

# ClassPass + Hydration Room: Optimum Long-term Growth

HYDRATION ROOM // ORANGE COUNTY, CA // 19 LOCATIONS

## Challenge


Finding a business partnership that is mutually (and equally) beneficial isn't easy. Hydration Room, a vitamin IV and injection therapy clinic, knew there was massive opportunity for growth with the right company, but how did they find "the one"? For the partnership to work, it had to do more than increase sales. It needed to be truly collaborative, sharing data and insights both ways.

## Solution

Enter ClassPass, the ultimate wellness experience aggregator. Hydration Room uses ClassPass to increase bookings and drive sales, and because ClassPass seamlessly integrates with HR's Mindbody software, the partnership is a dream. As a fully realized platform, ClassPass can create and share reports directly through the Mindbody software, making it easy for both HR and ClassPass staff to track progress and pinpoint any weaknesses. Having a dedicated account manager from ClassPass to answer any questions or concerns from HR ensures both lines of communication remain open and keeps everyone aligned.

## Results

Hydration Room saw ample increases from ClassPass since launching it 2018:

 **26%** *Increase in revenue*

 **22%** *Lift in reservations*

 **12.8K** *Total bookings*



Within a couple months, we had 5 or 6 patients a day just from ClassPass. It's a nice way to boost your presence, a fully realized out-of-the-box platform that includes Google search and SEO. You want to be where people are looking. That's why ClassPass made sense.

**DR. BRETT FLORIE**

*Owner & Founder, Hydration Room*