

# MUSCLEHUB

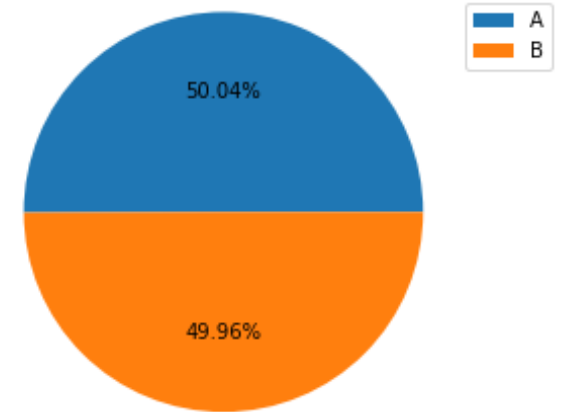
## **Revamp of the Membership purchase funnel**

Testing the inclusion of a Fitness test as part of the membership subscription process



# DESCRIPTION & SUMMARY OF THE TEST

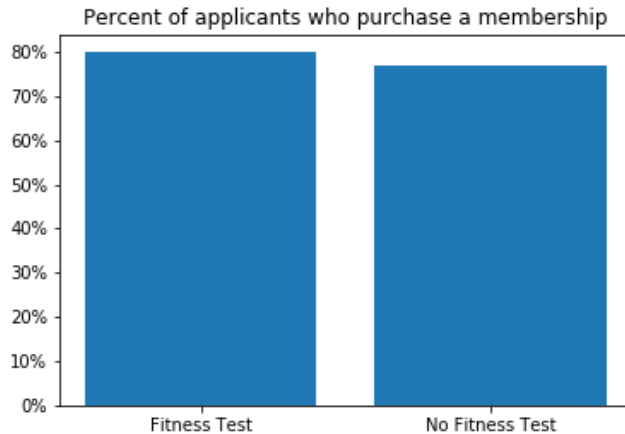
- In order to test whether the inclusion of a fitness test leads to a higher level of membership subscriptions, we need to split the population in half:
  - The first half, group A, with fitness test
  - The second half, group B, without fitness test.
- In total, 5004 potential members entered the test, of which 2504 entered group A and 2500 entered group B.
- At the end of the test, we found that the membership subscription rate is higher for visitors who didn't take the fitness test (group B) by approximately 25%.



# QUANTITATIVE DATA & STATISTICAL TESTS

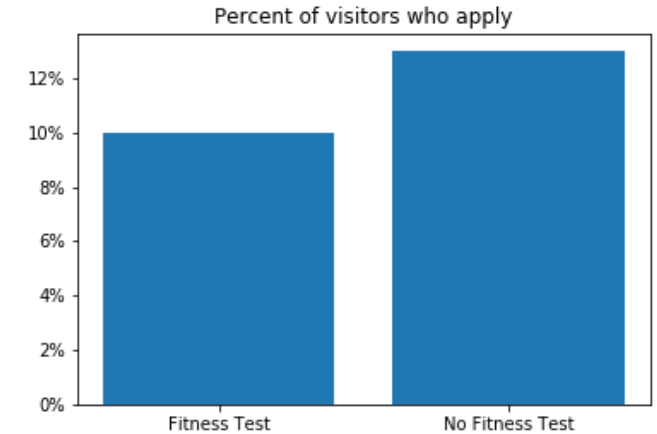
## Test #1

- Goal: Determine if there is a difference in application rate for visitors who took the test and those who did not.
- Hypothesis test: Chi Square. Categorical datasets with different conditions. (=fitness test or not)
- Conclusion: with  $p=0.00096$ , the test is statistically significant and visitors apply at a higher rate without fitness test.



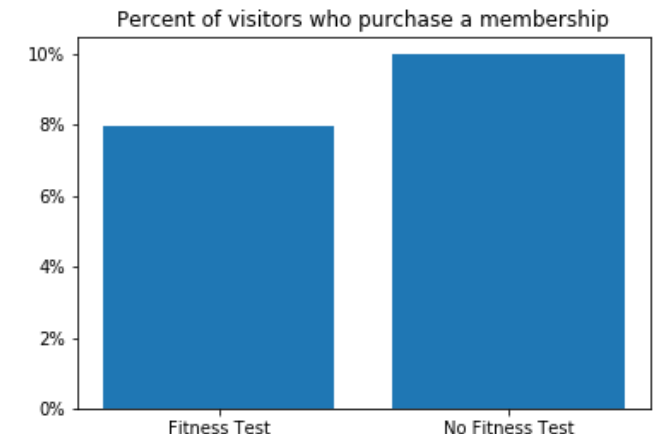
## Test #2

- Goal: Determine if there is a difference in application rate for visitors who took the test and those who did not.
- Hypothesis test: Chi Square. Categorical datasets with different conditions. (=fitness test or not)
- Conclusion: with  $p=0.4325$ , the test is NOT statistically significant and no inference can be made about the relationship between fitness tests and applicants who purchase a membership.



## Test #3

- Goal: Determine if there is a difference in membership signup rate for visitors who took the test and those who did not.
- Hypothesis test: Chi Square. Categorical datasets with different conditions. (=fitness test or not)
- Conclusion: with  $p=0.01472$ , the test is statistically significant and visitors purchase memberships at a higher rate without fitness test.



# QUALITATIVE DATA

- 4 applicants that took the fitness test were interviewed to obtain their opinion about it.
- These interviewees were
  - Equally split in gender: 2 male & 2 female
  - Between the age of 22 and 35
  - Living in the New York area.
- Opinions about the fitness test:
  - 1 in favor: progress and improvement are motivational factors (with respect to the fitness test).
  - 3 against: the high intensity of the fitness test is cited twice.



# RECOMMENDATIONS

Overall, including a mandatory fitness test as part of the membership purchase process is not recommended.

However, some members really appreciated:

1. Being given the opportunity to take the Fitness test
2. Having the possibility to benchmark their initial performance.

As a result, the fitness test should be made optional for potential applicants.

Thank you

