average rating to a 4.8 on ClassPass. By reading each and every review, whether positive or mixed, the studio was able to implement key changes that lead to higher user satisfaction and more overall traffic. For example, many ClassPass users praised the individualized attention from trainers and emphasis on form during class – both became part of the training for onboarding new instructors at the studio. In another instance, Barricelli noticed a trend in reviews that mentioned a need for more core-based workouts, comments about class length, as well as callouts about the studio's infrastructure. The studio ended up adding a new core-focused class, changing session durations and installed new studio floors. Through taking on feedback from ClassPass ratings and reviews, Barricelli was able to boost the studio experience for everyone who walks through the door.

Looking Ahead

Barricelli and his team at Beast Fitness Evolved continue to use ClassPass to tap into an audience of fitness enthusiasts, as well as utilize ClassPass reporting and data for a top-notch class experience – creating a culture of community. “These users have built strong relationships and have become true friends both inside and outside of the studio...” “ClassPass has been key to our accelerated growth and continued success,” explains Barricelli.

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