

Fernwood Fitness

APR - JUN 2023

QUARTERLY REPORT

QUARTERLY RESULTS OVERVIEW

	APR 23	MAY 23	JUN 23	QoQ
Total Sales	2947	4452	4035	-7%
Total leavers	3174	4149	3176	-10%
Total Members	73239	73453	74196	0
Total Leads	20937	16663	15167	0
Lead to sale	14%	27%	27%	0
Average Sale	\$1223	\$1204	\$1287	-5.8%
Average Onboarding	\$103	\$84.87	\$88.24	-13.5%

National Campaign Results

WIN THE ULTIMATE FERNWOOD PACKAGE – APRIL

In April, the national campaign was the "Win the Ultimate Fernwood Package" competition. Entrants had the chance to win one of six 6-month memberships plus a choice of premium program (either Reformer Pilates or FIIT30).

APRIL	LEADS	SALES
2022	17,054	2,726
2023	20,567	2,907

In addition to our always-on channels, the campaign was supported by radio and podcast advertising via the ARN network, and an integrated marketing communications campaign via the Mamamia network.

When we look year on year, our numbers reflect a significant uplift. For comparison, we ran a similar national competition in April last year, and in 2023 across the board we have achieved a 20% increase in leads and a 7% increase in sales.



2,496,174 women reached via national radio campaign with the ARN network. On average, our ads were listened to a **frequency of 4.76 times**.

1,327,856 women were reached via activity with Mamamia, through podcast sponsorship, advertising, social, EDM and display advertising.

1,113,666 reach via Australian Women's Weekly magazine advertising

2,567,511 women reached on Fernwood's **national social channels** through paid ads and organic content.

REFERRAL CAMPAIGN – WIN A \$1000 TRAVEL VOUCHER – MAY

During May 2023, our key marketing activity was a member referral campaign, offering members who refer a friend the chance to win a \$1000 travel voucher.

The offer was promoted nationally via the following channels:

- Fernwood app
- National social media ads targeting existing Fernwood members
- National EDM send

238 leads were generated as a direct result of this activity, with a 10% lead-sale conversion.



END OF FINANCIAL YEAR (EOFY) FLASH SALE – JUNE

To close out the FY23 financial year, we conducted an EOFY Flash Sale from 24th – 30th June.

The flash sale offered 1 month free to new members who joined during the promotional period, as well as a bonus 14-day trial pass for new members to give a friend.

The offer was promoted nationally via the following channels:

- ARN national radio advertising
- National social media ads
- National EDM send to trials, contacts, leads and prospects
- Google Ads
- Australian Women's Weekly Instagram & Facebook Posts



REFERRAL CAMPAIGN WIN A \$5000 SHOPPING SPREE – JUNE

To close out the FY23 Financial Year, we also conducted a member referral campaign.

The campaign offered existing members who referred a friend to Fernwood the chance to go into the draw to win a \$5000 shopping spree.

The offer was promoted nationally via the following channels:

- Fernwood app
- National social media ads targeting existing members
- National EDM send to members

135 leads were generated as a direct result of this activity, with a 10% lead-sale conversion.

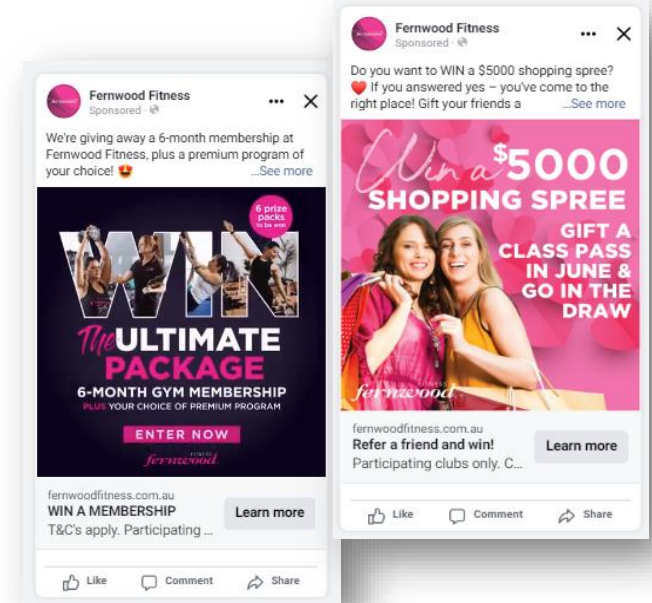


Channel Performance

NATIONAL SOCIAL – OVERVIEW

This quarter saw impressive national campaigns in April, May and June. We invested significantly in **lead generation** and **brand awareness** activity on national socials, with a focus on maximising volume of leads whilst increasing video views, reach and engagement across our Facebook, Instagram and TikTok channels at the top of the marketing funnel. Our major increases across these metrics can be attributed to three key campaigns:

- **April:** Win the Ultimate Fernwood Package
- **May & June:** National Referral Drivers
- **June:** EOFY Flash Sale



1,852,500

+47%QoQ

TOTAL AUDIENCE REACH

1,506,589

+9%QoQ

TOTAL ENGAGEMENTS

2,061,287

+23%QoQ

TOTAL VIDEO VIEWS

42%

OF TOTAL AUDIENCE
REACHED ON SOCIALS IS
BETWEEN 25-34 YEARS OLD

5,969

NEW LEADS GENERATED
THROUGH NATIONAL SOCIAL
ACTIVITY

+406

NEW NATIONAL SOCIAL
MEDIA FOLLOWERS ACROSS
NATIONAL SOCIAL PAGES

NATIONAL SOCIAL – BEST PERFORMING CONTENT

This quarter, we produced an array of exciting organic social content which boosted follower growth, page engagement and brand awareness on our social channels. Humour reels, quote posts and recipe videos continue to perform well as drivers of community engagement, as well as more educational pieces of content that reinforce our position as the experts in women's health and fitness.



500+ likes

200+ engagements



1,044,759

ORGANIC VIDEO VIEWS

587,891

ORGANIC ENGAGEMENTS

FERNWOOD X BARK SOCIAL - INFLUENCER MARKETING

This quarter saw the continuation of our partnership with influencer marketing agency, **Bark Social**. As the social media landscape continues to grow, influencer outreach has become an undeniably pivotal part of digital marketing. Together with Bark Social, we have acquired a small group of 8 online female influencers, each representing one of our four [key demographic segments](#). Sharing relatable, authentic and brand-specific content in the forms of Instagram reels, stories and TikTok videos, our goals for this program are to:

- Leverage the online following of the influencer group to place our brand in front of the right audience.
- Drive brand awareness at a more local level.
- Maximise local and national brand noise, reach and engagement.

As per our latest monthly report, in June (our fourth month of activity) total stories and post reach both hit milestones of **6 million** and **1 million** in June, bringing the total figure for the activity to **7+ million**.

7,009,277

TOTAL AUDIENCE REACH*

+459% on month 1 activity

970,283

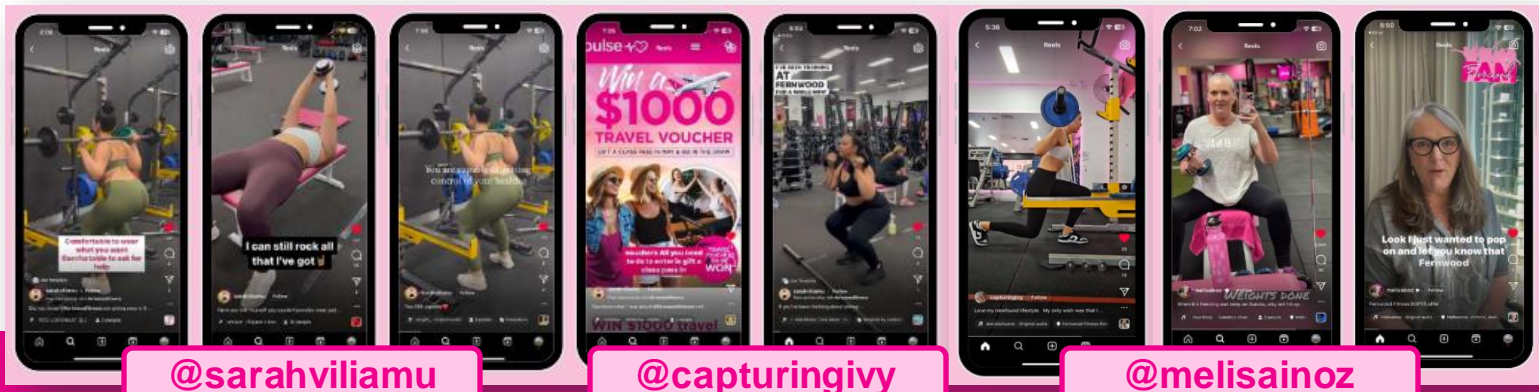
TOTAL ESTIMATED VIEWS

+672% on month 1 activity

2,672

TOTAL ENGAGEMENT

+226% on month 1 activity



H.E.R. HOTLINE – NEW PODCAST

This quarter we launched our new concept podcast, **H.E.R. Hotline. Honest. Empowering. Real talk.** H.E.R. Hotline is Fernwood's newest weekly women's podcast where we candidly explore the usually awkward, occasionally funny and often exciting slices of life. Hosted by Fernwood Health & Fitness Expert, Heather Jenkinson, this is the go-to for all questions and advice on women's health, fitness, relationships, sex, life ... and everything in between.

In snackable 10- to 20-minute episodes, H.E.R. Hotline positions Fernwood as the experts in women's health and fitness, diving headfirst into womanhood while empowering women to speak their truth with confidence.

In addition to audio, H.E.R. Hotline episodes are captured on video and uploaded to Spotify as video podcasts, a new feature which has resulted in a big boost of engagement and episode downloads. The podcast also has its own Instagram page ([@herhotlinepodcast](https://www.instagram.com/herhotlinepodcast)), establishing its own brand and building a unique audience within itself.

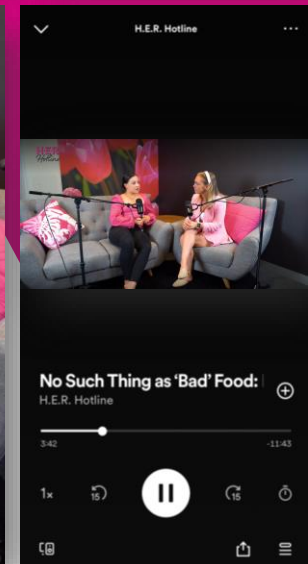
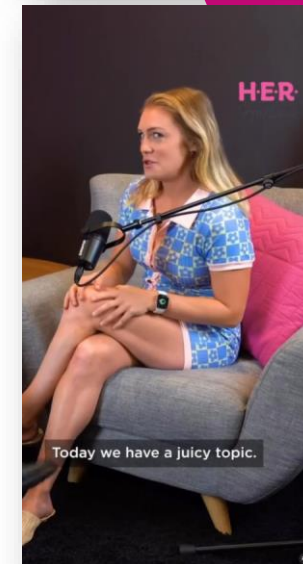
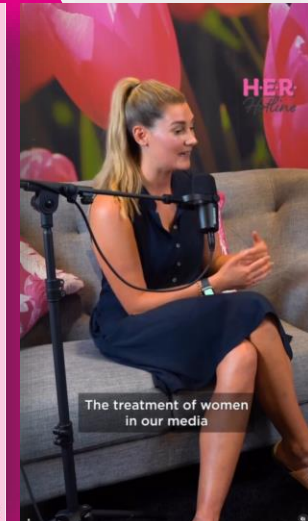
H.E.R. Hotline officially wrapped up with season 1 in June (with 10 epic episodes). Season 2 is due for release very soon on Spotify, Apple or wherever you get your podcasts!

1,034

TOTAL LIFETIME DOWNLOADS

164,260

TOTAL IG VIDEO VIEWS



FERNWOOD PULSE MAGAZINE

Issue #4 of Pulse Magazine featured the network's amazing Lisa-Marie Gleeson! NSO was super proud to showcase another of our team's incredible journey and the brilliance Lisa brings to the network.

Some clubs may be running out of the 500 outreach postcards printed by NSO and delivered to your club in February. Don't forget that postcards are available for order from SFM when your stock starts running low. Postcards feature a QR code to access the mag, plus a QR code to claim a free class pass, these are a fantastic outreach tool and great way to bring traffic to your club and enhance brand recognition.

Reminder that when each new quarterly e-mag is released, the old issue will be replaced with the current– the link never changes, making it super easy to share.

KEY STATISTICS

Devices

- 93% of readers are now accessing our e-mag via mobile – up 10.8% from last quarter. This shows how important it is to ensure content is optimised for mobile, which is reflected in the magazine's digital design.
- 3.8% via desktop computer.
- 3.2% via tablet.

Total quarterly views

- 4,842
- Viewed in 18 countries across the globe.

Link clicks

- The free class pass cover link generated 185 website sessions.
- The FIIT30 free class pass ad link generated 44 website sessions.
- The reformer Pilates ad link generated 36 website sessions.



GOOGLE ADS

Google Ads across all clubs (including national ads) generated **103,206 clicks** and a total of 7,470 **leads**.

Average cost per Google lead was **\$17.75**

In June we transitioned to a new Google ads account. This transition included a complete account restructure along with many new features and benefits, including dynamic ads, images in search results, more search keyword exposure, improved audience lists and retargeting, and more accurate conversion tracking, to name a few.

The addition of new keywords means that ads are now showing for more non-branded search queries than before which has improved exposure to people who are searching for gyms that may not have the Fernwood brand at the front of their mind.

We are also constantly testing new keywords and additional features that will continue to roll out across clubs if they are shown to be successful.

CLUB LOCATION LISTINGS

540

NEW REVIEWS

4.6 ★

AVERAGE STAR RATING

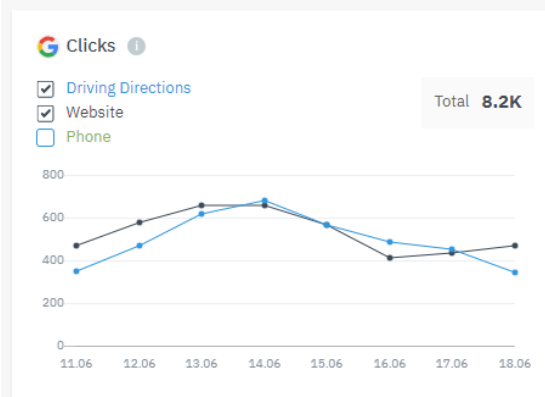
87%

OF NEW REVIEWS ARE 5-STAR

Over the quarter, our club Google Listings (business listings and map listings) had **750,000 impressions/views** and **155.1k action clicks** (directions, website or call).

The most popular day for all actions on our Google listings was a **Monday**, with all actions on Google listings gradually dropping through the week, before beginning to rise again on Sunday to peak again the following Monday.

This example below shows this trend occurring over a 1-week period from Monday 11 June > Sunday 18 June.



WEBSITE

Across the months of April - June, there were **562,798 total sessions** recorded on the Fernwood website. **83%** of those sessions were on **mobile devices**.

Online Sales

This quarter, **2,233 leads** were generated via the online join form.

990 users successfully completed the online join process and purchased a membership online.

A total of **2,696 purchases** were made in the online shop this quarter resulting in **\$128,064 revenue**.

Childcare packs continue to be the most popular online shop products.

1 Club 2 Membership 3 Results 4 Your Info 5 Summary

SELECT CLUB *

— Select Location —

Select your Fernwood club from the dropdown list.

NEXT

NATIONAL EMAIL PERFORMANCE

Q2 2023	Recipients	Open	%	Click	%	Unsub	%
April	725,197	254,992	43%	14,527	3%	3,247	0.36%
May	160,899	58,789	59%	2,297	1%	859	0.07%
June	487,973	188,038	44%	10,915	4%	3,056	0.52%
Total	1,374,069	501,819	49%	27,739	3%	7,162	0.3%
Fitness & wellness industry average			19.2%		1.2%		0.4%

Quarterly comparison

With April and May being slower months for us in market activation-wise, the number of national emails sent is much lower than the first quarter of this year. Although the email volume was lower, our results remain impressive with an improvement in both opens and unsubscribes.

National newsletters, specifically to our active and frozen members audience, continue to be our best performing emails. Additionally, the launch of our DV Safe Phone May campaign to active members had the highest email engagement this quarter, both reflecting the strong member loyalty the network is known for and the importance of caring for our community. Our open rates and click through rates continue to remain well above the industry average, highlighting the strength of the network's offerings and services, as well as our position as the experts and leaders in women's health and fitness.

Best performing emails

April

Email: April newsletter

Audience: Active & frozen members

Open: 55%

Click: 11%

May

Email: DV Safe Phone campaign launch

Audience: Active & frozen members

Open: 59%

Click: 2%

June

Email: March newsletter

Audience: Active & frozen members

Open: 63%

Click: 11%

FERNWOOD APP

The total number of engaged users on the Fernwood App across the network.

- April: **30,102**
- May: **32,095**
- June: **31,399**

An engaged user on the app is considered a member that uses the app on average at least once per week during that month.

Our engaged users is **down by 15,690** uses based off last quarter JANUARY > MARCH 2023.

Online purchases via the app

- Personal Training, FIIT30, Reformer Pilates, Childcare & Challenge packs have been available for purchase through the app.
- There were **5,295** individual purchases made through the app between April – June 2023.
- **\$323,946.60 revenue** for clubs was made through in-app purchases.
- This is **down \$49,357,95** on in-app purchases made last quarter. A **decrease of 13.2%** from last quarter.

Most popular workouts via Pulse

- HIIT Dance with Fleur
- Abs & Core with Amanda from Tullamarine
- HIIT Pilates with Fleur

Most popular recipes via Pulse

- Savoury Breakfast Bowl
- Almond Noodle Stir Fry
- Acai Berry Bowl

FERNWOOD APP

Analysis:

- We have seen a decline in the number of engaged users via the app this quarter. This is the first time we have seen a decline in the number of engaged users in the app for this quarter. This is reflective of there not being a national challenge in this quarter and as we head into the quieter months of the year, we naturally see a bit of a decline in activity in the club.
- Our revenue from online purchases has had a slight dip in comparison to last quarter, which is expected due to the drop in engaged users we have had via the app. We saw significant growth in our users over the last 12 months as we had new clubs opening frequently which had an impact on the user count via the app. Number of purchases on RP has increased but \$ decreased – smaller pack purchases.
- We can see from our reformer Pilates online purchases that the number of transactions had increased from last quarter, however the revenue had a slight dip. Members seem to be making more one-off purchases for sessions to Reformer Pilates, rather than larger pack sales of the service.

Outcome:

- Reformer Pilates is still our highest revenue driver for online and in-app purchases this quarter with **1601** individual purchases bringing in **\$125,062.70** in revenue. This has dropped just over \$9k since last quarter. This is followed by personal training bringing in **\$74,219.50 (down \$2k)** made up from **473** individual transactions.
- FIIT30 has kept a consistent amount with online revenue, just a small drop from last quarter and sitting just under **\$50k** from in-app online purchases last quarter. This highlights the consistency in growth in the FIIT30 program across the network. It is also worth noting that majority of FIIT30 revenue in the network is coming in from direct debit upgrades, not pack purchases online.
- We are starting to see the inclusion of HYPOXI purchases online for some of our clubs which is bringing in a higher revenue amount per purchase than some of other core offerings which is great to see. We had **97** online purchases for HYPOXI bringing in over **\$12k** of revenue.
- Childcare was our most frequently purchased service via the app last quarter, bringing in **2223 individual purchases** and **\$63,205.90** in revenue last quarter. There has been an increase in the number of purchases online however the revenue this quarter has remained pretty much the same as Q1 2023.