

classpass

Studio Case Study

CrossFit Outbreak

Location

Multiple Locations

Joined ClassPass

October 2016

Since Joining ClassPass in 2016

—
3k

*total number of
ClassPass reservations*

\$42.8k

*total incremental revenue
from ClassPass*

1.4k

*total number of unique
ClassPass users*

Background

Adam Sturm, co-founder of multi-location CrossFit Outbreak, says the idea behind the venture is to help people be the best versions of themselves. While the inspiration seems clear-cut, the day-to-day of launching and managing a fitness business is not. Sturm says he ran into roadblocks ramping up — “way too many to list,” he recalls.

One universal challenge? Exposure. “Bolstering slow classes is a challenge every CrossFit owner deals with,” Sturm says. “ClassPass offers a solution to that problem.”

Working with ClassPass

Whether it’s boosting traffic to targeted times, offering data or spreading the word about functional fitness, ClassPass gives CrossFit gyms the tools to optimize their businesses. “We’re passionate about changing people’s lives and helping them reach their fitness and health goals,” Sturm explains. With that vision in mind, Sturm uses ClassPass to widen his reach.

“We felt that there was a need in our gyms to fill more spots in class, as well as get more people in the door,” recalls Sturm. By opening up a variety of days and times across his schedule to ClassPassers, Sturm found he was able to expose CrossFit Outbreak to a new user subset. “The more opportunity, the better!” he says.

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– Adam Sturm, Co-Founder of CrossFit Outbreak



Many CrossFit gyms on ClassPass offer foundational classes for those new to the space, genre or even fitness in general. Setting up pre-requisites on the platform is another way to personalize the ClassPass experience and ensure ClassPassers (and the gym) stay safe. Allowing dedicated time and space for participants to learn each gym’s basics and explore CrossFit in a safe and non-intimidating way is a recipe for success.

Looking Ahead

Sturm says fitness is more fun with friends – and relies on ClassPass to help build that community. “We have filled more classes because of ClassPass,” he recounts. So what’s next for CrossFit Outbreak? “More locations, more classes on the schedule and more availability for ClassPass!”

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