

classpass

Studio Case Study

Lean Bean Fitness

Location

Sydney, Australia

Joined ClassPass

January 2016

Since Joining ClassPass in 2016

—
8k

*total number of
ClassPass reservations*

\$82.9k

*total incremental revenue
from ClassPass*

1.4k

*total number of unique
ClassPass users*

Background

For Lizzie Bland, owner of Lean Bean Fitness in Australia, creating fuss-free, fun and effective sweat sessions was a no-brainer. What started as a simple bootcamp morphed into high-intensity fitness classes that inspire participants to play and get fit.

With her women-focused workouts quickly gaining popularity in the Sydney suburb of Bondi Beach, Bland knew she wanted help expanding her brand and reaching a wider audience. She began working with multiple fitness aggregators who promised a partnership, but she found their technology lackluster and felt let down by the results — that's when she turned to ClassPass. "The professionalism and international status of ClassPass soon made me realise that their platform would be more beneficial for my business," recalls Bland. "I truly believed they would help grow my business in the way I wanted."

Working with ClassPass

Exclusivity proved to be the most successful route and ClassPass was able to help propel Lean Bean Fitness forward. ClassPass offered Bland tools and resources to make her mark in the local landscape. The unparalleled access to reporting (including insight into user behaviour) was another plus for Bland. "We often look at what classes are most popular, explore class and teacher reviews to see how we can improve and decide whether we should adapt our timetable to suit the needs of our market," she says.

The professionalism and international status of ClassPass soon made me realise that their platform would be more beneficial for my business.

– Lizzie Bland, owner of Lean Bean Fitness



The support from experienced account managers was another reason ClassPass trumped competitors for Bland. “If I have an issue, I know that I can speak to someone quickly and said issue is always resolved swiftly.”

Looking Ahead

As Lean Bean Fitness grows, expanding across Australia and launching into online programming, Bland is excited to work alongside ClassPass to reach her goals.

If I have an issue, I know that I can speak to someone quickly and said issue is always resolved swiftly.

- Lizzie Bland, owner of Lean Bean Fitness

classpass

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