



## How FitMetrix helps The Wall add value for members

- ★ **Business Name:**  
The Wall
- 📍 **Location:**  
Los Angeles
- ⚙️ **Industry:**  
Fitness
- 📍 **Number of Locations:**  
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Gyms use technology—especially fitness tracking—to support their brand identity and drive customer engagement. Some use leaderboards to drive competition, while others use biometric data on an individual basis. The Wall, founded by master instructor Jason Wimberly, falls into the latter camp.

The Wall creates a community among its members and gives them the tools they need to break down the barriers that keep them from their individual fitness goals. To do this, Wimberly and his flagship studio location in L.A. needed an advanced, but easy-to-use fitness tracking software solution that would also integrate with other platforms like MINDBODY gym scheduling software. Wimberly found the ideal system with FitMetrix by MINDBODY.

## Creating value with fitness stat tracking

Because FitMetrix offers multiple products to increase customer engagement, The Wall was able to select a package tailored to their brand and class style. Members at The Wall enjoy stacked-style classes that encompass different types of workouts—core activation, high-intensity circuit training, and cardio—to challenge the entire body while maintaining elevated heart rate levels. Over the course of an hour, members get a full-body workout led by an experienced instructor who motivates and maximizes the class experience.

The Wall isn't just a fitness studio—Wimberly and his staff consider their services a lifestyle concept. But in order to support such unique fitness services, Wimberly needed the right fitness tracking software to provide stats and figures without confusing customers.

**Clients can see their progress at the end of each class—but they don't have to compete with one another. Everyone is different.**

Jason Wimberly, Founder & Master Instructor, The Wall

"It's all about the individual experience and performance tracking is great for that," Wimberly said. "Some clients are really into their stats and want to see them, and others who aren't really into it don't notice them. But clients can see their progress at the end of each class—but they don't have to compete with one another. Everyone is different."

Wimberly and The Wall clients use FitMetrix to provide added value for members and enable them to track their progress on a more personal level. And thanks to FitMetrix's easy-to-use interface, it's simple for clients to check in, search their stats, and more—all within a branded web experience created especially for The Wall and its members.

## More than just a fitness tracker

But tracking members' personal stats isn't FitMetrix's only purpose at The Wall. Thanks to the system's tailored solutions and integration capabilities, clients can check into classes ahead of time, join their reward program, and earn points toward customer rewards. Users can register for their spot in a class, and even reserve a certain bike if they choose, all within the same platform. Because FitMetrix is easy to use, easy to book, and easy for members to view their stats in real-time, Wimberly is able to provide a high-end customer experience. Plus, FitMetrix helps keep The Wall's brand top-of-mind for its members.

"The Wall's philosophy is all about breaking down walls, and FitMetrix allows us to do that," Wimberly said. "It streamlines everything, and fewer walls means more results."

Want to add value while providing a streamlined experience for your clients? FitMetrix can help.



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