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Studio Case Study

Modo Yoga Seattle

Location

Seattle, WA

Joined ClassPass

May 2015

In 4.5 Years as a ClassPass Partner

13.6k

total number of
ClassPass reservations

\$121.7k

total incremental revenue
from ClassPass

3.2k

total number of unique
ClassPass users

We have had success with ClassPass bringing in unique students that help promote our studio.

Striving To Stand Out

Running a yoga venture in a saturated city like Seattle is challenging. Brandon Sutton, director and owner of hot yoga studio, Modo Yoga Seattle, was feeling the heat. “We understand that being in such a dense area like Seattle, there is an abundance of yoga studios, and a lot of hot yoga studios,” says Sutton. Modo became a ClassPass partner in 2015 to reach more people, specifically students who were exploring what Modo offers – an accessible, inclusive, conscious community.

Sutton recalls starting to work with additional aggregators, simply trying to fill all the gaps and to reach all possible clients and students. In doing so, Sutton quickly saw the flaws in other aggregators – and understood why choosing the right partner for incremental revenue was essential.

Multiple Aggregators, Multiple Issues

The main challenge Sutton saw in working with other aggregators? Less control of the studio. As opposed to the partnership with ClassPass, Sutton explains that with other aggregators, “You give up the freedom of operating your studio in the way or vision that you want. As an owner, it is important for them to work for me, not for my studio to work for them.” With access to ClassPass SmartTools, automated spot allocation and dynamic pricing algorithms, he chose the platform that maximizes inventory, specially customized for each business.

In addition to having less control of the client and user flow, Sutton says it was difficult to manage multiple sites. “Community is huge for us at Modo. We want it to feel like a home away from home from the second a student walks in the door and from the moment they walk out,” explains Sutton. “We make it a point to send this feeling out at the desk, in class and when we see students outside of the studio.”



Instead of spending time interacting with students, he had been juggling different aggregator sites.

Sutton mentions another difficulty he found in working with other aggregators – unsophisticated technology and limited integrations resulted in a less-than-stellar user experience. “They couldn’t get their systems to work with ours and were very difficult to deal with. One of those things that, had we known, we never would have entertained the idea of using them.” After a few months of working with multiple aggregators, Sutton decided to streamline his partnerships and work exclusively with ClassPass.

Success with ClassPass

Since becoming exclusive with ClassPass, Modo has been able to take full advantage of the partnership, including the platform’s SmartTools technology.

Since using ClassPass, we typically see an increase of 8-13% of our monthly revenue.

– Brandon Sutton, director and owner of Modo Yoga Seattle

“We have seen an increase in our monthly revenue using SmartRate and using SmartSpot, we have filled classes that need more attention,” details Sutton. “We have had success with ClassPass bringing in unique students that help promote our studio, as well as bring in numerous amounts of new students – I would say that we have seen an increase every month with new students. Since using ClassPass, we typically see an increase of 8-13% of our monthly revenue.”

ClassPass maximizes Modo’s inventory and incremental revenue, so Sutton can focus on making an impact in his community through his vision. “We strive to make a small town feeling in a large, full speed, a lot of moving parts city such as Seattle. ClassPass has given students accessibility to practice yoga and to see the community that we offer.”

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