

classpass Wellness Case Study Cryofuel

Location
New York, NY

Joined ClassPass
January 2019

**In 4 Months as a
ClassPass Partner**

681

*total number of
ClassPass reservations*

\$21.4k

*total incremental revenue
from ClassPass*

552

*total number of unique
ClassPass users*

Background

For Ben Feinson, CEO and co-founder of New York's Cryofuel, the benefits of whole body cryotherapy are obvious. But for those new to the health and wellness scene, cryotherapy is unexplored territory. Widening the pool of interested participants is even harder with a lack of awareness about your service.

"Helping people understand what we are actually offering is a struggle we face as most people don't know what cryotherapy is or what it does," says Feinson. "ClassPass gives people the opportunity to try it first-hand and really understand why this should be part of their lifestyle."

Working with ClassPass

Cryofuel is on a mission to empower individuals to achieve more through the use of innovative, non-invasive technology. "The treatments we offer, especially whole body cryotherapy, are still very new to the general population," explains Feinson. "Most people you ask will not even know what whole body cryotherapy is. ClassPass helps us reach a larger population, where we can educate them about this amazing treatment and its benefits."

In addition to the exposure, the advanced technological capabilities of ClassPass have made bookings a breeze at Cryofuel. "We use MindBody as our booking platform – the fact that ClassPass is integrated makes the whole process seamless. A better experience for the customer and it makes our job easy." From bookings to feedback, ClassPass partners have the ability to manage, record and analyze user data, all at their fingertips.

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Looking Ahead

With access to their target audience available through the ClassPass platform, Cryofuel has introduced brand new participants to cryotherapy and made invigorating, rejuvenating treatments approachable, understandable and accessible.

“Before, we got most of our traffic through word of mouth and social media – but those can run a bit dry,” recalls Feinson. “ClassPass has helped increase our daily traffic. Now more individuals than ever can experience the benefits of Cryofuel.”

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classpass

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