

FIRE Fitness Camp Stays Customer-First Through Very Rapid Growth

Challenge

Partnered with Mindbody from day one, FIRE Fitness Camp has seen monumental growth over the last two years, a time when many fitness businesses were shutting their doors. In 2021, they were the fourth fastest growing franchise in the country—of any kind. As they onboarded location after location, it became clear they needed enterprise-level reporting to turn a flood of incoming data into a consistent client experience.

Solution

As founder and CEO Hans Hartleben says, "Knowing our franchisee metrics is vital to their success. When they win, we win. If the franchisee fails to succeed, we fail as well. Reporting to us is everything!" With customizable real-time dashboards, easily seeing their most important data helped this rapidly scaling company better manage explosive growth. "To have the ability to see analytics of reoccurring payments is like getting a visual snapshot into the future. It helps our franchisees sleep at night." Innovative tech also helps him keep things fresh and fun, so visitors to any location enjoy the same transformative experiences.

2021 Results

+30% Increase in successful autopays

+37% Gross merchandise value (GMV)

+56% Total client visits

5.3K First time visitors

\$3.5M Revenue from autopays



“The reporting within the Mindbody software is incredibly valuable. I can see a dashboard showing year-over-year improvements, which is huge.”

Hans Hartleben
Founder and CEO, FIRE Fitness Camps