

classpass

Studio Case Study

Rumble

Location

National

Joined ClassPass

December 2019

In 3 Months as a ClassPass Partner

20%

*increase in revenue
across studios*

33.1k

*total number of unique
ClassPass users*

85%

*of ClassPass visitors were
new to Rumble or hadn't visited
in 90 days*

**ClassPass allowed us
to reactivate those lapsed
users and get them back
in the doors.**

– Andy Stenzler, co-founder of Rumble

Background

Rumble already had a knockout concept, superior execution and a devoted fan base. When the national boxing and training concept was looking to push to the next level, they knew their move would need to be strategic. “The primary goal in working with ClassPass was to drop some barriers to entry and create a level of accessibility to an expanded customer base who previously didn’t have a way to interact (and fall in love) with the Rumble experience,” says Andy Stenzler, co-founder of Rumble. Also factors? “The opportunity to tap a massive, hyper-engaged audience seeking physical fitness in their everyday, combined with the dynamic pricing flexibility.”

As a diligent business owner, Stenzler needed to vet and trust a potential marketplace partner, and had initial worries about how working with ClassPass could affect the established Rumble community. “Our primary concerns were the same as most: We wanted to ensure that Rumble’s existing customer base – and the experience they’ve come to expect – were not compromised. Our initial experience with ClassPass has eased those concerns, as the partnership has brought us primarily new customers.”

Through collaboration, support and advanced technology, ClassPass worked hand in hand with Rumble to bring their concept of ‘group fitness for the individual’ to an even wider audience.

Growth Through Teamwork

Rumble’s success in partnering with ClassPass is clear across not just one, but all of their 13 locations. “Since our launch with ClassPass, we’ve seen up to a 25% increase in enrollment across our studios,” Stenzler continues. “For obvious reasons, the access to a new source of customers is an enormous win.



But even more important is the energy level a full-class experience brings to all of our customers. The energy that manifests is palpable and a huge part of the Rumble group fitness experience.”

With an influx of new faces, Stenzler was vigilant about assessing the potential of Rumble members converting to ClassPass. “The risk of cannibalization was certainly at the forefront of some of our initial concerns. However, in our time on the platform we’ve seen Rumble direct clients to be a distinct customer base separate from ClassPass,” explains Stenzler. “Our existing clientele have maintained a direct relationship with our brand, seeking us out for consistency in pricing, ability to select their favorite spot and a longer booking window. Of the group of customers from ClassPass, 70% of those are completely new to Rumble. And of those that had been to Rumble prior to launching on ClassPass, the vast majority hadn’t been back to a class in over 90 days. These individuals were clearly those who loved Rumble, but were more price-sensitive. ClassPass allowed us to reactivate those lapsed users and get them back in the doors.”

The sophisticated controls of ClassPass that adjust and respond to capacity (SmartSpot) and pricing (SmartRate) allowed us to maximize class sizes and revenue earned, while also maintaining preference for direct fill by our existing and loyal Rumble customers.

– Andy Stenzler, co-founder of Rumble

With the increase in traffic, Stenzler leaned on ClassPass tools and data. “The sophisticated controls of ClassPass that adjust and respond to capacity (SmartSpot) and pricing (SmartRate) allowed us to maximize class sizes and revenue earned, while also maintaining preference for direct fill by our existing and loyal Rumble customers.” In addition, the detailed metrics supplied by ClassPass gave Stenzler essential business insight. “Data surrounding customer behavior by market, class time and repeat utilization has been extremely beneficial in guiding strategic decisions for our business and creating a new window into a customer base we previously did not have access to.”



Looking Ahead

“A good partnership is apparent when both parties are equally vested in success beyond hitting the initial finish line,” says Stenzler. “ClassPass and their account team provided all the educational and strategic support we needed to implement the system quickly and in alignment with our business goals. From their pricing and data teams, to their SmartTools engineers and marketing leads, we were given all we needed to achieve success on the platform now and well into the future.”

“Through our partnership, we were also able to improve our global customer experience through facilitating the full-class energy sought out by group fitness participants,” details Stenzler.

Rumble has achieved the synergy they sought in working with ClassPass — with the strategy and strength to continue an ambitious growth trajectory. “Every time Rumble enters a new city, ClassPass is coming on the ride with us — expect to see us in Chicago!”

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