

An aerial, top-down view of a city grid, showing streets and building footprints in a dark, muted color palette. The grid is oriented diagonally across the frame.

A CASE STUDY ON STR

By Suryansh Gaur & Shiv

ABOUT STRAVA

Strava is well-known for being one of the fastest-growing and popular fitness apps on the market. Primarily used for runners and cyclists, it boasts a variety of features for all activities, skill levels, and interests. The social aspect of the app is what makes it stand out from the market as it has created a network of active enthusiasts who love to cheer each other on as well as compete against one another.

PROBLEM STATEMENT

The current source of monetization for Strava is the single subscription model. Strava believes it has a lot more to offer which they can charge their users.

They are looking at more potential revenue streams which can help them monetize existing users as well as increase user base by adding these new features.

User Personas



Lori Greiner

About Lori

Lori is a 36 year old mom who is a casual strava user as she is unable to find the motivation to go for a run everyday. She feels a fitness partner could help her become consistent.

Pain Points

Lori wants to be a daily runner and improve her fitness levels, She has been actively looking for a fitness



Mark O'Connell

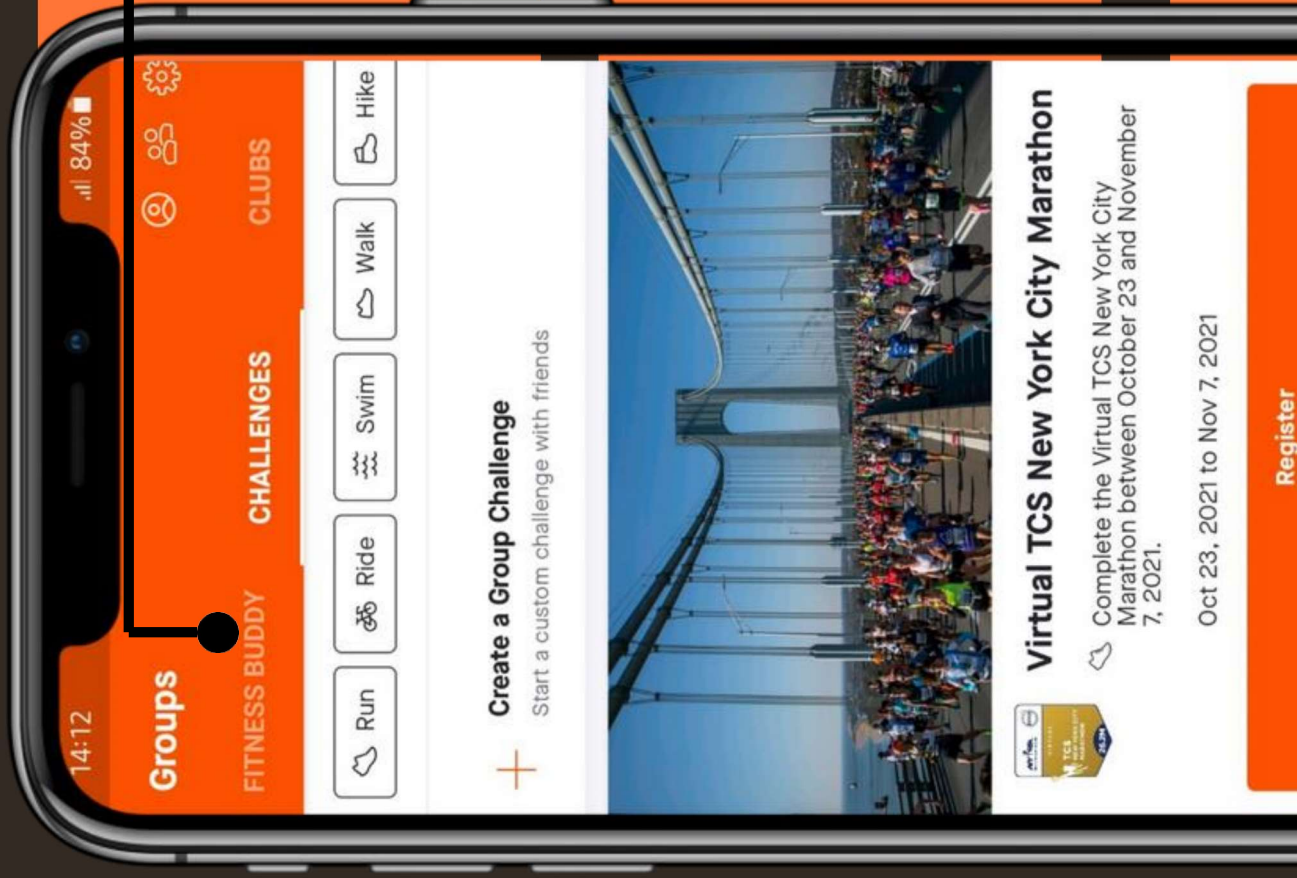
About Mark

He is a 21 year old fitness enthusiast who uses Strava 4-5 times a week. He loves to keep himself updated about new fitness gear and accessories, buying them after every few months.

Pain Points

Mark has been an active Strava user for 2 years and is constantly looking for new fitness gear and equipment so as to stay ahead of the competition.

Solution #1: Fitness



'Fitness Buddy' is a matchmaking app that allows users to find people with similar goals and interests to drive.

Easy to locate as it is one of the most popular fitness apps when clicked on 'Groups'.

Key features of 'Fitness Buddy' include a profile page of the user along with their picture, a list of challenges, and it also shows 'path match' which indicates compatibility between the user and other users on the same path.

It has a simple to use, tinder-like interface.

Solution #1 Launch

Product Announcement & Marketing

- Announce the 'Fitness Buddy' feature on all Strava social media platforms. Available for free with 'Silver runner' or 'Gold Athlete' subscription.
- Collaborate with athletes and influencers to promote Fitness Buddy by using the app and showing off their profiles.
- Use push notifications to encourage users to open Strava Fitness Buddy if someone has swiped right on their profile.

Solution #1 Success

Feature Success

- No. of users getting matched via Fitness Buddy
- Customer Acquisition cost =
Marketing costs

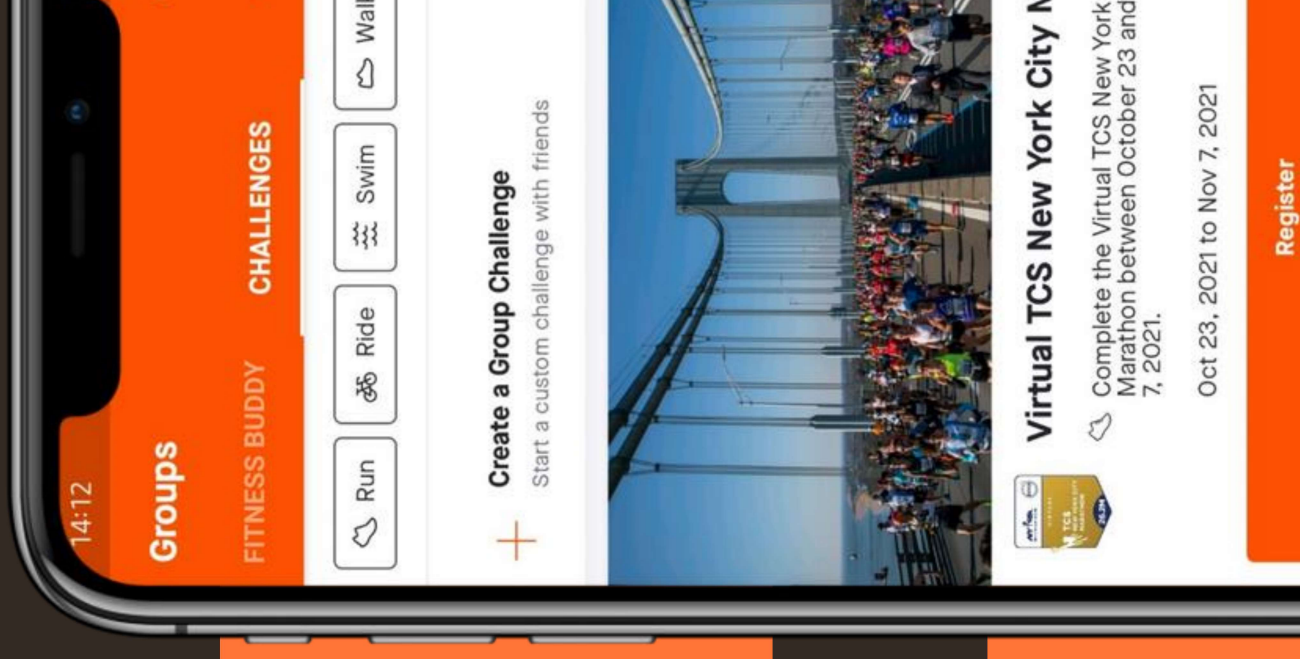
Revenue generated from
Fitness Buddy
- %age increase in users this month
to previous month

Retention

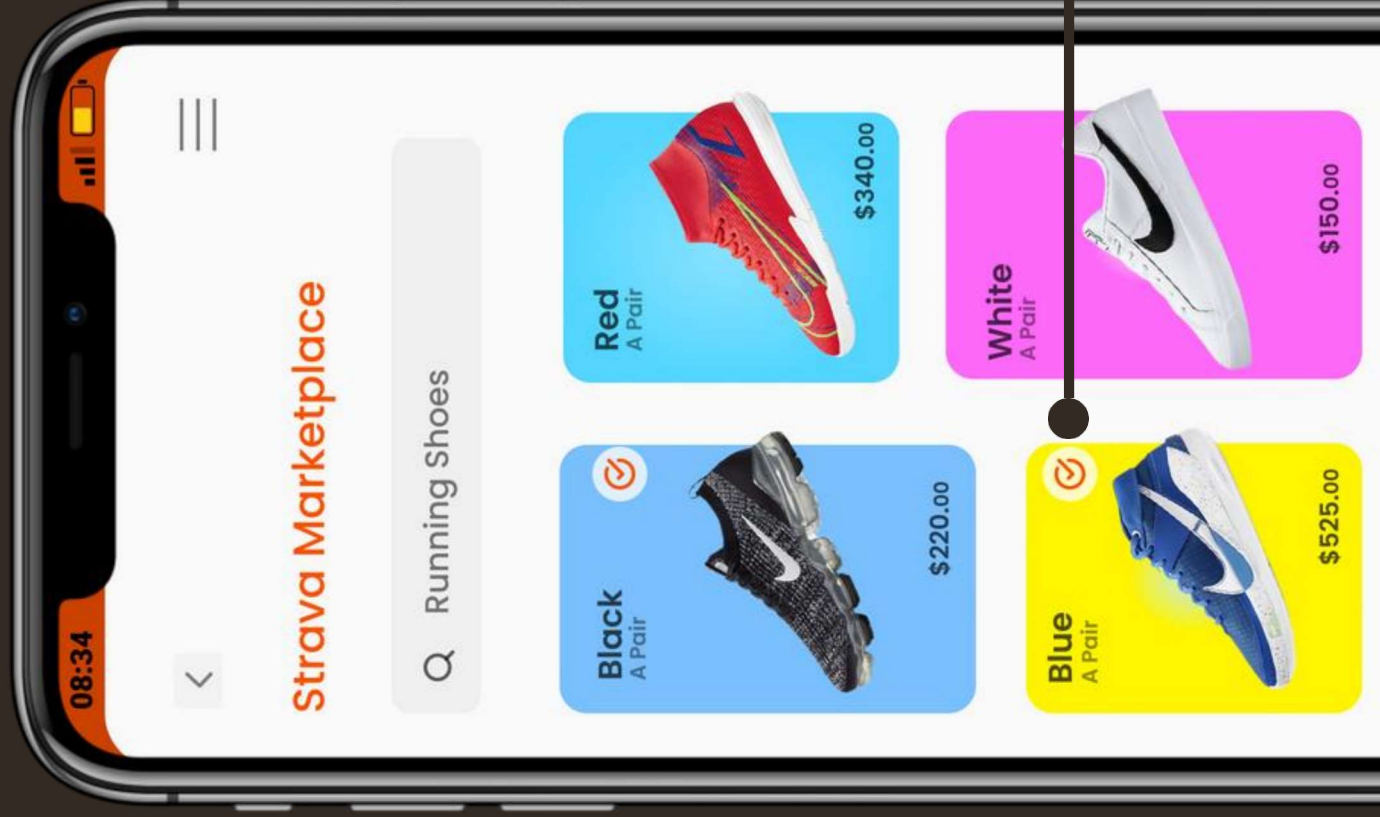
- %age increase in no. of users getting matched this month compared to previous month
- Churn rate of Fitness Buddy
- Weekly/Monthly active users
- Avg time spent by user with Fitness Buddy

Solution #2: Gear M

1 Onboard fitness gear retailers and startups that are innovating in the fitness space and would be willing to sell online via Strava Marketplace.



2 Build a revenue-sharing model to the sellers. Strava gets X% of all sales that occur via the Strava



4 Integrate 'my gear' feature as send timely reminders equipment needs a change push recommendations marketplace.

5 Personalized Strava recommendations (Orange tick & Recommendation Description) to the perfect equipment

Solution #2 Launch

Product Announcement

- Pop-up notification when users open Strava app along with a walkthrough of Strava marketplace.
- Posts across Strava's social media (Twitter, Instagram, Facebook, Website etc) talking about the new Strava marketplace.
- Send an email to pre-existing Strava users with details about the

Product Marketing

- Social media advertising on Reddit, Instagram and
- Paid articles, blogs and promotion by fitness bloggers and influencers
- Run a #Stravagear campaign where users who have from Strava get an opportunity to win a free lifetime 'Gold' subscription.

Solution #2: Metrics

$$\text{Northstar metric} = \frac{\text{no. of use}}{\text{no. of use}}$$

Awareness

- Marketplace tab visits
- Impression on social media

Aquisition

- No. of brands onboarded selling on marketplace
- WAU/MAU measure
- Total no. of users visiting marketplace

Activation

Retention

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Revenue

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Solution #3

: Splitting

1 Bronze Starter

- Plan and Discover Routes
- Personalized challenges and training plan
- Compete with friends and local and global leaderboards
- Access to Strava Market

2 Silver Runner

- All Features of Bronze Starter
- Heart Rate and data statistics
- Access to Strava Marketplace (additional 2.5% discount per order)

Solution #3 Success

MMR

Depiction of the dependable revenue the company can bank on a month to month.

LTV

The total revenue a single customer is expected to generate over their lifetime utilizing the service

CAC

Cost directed at acquisition-focused sales and marketing upon total new customers for a given

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