

classpass

Wellness Case Study

The Red Door Salon & Spa

Location

Multiple locations

Joined ClassPass

June 2018

Since Joining ClassPass in 2018

—
2.4k

*total number of
ClassPass bookings*

\$218k

*total incremental revenue
from ClassPass*

2k

*total number of unique
ClassPass users*

Background

A brand known for trailblazing in the wellness space, The Red Door Salon & Spa stays current with industry trends and business optimization across emerging channels and platforms. Just as The Red Door pioneers new technologies and researches every technique in the field, a partnership with ClassPass was the next step to help them further their mission.

By teaming up with ClassPass across 24 locations, The Red Door is able to monetize unbooked appointments, reach a targeted user demographic and take advantage of advanced tools and data.

“We are continuously looking for ways to simplify the user experience and grow our guest base,” says Andrea Berberian, Sr. Marketing Manager at The Red Door. “The ClassPass platform is appealing to welcome new guests who may not be familiar with The Red Door and are pre-qualified with like interests.”

Working with ClassPass

Since partnering with ClassPass in 2018, The Red Door has used the platform to facilitate thousands of appointments, targeting a new pool of wellness-minded visitors. “The team at ClassPass has been such a pleasure to work with,” says Berberian.

ClassPassers can search, find and book appointments all in one place – and The Red Door is able to analyze that usage in real-time. With the dashboard, ClassPass partners gain access to advanced reports and user behavior.

“We use the reporting tools every week,” recalls Berberian. “The reservation report is helpful to reference and it is great that we are able to sort by location since we have multiple location listings.”



Looking Ahead

ClassPass is helping to grow the pool of wellness-minded individuals, ready to book their next enriching experience at venues like The Red Door. "With ClassPass we have found that the users align with our values and existing guest base, being invested in their health and wellness," explains Berberian.

In addition to helping fill unbooked appointments and unlocking valuable tools and insights, a partnership with ClassPass is just that – a partnership – to move your business forward.

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– Andrea Berberian, Senior Marketing Manager at The Red Door Salon & Spa

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