

classpass

Studio Case Study

box + flow

Location

NoHo, NY

Joined ClassPass

February 2017

Since Joining ClassPass in 2017

9.2k

total number of
ClassPass reservations

\$86.6k

total incremental revenue
from ClassPass

2.5k

total number of unique
ClassPass users

Background

Olivia Young, Founder and CEO of NoHo's box + flow, was inspired to launch her fitness venture when she realized the key to living her best life included training – both physically and mentally. Her studio invites users to push their limits with a round of high intensity boxing, followed by a flowing yoga sequence. With her unique concept, Young wanted more publicity for her studio, though felt hesitant to enlist help. "I wanted to market to a wider range of people, be accessible to others and tap into an extensive loyal client base," says Young on why she decided to pursue a ClassPass partnership to reach her goals.

Working with ClassPass

"I was unsure about ClassPass when I opened my studio in fear it would interrupt my financial model and dilute my brand, truthfully," recalls Young. "But six months in and I realized that if I switched my perspective, I could see ClassPass as an asset as opposed to otherwise."

The advanced technology offered to ClassPass studio partners is essential for Young. "I like the ease of the platform," she says. "The ever evolving-tools, like dynamic pricing and algorithms used to fill high- vs. low-demand classes." ClassPass SmartTools also help Young save time and earn more. "I think SmartSpot is really fascinating, I love how it fills unused inventory," describes Young.

Young also notes the responsiveness of the ClassPass team is a big draw for her. With a dedicated account management team, box + flow is always supported.



Looking Ahead

Young's journey with ClassPass has made an impact on her business. "It has definitely been a huge win for me in terms of bringing new people in and exposing box + flow to the marketplace," she explains. Young continues to inspire and empower fitness enthusiasts to 'find their fight and then let things flow.' Whether it's more students warming up together before the HIIT shadowbox session, or the collective deep breath in the closing Child's Pose, ClassPass helps bring more more energy into class, more exposure and increase brand awareness for box + flow.

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- Olivia Young, Founder and CEO of box + flow

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