edge TITLE BOXING CLUB

Case Study

# How TITLE Boxing Club Ice Blocks drives revenue through member and staff engagement



## Background

TITLE Boxing Club Ice Blocks is a boutique gym in Sacramento that specializes in non-contact boxing classes. While classes are non-contact, everything else about the experience is authentic to the sport of boxing.

WITH EDGE

**+ 1,293%**

increase in average reviews per month

- **New Member Sign-Ups**
- **New Member Retention Rates**
- **Monthly Revenue**

## The Problem

**How can the TITLE team attract new members, continue to engage their current members and ensure instructors always deliver quality classes?**

TITLE Boxing Club Ice Blocks is located in a highly competitive area and market. There are over 50 other f itness related businesses within three miles of the gym. This means the TITLE team is always competing for the attention of their current members and working to attract new potential members to the gym.

TITLE can track performance and review scores of the team in real-time on their Edge dashboard. If a member indicates they had a less than stellar experience, the team is alerted instantly and can reach out directly to unhappy members.

New member sign ups have increased steadily since the rollout of Edge in Dec 2021. There has also been an increase in the retention rate of new members, leading to higher monthly revenue.




## The Solution

Edge helps TITLE make it easy for members to leave positive online reviews. Edge automatically requests feedback from every new member after their first class, holding instructors accountable for their performance and the welcoming of new members. Edge pay pays TITLE's staff $5 cash every time they are mentioned by name in a positive online review.

TITLE tracked new member sign ups and member retention rates to measure success with Edge.

## The Results

The fitness industry typically sees an uptick in new memberships during January, but that increase has lasted into July.

Before using Edge, the gym had 55 five star reviews, averaging 2.1 reviews per month. **Five star reviews have now increased to 209 and average reviews per month have increased to 29.9, a 1293.3% increase.**

Blake and Jennifer are opening a second Sacramento area Title Boxing Club location in early 2023 and will be utilizing Edge from day one.