

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







Carl Bjerkne



**Jonathan Sterner** 



## MARKET TRENDS

Personalized Fitness Experiences Hybrid & Digital Fitness Experiences Social Fitness Experiences



## MARKET TRENDS







### **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**

Achievements First timer Unlocked 5d ago

Streaks

Weekly visits

Show-ups on bookings

Reman



Your current level is

Silver

544 points to Gold





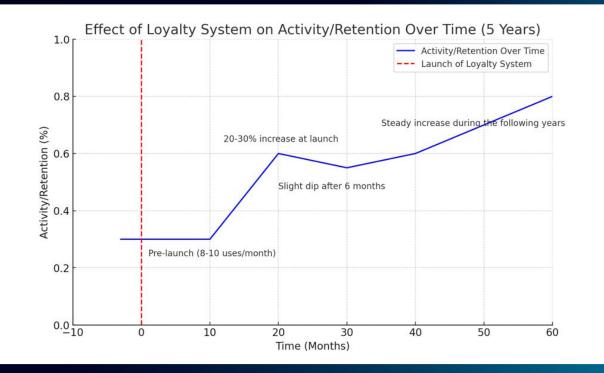
### EARLY EFFECTS



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

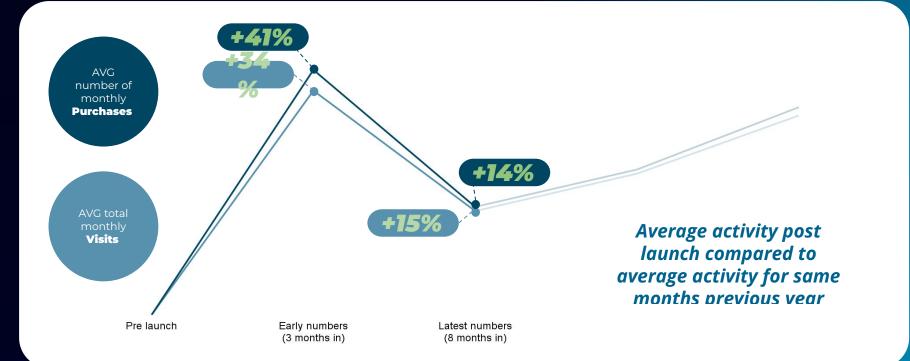


## **"NOVELTY EFFECT"**



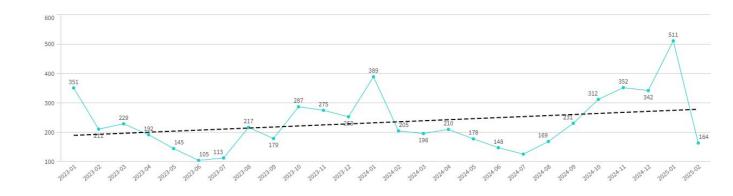


## **BRP LOYALTY EFFECTS**





## Started memberships









## **PILOT: CUSTOM CHALLENGES**

drinks after campaign

#### "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

#### Endorfin Lerums inlägg



Har du checkat dina coins i PLUS? Kollat in dina prestationer? Om inte är det hög tid! 3 träningspass mellan 25(10-30/11 ger sig en god shake! DET är lite extra lyx i tillvaron... ENDORFI SHAKE CHALLENGE is on... Välkommen att hänga på, ladda ner vår bokningsapp nu, spana in di PLUS-konto och erövra härliga belöningat!





Autumn Fitness Challenge Starts in 3 days Starts in 7 days

9:41

**9** 90

## THE POWER OF DATA

			Shop	•								
AT A GLANCE			Avg. cu	Avg. current balance per user 1502								
							Monthly average	All time	tivity Highlights			
	76% active users			# of purchases Avg. # of purchases per user		182 170 0.23 0.27		1051	-			
*********			Avg. #	Avg. # of purchases per user		0.23	0.27	2.5		Without loyalty	With loyalty	All
Users with lovalty		Top 5 Achievements	August	Total	er	12.3	12	260	- Tracked users	1000	5000	6000
10534		it	1050	6500					New users	150	2000	2150
		e!	700	4400	Top 5 Sho	p items purchased						
		t streak: 1st goal	500	3000			August	Total 52	kvg. visits per user	3.4	5.2( +4.00%)	2.53
		55	430	2570			34		- Iotal visits	1300	2500	3800
		r challenge	502	2430			16	23 19	wg. bookings per user	3.4	2.2(+3.77%)	2.53
					/		19	19	fotal bookings	1300	2500	3800
					-		8		-			
85	ANA						8	11	wg. checkins per user	3.4( +13.33%)	5.2( +4.00%)	2.53
									fotal checkins	1300	2500	3800
		), current user level progress towards level 2										
									lvg. no-shows per user	0.36	0.15	2.53
		During August	Monthly average	All time	_	During August	Monthly average	All time	fotal no-shows	1300	2500	3800
Loyalty Score		ined per user 2321	2031	3521	•	2278	2205	2940	-		N.N. 97 - 5 C. 12 C.	
	85				ations per user	1.1	0.8	4.5	Avg. # of purchases per user	3.4	5.2( +4.00%)	2.53
	Average daily active users	Users per level				1102	1003	1251	fotal # of purchases	1300	2500	3800
					ns per user	1102	0.8	4.5	kvg. activity score per user	10.2	13.4	0.02
					in per unu	1.1	0.0	4.5	wy. acomy score per user	10.2	13.4	0.02
	700 600 600 400	1254			i per user 6	<b>Workout</b>	August streak 2328	Total 2940	:hum	12	5	17
	300 200 100	415 351			eruser 12.8	Class stre	pak 1102	1251				
	100			60	-							
		Level 1 Level 2 Level 3	Level 4	Level 5								



## **PANEL DISCUSSION**





## PANEL DISCUSSION



Chloé Baaklini BRP



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Annie Fältman 360 Träningscenter



Michael Svanöe Endorfin





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