

FIRE Fitness Camp Stays Customer-First Through Very Rapid Growth

Challenge

Partnered with Mindbody from day one, FIRE Fitness Camp has seen monumental growth over the last two years, a time when many fitness businesses were shutting their doors. In 2021, they were the fourth fastest growing franchise in the country—of any kind. As they onboarded location after location, it became clear they needed enterprise-level reporting to turn a flood of incoming data into a consistent client experience.

Solution

As founder and CEO Hans Hartleben says, “Knowing our franchisees metrics is vital to their success. When they win, we win. If the franchisee fails to succeed, we fail as well. Reporting to us is everything!” With customizable real-time dashboards, easily seeing their most important data helped this rapidly scaling company better manage explosive growth. “To have the ability to see analytics of reoccurring payments is like getting a visual snapshot into the future. It helps our franchisees sleep at night.” Innovative tech also helps him keep things fresh and fun, so visitors to any location enjoy the same transformative experiences.

Results

FIRE Fitness saw large year-over-year increases in 2021:



+30% Increase in successful autopays



+37% Gross merchandise value (GMV)



+56% Total client visits



5.3K First time visitors



\$3.5M Revenue from autopays



“The reporting in Mindbody is really valuable to me because numbers don't lie. The business Insights dashboard [with] the top 10 in sales and YOY improvement is huge. I can see what's happening—who is doing better or worse—because if you don't know there's a problem, you can't help someone. That has been a huge help, growth wise.

HANS HARTLEBEN

Founder and CEO, FIRE Fitness Camps