

classpass Studio Case Study Ferris360

Location

Toronto, ON

Joined ClassPass

February 2015

Since Joining ClassPass in 2015

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18k

*total number of
ClassPass reservations*

\$208k

*total incremental revenue
from ClassPass*

2.4k

*total number of unique
ClassPass users*

Background

Ferris360, a high-intensity training studio in Toronto, has been a ClassPass partner since 2015. “We felt it would be a great opportunity for different people to experience our gym,” says owner Shaheed Keshvani. ClassPass had been helping the studio gain exposure and access a wider community and saw an opportunity to deepen the partnership, further propelling the studio toward its goals with SmartRate, the ClassPass dynamic pricing tool.

SmartRate predicts demand based on user purchase behavior, as well as studio-specific components such as class time, length and instructor – then the dynamic pricing algorithm evaluates every class to optimize pricing and incentivize ClassPassers to book.

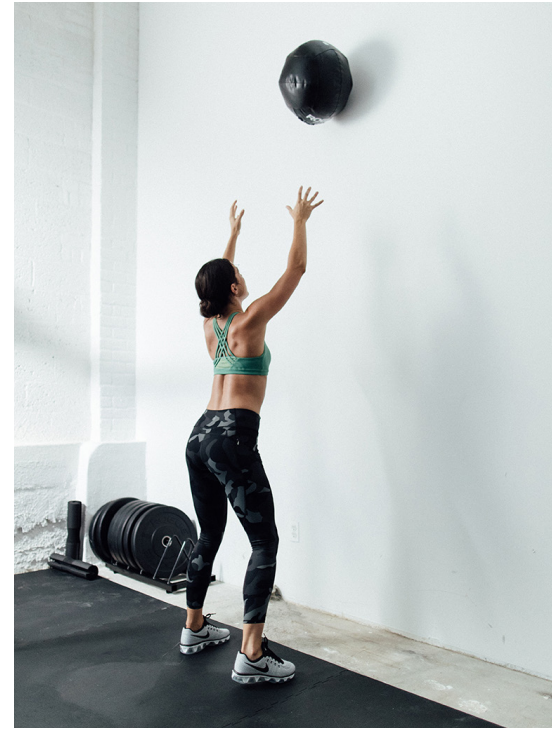
Working with ClassPass

Ferris360 was involved in the initial beta testing for SmartRate. Keshvani says the testing period earned his trust, and in embracing the SmartRate technology, saw the ClassPass partnership generate more revenue per month at his venue. ClassPass partners have seen an average increase of ~30% in reservations and an average increase of ~15-20% in revenue since using SmartRate on ClassPass. In addition, studios using SmartRate see up to a ~40% increase in first-time members.

Keshvani notes the main benefits of using SmartRate at his gym include consistency and efficiency. “SmartRate has given us the ability to focus on other areas of the business,” Keshvani says. His team can now spend more time and energy empowering clients.

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– Shaheed Keshvani, owner of Ferris360



“ClassPass knows we have huge demand but we are comfortable and confident enough to host ClassPassers...We love the partnership with ClassPass,” recalls Keshvani.

Ferris360 motivates locals through full-body sweat sessions, making moment count during the 60-minute workout. Similarly, Ferris360 strives to get the most out of the ClassPass partnership by using tools like SmartRate.

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classpass

Learn more about the benefits of becoming a ClassPass studio partner at partners.classpass.com