

Studio Case Study

SYNCSTUDIO Durham

Location

Durham, NC

Joined ClassPass

January 2015

Since joining ClassPass
in 2015

—
5k

reservations from
ClassPass

\$58k

incremental revenue
from ClassPass

968

unique users from
ClassPass

Fitness landscape in Durham

A close-knit city in North Carolina, Durham is newer to the fitness scene, with gyms and studios gaining more momentum. “Durham has so many amazing new businesses popping up because the people here are eager for new things and go out of their way to support local businesses,” says Katie Lucas, co-manager at SYNCSTUDIO Durham, a fitness studio offering yoga, cycling and circuit training.

With multiple universities in the area, travelers and students abound. The fluctuation of visitors poses a challenge for small business owners who need to forecast their financials, as well as stay top of mind for new comers and regulars alike. “Because Durham is a college town, we do have many clients come and go as they graduate or travel home during breaks,” recalls Lucas.

“We constantly need to get our name and information out to incoming students and professors in the area. When students leave for summer break, it can get very quiet around here. We joined ClassPass initially to be able to reach a wider audience.”

Working with ClassPass to increase exposure

Lucas says SYNCSTUDIO relies on ClassPass to boost their visibility. “We love how ClassPass gives people the opportunity to try out a variety of studios and classes. It’s an added bonus that people traveling can also pop into the studio because they find us on ClassPass.”

We’ve grown our community and can attribute part of that growth to the exposure we’ve received from ClassPass.

– Katie Lucas, SYNCSTUDIO Durham Co-Manager



By becoming a ClassPass partner, SYNCSTUDIO was able to tap into a larger network of fitness enthusiasts, without added effort. “We’ve grown our community and can attribute part of that growth to the exposure we’ve received from ClassPass,” says Lucas. “We love being able to connect with new clients and we are grateful for how responsive and helpful the ClassPass team is.”

Partner data, tools and insights

In addition to increased revenue and free marketing, ClassPass provides partners with resources to help maximize their business efforts—from a personalized partner dashboard to customer booking behavior data and advanced revenue reporting, small businesses can optimize for success.

“We regularly use the revenue reports and have used the class utilization reports to help create our schedule,” explains Lucas. “We also love being able to check the ratings of the studio, read feedback from clients, and we regularly read the After Class Blog.”

Looking ahead

“Durham is fertile ground for new ideas and businesses,” says Lucas. The future of fitness in this small North Carolina city looks promising—and sweaty.

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