

# classpass Studio Case Study Big Hit Toronto

## Location

Toronto, ON

## Joined ClassPass

February 2015

### Since Joining ClassPass in 2015

—  
9k

total number of  
ClassPass reservations

\$86k

total incremental revenue  
from ClassPass

2.5k

total number of unique  
ClassPass users

## Background

Asi Shoshan, Managing Director of Big Hit, is always looking for ways to increase reach, boost traffic and showcase the studio's unique fitness experience. When it's your job to inspire and empower others through training, there's no doubt you'd rather be in the action than behind a computer. Big Hit uses SmartSpot, ClassPass' automated spot management technology, at its five locations across Toronto to help strategically allocate unused spots on the platform in order to earn more money — and save time.

SmartSpot looks at each studio's reservation history to understand the typical fill rate and makes real-time adjustments to add or remove the number of spots released on ClassPass — all while protecting the spots filled directly with studio clientele. "The simple and trustworthy technology means higher capacity," Shoshan says, which translates to more overall incremental revenue for studios.

## ClassPass as a tool for small business

Big Hit joined ClassPass back in 2015. Shoshan credits the platform with helping the studios obtain additional revenue, as well as marketing Big Hit to an untapped audience and demographic.

Shoshan says SmartSpot helps him manage his business by filling up classes that aren't at maximum capacity and to attract more people. Shoshan notes that ClassPass innovations like SmartSpot, as well as access to industry insights, data and dynamic pricing, have helped build his business acumen.

**With SmartSpot, the team at Big Hit worries less about inventory allocation and focuses energy where it really counts — engaging with clients.**



## SmartSpot helps studios work smarter

Instead of spending time adjusting ClassPass spots in the dashboard, Big Hit relies on SmartSpot to do the legwork. “We noticed our teams have become more efficient, as the technology focused on the things that our studio leaders had to do manually in the past,” Shoshan explains.

With SmartSpot, the team at Big Hit worries less about inventory allocation and focuses energy where it really counts – engaging with clients. “SmartSpot saves the work and time of having to adjust spots and stay on top of each class’s capacity,” recalls Shoshan.

**Big Hit has generated \$5k from SmartSpot since turning on the tool about two months ago.**

## By the numbers

SmartSpot technology strategically and effectively manages ClassPass spot allocations; studios can earn more incremental revenue and engage with a wider audience, tracking results in real time. “We’ve increased our top line per studio,” says Shoshan, “SmartSpot has allowed us to understand how ClassPass users like to use the platform.” Through the dashboard, studios can take advantage of advanced reporting and tools – including a breakdown of how SmartSpot has increased reservations and revenue. Big Hit has generated \$5k from SmartSpot since turning on the tool about two months ago.

Whether you’re looking to automate your day-to-day with smarter technology, or simply get more time back to do what you love, SmartSpot gives you the power to optimize your business.

classpass

Learn more about the benefits of becoming a ClassPass studio partner at [partners.classpass.com](https://partners.classpass.com)