



Toovio Software LLC

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## CASE STUDY: CROSS SELL IN THE FITNESS INDUSTRY



## **The Company & The Challenge:**

LifeTime Fitness is a luxury / aspirational fitness brand. Their clubs and facilities are beautiful. The products and services are diverse ranging from weights, spa, café, personal training, swimming, tennis and more.

Lifetime refuses to dilute the brand with discounting promotions. Thus, digital messaging in email, push notifications and SMS needs to have contextual relevance at the member level and hyper personalized to their journey, interests, and aspirations.

## **The Approach:**

To do this, we need to understand member behavior across point of sale, appointment bookings, web and mobile browsing, check ins and many other transactional sources effectively in real-time. When members generate transactional data the Toovio platform reacts with digital messages that meets brand standards and objectives. There are 30+ outcomes, these triggered digital messages affect and the Toovio platform measures, models, and triggers data for each one of these outcomes for 2+ members in real-time. The contents of the messages experiment with next best time, channel, content, and call to action. This kind of multivariate experimentation is driven by AI with Toovio's decision engine and closed loop applications.

## **The Results:**

Ultimately, this kind of initiative is worth 10% incrementally over top line annual revenue. The AI goes through a variety of phases of getting smarter and we add business outcomes over time. So, in the early phases we begin with a few outcomes, and we expect 75% of all experimentation to drive incremental sales. Thus, we facilitate iteration of the winners and losers weekly to constantly improve program results.



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