

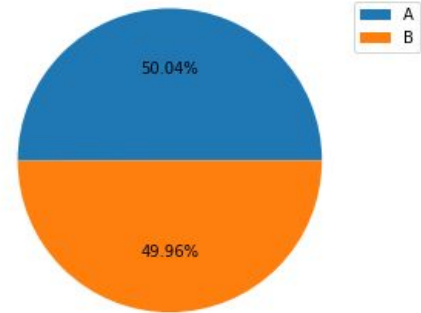


MuscleHub

A/B Testing the Fitness Test

What We Tested

- Currently, to become a MuscleHub member, a prospective customer:
 - Takes a fitness test with a personal trainer
 - Fills out an application for membership
 - Pays for the membership at a later time
- Our test group:
 - Skipped the fitness test
 - Applied for membership and paid later (as normal)
 - Group A took the test, Group B did not
 - 5004 visitors during test period





What the visitors had to say...

I always wanted to work out like all of the shredded people on the fitness accounts I see on Instagram, but I never really knew how to start. MuscleHub's introductory fitness test was super helpful for me! **After taking the fitness test, I had to sign up and keep coming back so that I could impress my trainer Rachel with how much I was improving!** - Cora, 23, Hoboken

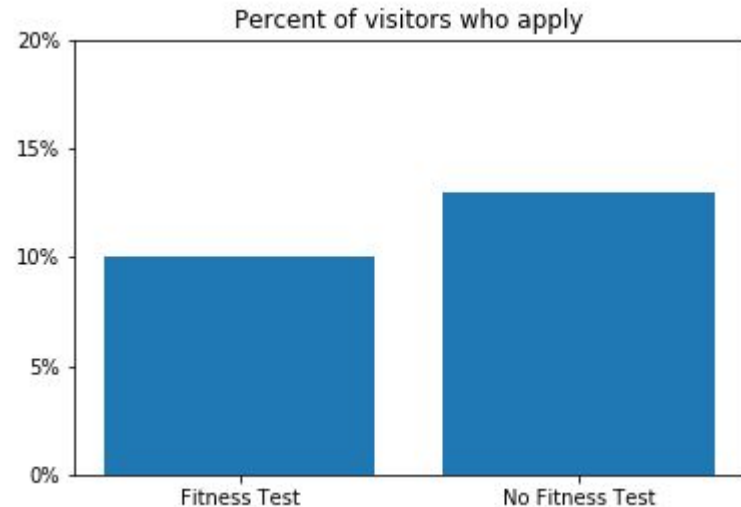
I took the MuscleHub fitness test because my coworker Laura recommended it. Regretted it. - Sonny "Dad Bod", 26, Brooklyn

When I walked into MuscleHub I wasn't accosted by any personal trainers trying to sell me some mumbo jumbo, which I really appreciated. **Down at LiftCity they had me doing burpees 30 seconds after I walked in the door and I was like "woah guys slow your roll, this is TOOOO much for Jesse!"** I still ended up not signing up for a membership because the weight machines had all those sweat stains on them and you know, no thanks. - Jesse, 35, Gowanes

I saw an ad for MuscleHub on BookFace and thought I'd check it out! The people there were suuuuuper friendly and the whole sign-up process took a matter of minutes. **I tried to sign up for LiftCity last year, but the fitness test was way too intense.** This is my first gym membership EVER, and MuscleHub made me feel welcome. - Shirley, 22, Williamsburg

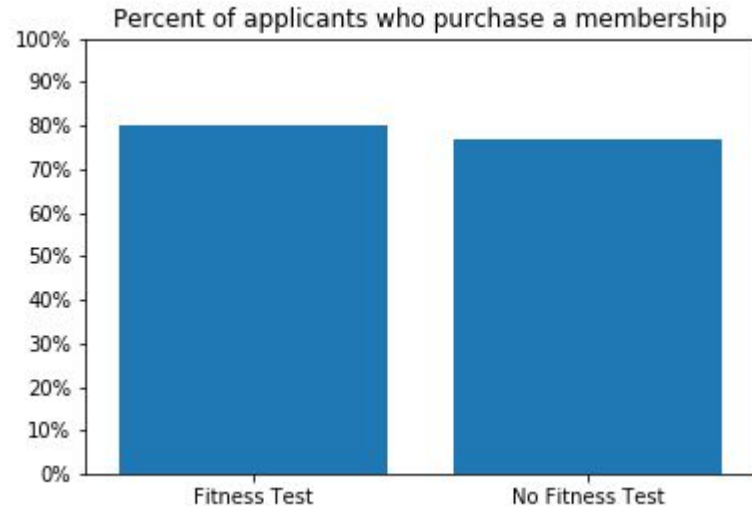
Data Point 1: Who Applies?

- We compared the number of visitors who filled out applications
- Group B (no fitness test) was 30% more likely to fill out an application
- This difference is statistically significant (pval = 0.001 by Chi Square Test)



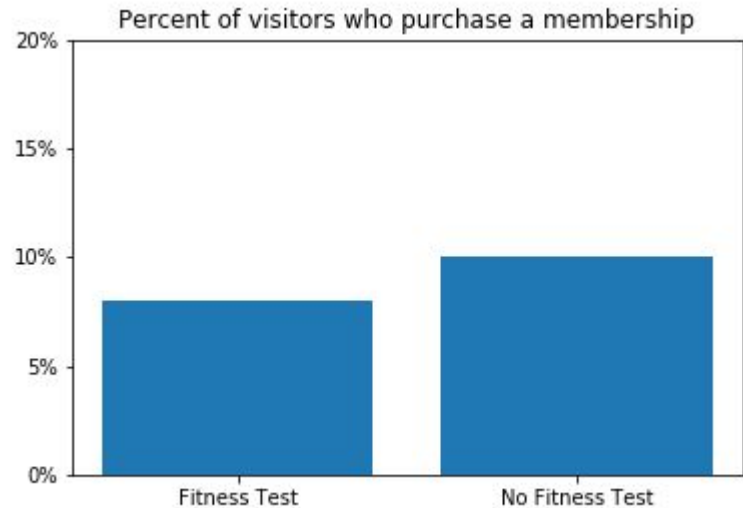
Data Point 2: Who Purchases?

- We compared the number of applicants who paid for a membership
- Group A (fitness test) was 4% more likely to make a purchase
- **However...**
- This difference is NOT statistically significant ($p\text{val} = 0.43$ by Chi Square Test)



Data Point 3: Who Purchases (of all visitors)?

- We compared the number of visitors who purchased a membership
- Group B (no fitness test) was 25% more likely to make a purchase
- This difference is statistically significant (pval = 0.014 by Chi Square Test)





Recommendations

- **Eliminating the fitness test may raise membership purchases by 25%**
- But there may be other factors that impact the bottom line
- Interviews with visitors suggest that members who took the fitness test may be more likely to come back to MuscleHub and more likely to recommend Musclehub to their friends (future tests could explore this further)
- Changing the membership process may result in a different clientele with different needs; management should be prepared to address this with e.g. marketing strategy