

# ClassPass + Hydration Room: Optimum Long-term Growth

## Challenge

Finding a business partnership that's genuinely and equally beneficial is no small feat. Hydration Room, a vitamin IV and injection therapy clinic, recognized the immense growth potential with the right partner—but how did they find “the one”? For this partnership to succeed, it needed to go beyond boosting sales. It had to be a true collaboration, with both sides actively sharing data and insights.

## Solution

Enter ClassPass, the ultimate wellness experience aggregator. Hydration Room leverages ClassPass to boost bookings and drive sales, and thanks to seamless integration with HR's Mindbody software, the partnership operates effortlessly. With ClassPass's fully integrated platform, reports can be generated and shared directly through Mindbody, allowing both Hydration Room and ClassPass teams to monitor progress and identify areas for improvement with ease. A dedicated ClassPass account manager keeps communication clear and ensures alignment, addressing any questions or concerns along the way.

## Results

In Hydration Room's first year with ClassPass, they saw impressive growth:

**26%** Increase in revenue

**22%** Lift in reservations

**12.8K** Total bookings



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Within a couple months, we had 5 or 6 patients a day just from ClassPass. It's a nice way to boost your presence, a fully realized out-of-the-box platform that includes Google search and SEO. You want to be where people are looking. That's why ClassPass made sense.

*Dr. Brett Florie*  
Owner & Founder, Hydration Room