

Go Beyond Traditional Dashboards to Grow Your Health Clubs.

Your members need your full attention—your dashboards shouldn't.

Health clubs everywhere are overwhelmed by (or worse, unaware of) the sheer magnitude of member data that they have. Without the right tools, member trends may take hours (or days) to uncover and extract from dashboards and spreadsheets—and that's all before using it.

If your dashboards create more questions than answers, you're ready for a change. Learn how your health clubs can get more from their data.

Make Your Data Work for You

- Powerful, user-friendly, intuitive analytics tools provide insights at a club-to-club and member level.
- Discover trends and effortlessly uncover revenue and member experience opportunities.
- Maximize sales opportunities with member purchase probability ratings.
- Retain revenue by pairing member value analysis with attrition risk predictive analysis.
- Discern member experience issues early and assess the impacts of new initiatives.

Push Integrations

- Operationalize your data by pushing key data points into a CRM (e.g., HubSpot) or a rewards platform (e.g., Perkville).
- Segment and target your messaging using more than 120-member demographic and behavior variables (e.g., Attrition Risk Score, Predicted Lifetime Value, PT Purchase Probability, Check-In Frequency Change, etc.).
- Utilize automation to streamline communications and trigger actions when critical member variables change.

Predictive Models

Attrition Risk

- Continuously monitor and predict members' likelihood of cancellation (giving you as much as a 3-month warning).
- Assesses future revenue risk scoring, which combines current member value with the potential future revenue loss—enabling targeted retention efforts.
- Allows you to focus on member retention rather than just revenue retention—yielding a much higher return on effort and expense.

Personal Training (PT) Purchase Probability

- Accurately predict members' likelihood to purchase PT within the next three months.
- Determine previously unidentified, likely PT buyers (without bothering members who won't become long-term purchasers).
- Increase your profit margins—avoid offering discounts to members willing to buy at full price.
- Effectively time your offers for when members are most likely to purchase and avoid ad fatigue and unsubscribes.

The Nitty-Gritty on Our Products

SmartSights

- Continuously and effortlessly searches thousands of monthly and weekly trends (and micro-trends!) for changes outside the normal range.
- Uncovers emerging trends within your own member data that overall trends may mask.
- Automatically highlights significant changes in specific member segments (without you having to look for them).

Interactive Dashboards

- Customize your values to see the data most critical to your clubs, including revenue and member trend reports, YoY and period comparisons, segment comparisons, member value analysis, member engagement analysis, and member changes analysis.
- Powerful filtering capabilities enable you to view analytics from a high-level aggregate to a deeply segmented cohort—and everywhere in between.
- Active and Inactive Member segmentation tools allow for precision targeting.
- Save cohorts to track changes in a selected group of members and monitor changes in critical trends over time.
- Mobile-friendly KPI views so that you can take your data on the go.

Data Warehouse

- Evolve with the best of modern Analytics, Data Science, and Integrations.
- Compatible with data from any source.
- Unlock unlimited scalability for clubs of all sizes and growth paths.
- The data fault detection and remediation you need—if your data is incomplete, corrupted, duplicated, etc., you get inaccurate and misleading results.

The Best Part?

We're a subscription-based service, so you're always guaranteed the most up-to-date product. Onboarding is free, and you'll never pay more to upgrade your features. So start leveraging your valuable member data to drive higher revenue-per-member, member lifetime value, and profits.

[GET STARTED](#)

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