



BRP
SYSTEMS

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ATTRACT. ENGAGE. RETAIN

Insider Strategies for Maximizing Engagement & Retention with
Endorfin and 360

Agenda



Latest Loyalty Trends in the Fitness Industry



DEMO of BRP Loyalty in Go Active App



Data & Results from 2024



Panel Discussion with Endorfin & 360



Chloé Baaklini



Johan Cederberg



Carl Bjerkne



Jonathan Sterner

MARKET TRENDS

***Personalized
Fitness
Experiences***

***Hybrid & Digital
Fitness
Experiences***

***Social
Fitness
Experiences***

MARKET TRENDS

Personalized Fitness Experiences

**Segment
s**

Data & AI

Skills

Hybrid & Digital Fitness Experiences

Apps

360 offer

Coaching

Social Fitness Experiences

**Challenge
s**

Referrals

**Ambassadorshi
p**



BRP Loyalty

- **BRP Loyalty** seamlessly connects to your **BRP Platform**, tracking member activity such as **visits**, **class participation** to drive retention.
- **BRP Loyalty** adds a **new section in the Go Active App**, where members can **track their progress**, **earn rewards**, and **participate in challenges**.
- **BRP Loyalty** helps gym owners **reduce churn**, **increase revenue per member**, and **build long-term loyalty** through data-driven insights and actionable gamification.

APP Demo



Your current level is
Silver



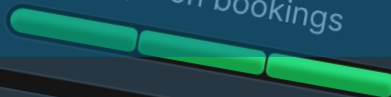
544 points to Gold

Streaks

Weekly visits



Show-ups on bookings



Achievements

First timer

Unlocked 5d ago



Reward

DATA 2024

EARLY EFFECTS

VISITS

+34%

***AVG total
monthly
visits***

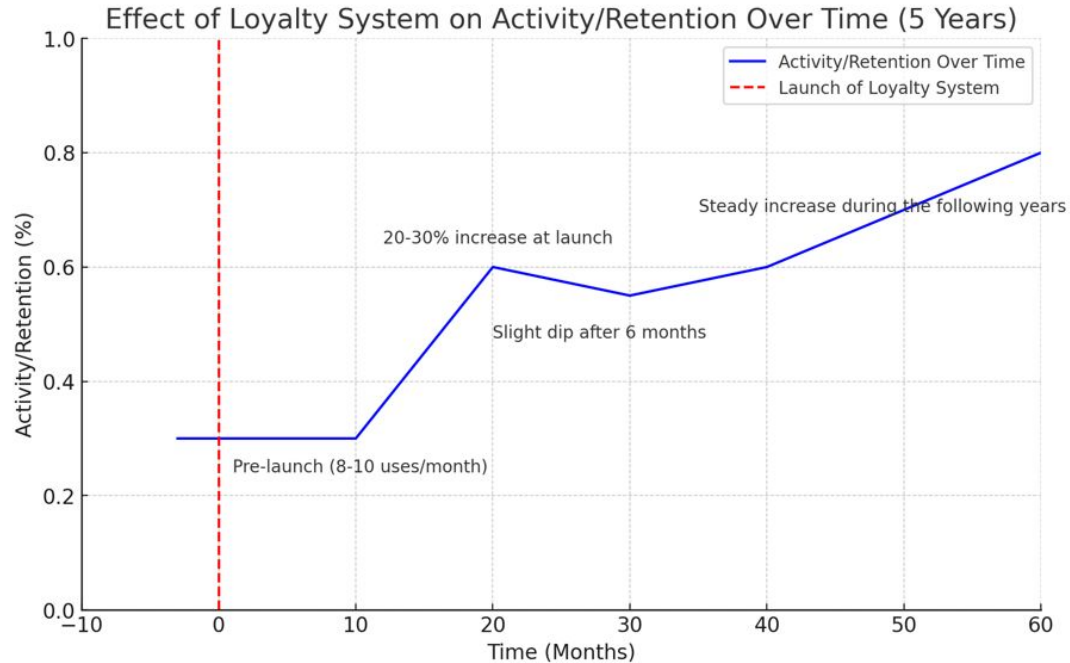
PURCHASES

+41%

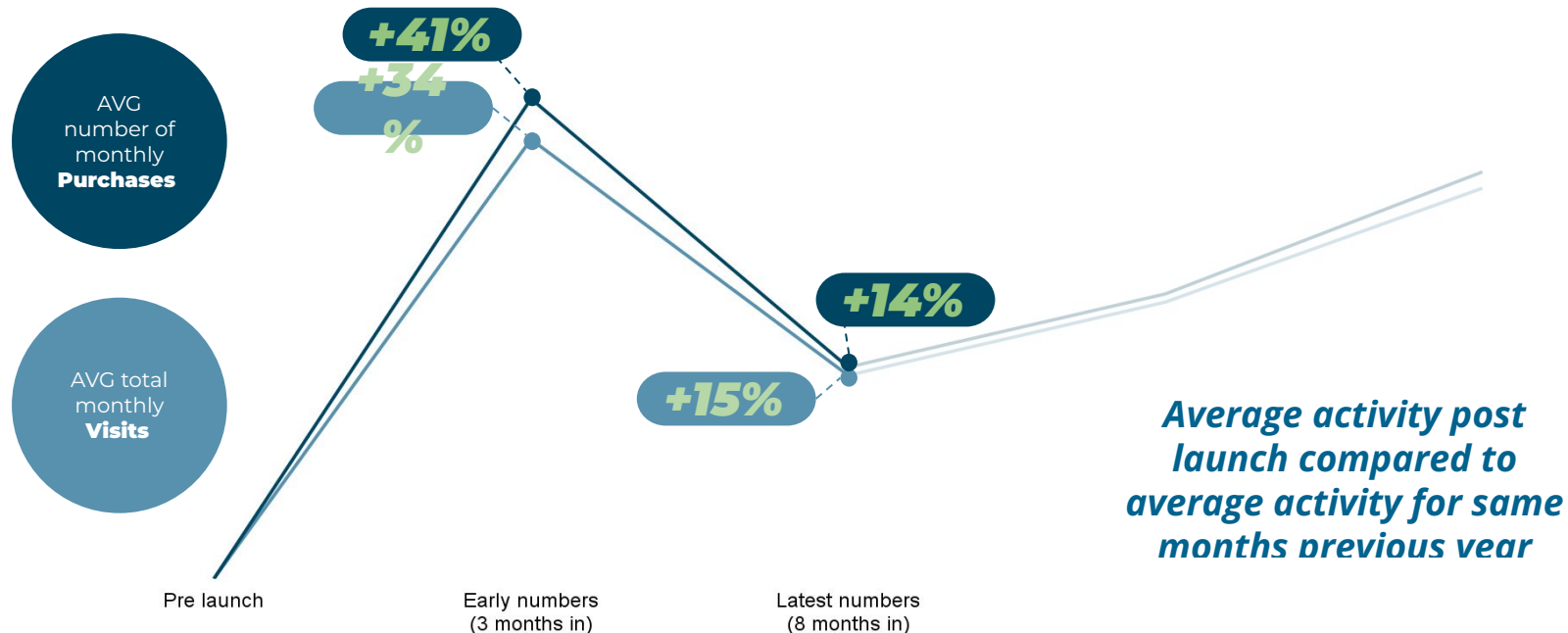
***AVG number of
monthly
purchases***

Average activity post launch compared to average activity for same months previous year

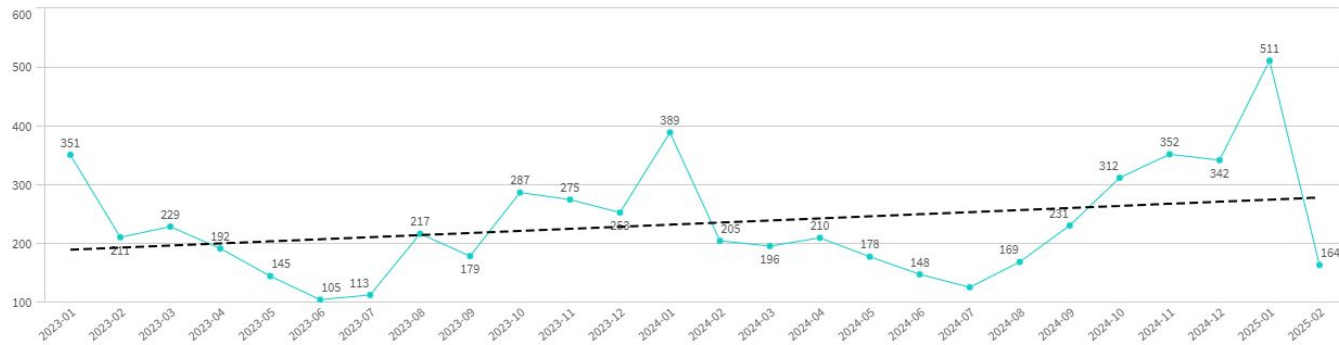
"NOVELTY EFFECT"



BRP LOYALTY EFFECTS



Started memberships



Ended memberships



PILOT: CUSTOM CHALLENGES

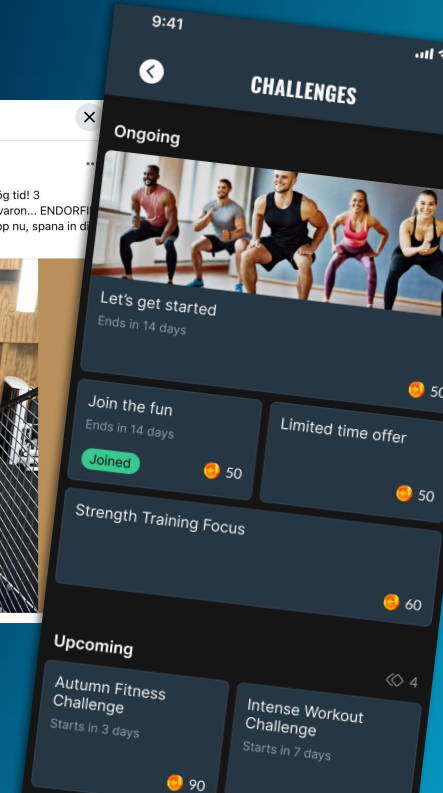
“Endorfin Shake Challenge”

GOAL

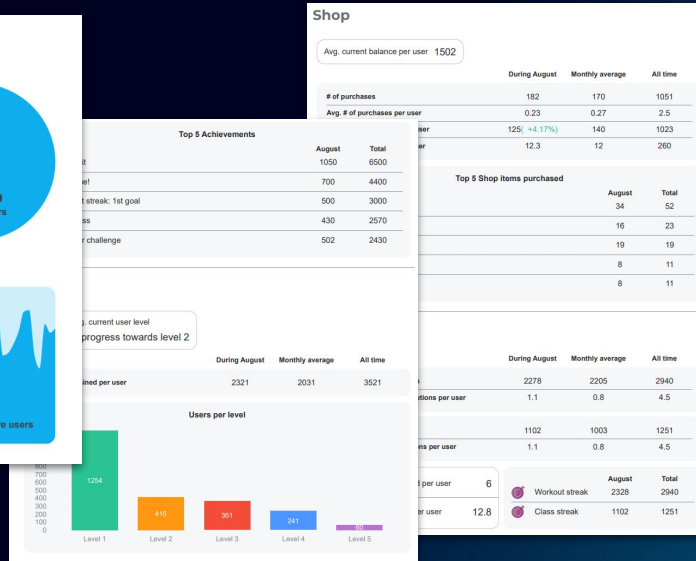
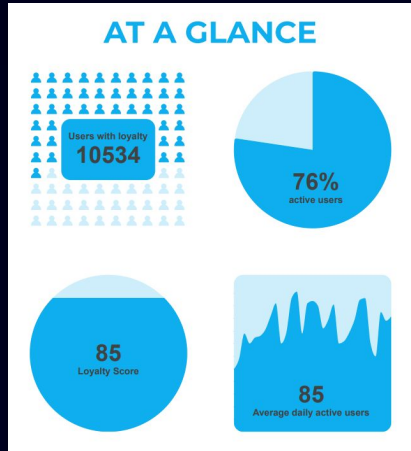
- Increase engagement, purchases & reward interaction
- Workout 3 times during November to unlock 1 of 1000 free 50 SEK shakes
- Everything fully automated by BRP Loyalty custom challenges

+8,3%

*increase in sales of
drinks after
campaign*



THE POWER OF DATA



Activity Highlights

| | Without loyalty | With loyalty | All |
|-----------------------------|-----------------|--------------|------|
| acked users | 1000 | 5000 | 6000 |
| ew users | 150 | 2000 | 2150 |
| vg. visits per user | 3.4 | 5.2 (+4.00%) | 2.53 |
| total visits | 1300 | 2500 | 3800 |
| vg. bookings per user | 3.4 | 2.2 (+3.77%) | 2.53 |
| total bookings | 1300 | 2500 | 3800 |
| vg. checkins per user | 3.4 (+13.33%) | 5.2 (+4.00%) | 2.53 |
| total checkins | 1300 | 2500 | 3800 |
| vg. no-shows per user | 0.36 | 0.15 | 2.53 |
| total no-shows | 1300 | 2500 | 3800 |
| vg. # of purchases per user | 3.4 | 5.2 (+4.00%) | 2.53 |
| total # of purchases | 1300 | 2500 | 3800 |
| vg. activity score per user | 10.2 | 13.4 | 0.02 |
| Turn | 12 | 5 | 17 |

PANEL DISCUSSION

PANEL DISCUSSION



Chloé Baaklini
BRP



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Annie Fältman
360 Träningscenter



Michael Svanöe
Endorfin

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