

# Monthly Insights Report

STRONGER CONTENT. STRONGER COMMUNITY.

## 01 Recommendations

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**Focus more on form education**  
Keep delivering clear, actionable form tips that help members move better and build confidence.
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**Keep challenge-based content consistent**  
Challenges drive engagement and participation—stay consistent and keep the energy high.
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**Push more coach introductions and authority pieces**  
Showcase our coaches, their expertise, and training philosophy to build trust and authority.
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**Test local partner or gym proof content**  
Highlight partnerships and real gym experiences to strengthen credibility and local connection.

## 02 Content Performance

|                                                                                      |                  |                |
|--------------------------------------------------------------------------------------|------------------|----------------|
|  | Form Tips Reel   | 18.6K<br>REACH |
|  | Coach Spotlight  | 14.2K<br>REACH |
|  | Member Win Story | 11.8K<br>REACH |
|  | Challenge Clip   | 9.4K<br>REACH  |
|  | New Gym Partner  | 8.7K<br>REACH  |

## 03 Audience Growth

New Followers

Steady growth this month driven by high-performing content and active community engagement.



## 04

Top Line Snapshot

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |
| 42.1K                                                                               | 5,482                                                                               | 218                                                                                 | 6.8%                                                                                | +218                                                                                  | 134                                                                                   | 286                                                                                   | 712                                                                                   |
| TOTAL REACH                                                                         | PROFILE VISITS                                                                      | NEW FOLLOWERS                                                                       | AVERAGE MEMBER ENGAGEMENT                                                           | FOLLOWER GROWTH                                                                       | CHALLENGE SIGN-UPS                                                                    | DM REPLIES                                                                            | SAVES                                                                                 |

## 05 Monthly Highlights

A strong month of engagement, community growth, and content that resonates.

 Engagement on the rise

Consistent content and challenges are driving higher interaction across the board.

 Community is growing

New followers and active participation continue to strengthen our community.

 Content that connects

Form education and real member stories are resonating and delivering results.



# Target Metrics. Real Results.

Fifteen metrics across five growth pillars driving members, engagement, and revenue.



## 01 Class and Booking Pipeline



Fuel the top of funnel and build momentum.

Trial Class Sign-Ups

184

↑ 18% MoM

Target: 250

74%  
of target

- Strong local campaign lift driving new trials.

Class Bookings

96

↑ 12% MoM

Target: 150

64%  
of target

- Weekday evening slots continue to trend up.

App or Account Sign-Ups

142

↑ 21% MoM

Target: 200

71%  
of target

- Seamless onboarding driving strong account creation.

## 02 Community and Engagement



Build connection. Grow loyalty.

Member UGC Submitted

61

↑ 10% MoM

Target: 100



- Members sharing more wins across platforms.

Challenge Participation

134

↑ 15% MoM

Target: 200

67%  
of target

- Mid-month challenge bump boosted participation.

Content Views

42.1K

↑ 16% MoM

Target: 60K



- Educational and transformation content leading the way.

## 03 Coaching and Training Activity



Deliver value. Drive progress.

Online Coaching Starts

18

↑ 20% MoM

Target: 30



- More members starting online coaching journeys.

Form Checks Submitted

73

↑ 9% MoM

Target: 100



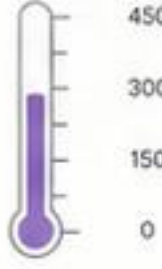
- Coaches providing quality feedback at scale.

Training Sessions Logged

286

↑ 13% MoM

Target: 450



- Consistency compounding week over week.

## 04 Marketplace and Partner Growth



Expand reach. Strengthen network.

Gym Partner Inquiries

24

↑ 14% MoM

Target: 40



- Inbound interest growing from quality gyms.

Location Bookings Filled

68

↑ 17% MoM

Target: 100



- Strong fill rate across core cities.

Coach Applications

32

↑ 19% MoM

Target: 50



- Quality coach pipeline continues to build.

## 05 Retention and Revenue Movement



Retain members. Drive sustainable growth.

Repeat Bookings

41

↑ 11% MoM

Target: 60

68%  
of target

- Members returning and rebooking consistently.

Program Conversions

27

↑ 17% MoM

Target: 40



- Trial to program conversion rate improving.

Member Referrals

19

↑ 12% MoM

Target: 30



- Word of mouth remains a powerful driver.

OVERALL PROGRESS

Momentum  
That Matters.



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ON TRACK

Strong performance across key areas.



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MONITORING

Keep focused to stay on target.



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BEHIND

No critical gaps. Great execution.