



9ROUND HOOKS CUSTOMERS WITH PERKVILLE

9Round uses Perkville to reduce churn and increase referrals and social media.

THE STORY

9Round partnered with Perkville in February 2017 to motivate their members with customizable rewards. Together, the companies launched a pilot program at five 9Round kickboxing fitness locations.

9Round's members started earning and claiming rewards. Then, they told their friends, generating \$8K in referrals. The company also saw that more of their members stuck with their fitness goals, and locations experienced a reduction in member churn.

Now, 9Round and Perkville are engaging members and encouraging friend referrals at 24 locations.

THE RESULTS

8%

reduction in annual churn

54%

of members participated

\$8K

in revenue value created

1K

social media post generated

Rewards programs, powered by Perkville

9round.perkville.com

“By offering tangible rewards for gym attendance and program participation, Perkville is helping us to motivate our members to get to the gym and get active.”

- Shannon Hudson, CEO, 9Round

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HOW THEY DID IT

Perkville and 9Round worked together to build a unique rewards program tailored to the needs of the business. After integrating Perkville’s automated program, 9Round offered members opportunities to gain points for rewards, incentivizing check-ins, friend referrals and social media posts. Members took to Twitter and Facebook to write nearly 1,200 posts that sparked conversation within their communities about 9Round’s programs.

Members redeemed points to receive exciting rewards, including perks like free 9Round merchandise, protein mixes to fuel workouts, and gym credits. With Perkville’s automated program operating smoothly in the background, 9Round staff did not have to spend costly time managing a system.

ABOUT PERKVILLE

Perkville is the leading customer reward platform in the health and fitness industry, serving 2,300 locations worldwide. Perkville’s reward programs are custom-tailored to each club to drive retention, referrals and in-club purchases. The platform integrates with most membership systems and white labeled apps to provide a seamless experience for health club members. For more information, visit www.perkville.com.

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