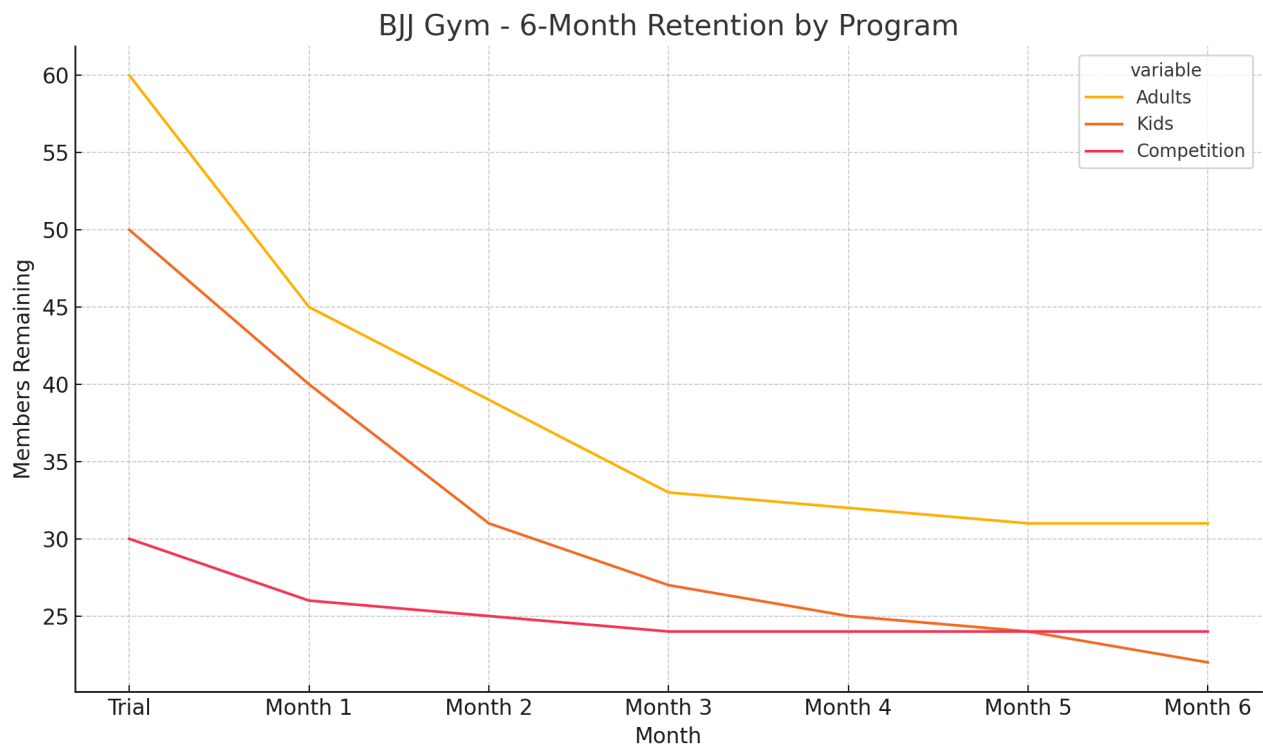


Case Study: Member Retention & Funnel Optimization at a Jiu-Jitsu Gym

This expanded case study explores conversion and retention issues at a suburban jiu-jitsu gym in the Phoenix metro area.

The gym supports approximately 140 active members across three programs: adults, kids, and competition team. Although trial volume is healthy, the business lacks visibility into conversion drop-offs, early churn indicators, and which program areas experience the most loss over time.

Retention by Program (6 Months):

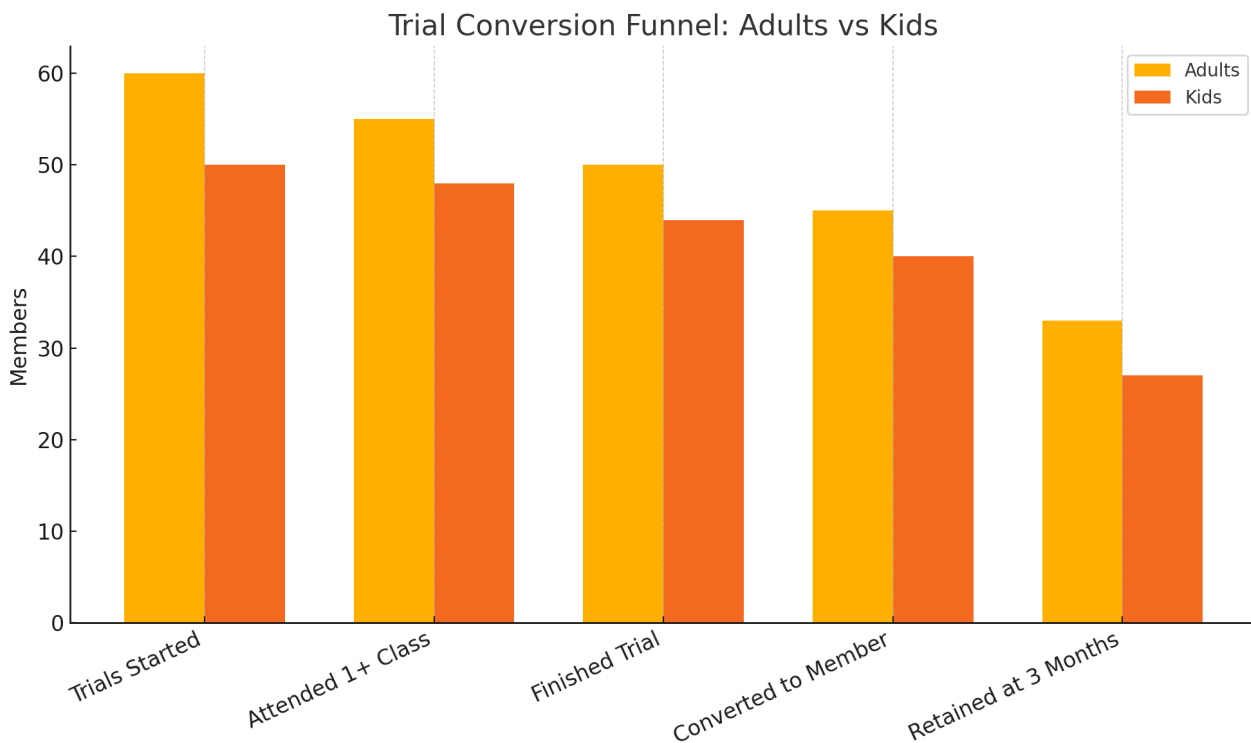


A 6-month cohort analysis shows that while adult and competition programs retain fairly well after initial onboarding, the kids program suffers accelerated attrition, losing nearly 50% of new students by Month 3.

The competition team shows a strong conversion and long-term retention curve, suggesting deeper program buy-in or stronger onboarding. By Month 6, all programs stabilize, but early funnel leakage suppresses growth potential.

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Trial Funnel: Adults vs Kids



Trial funnel analysis highlights the importance of frictionless onboarding. Although most adults and kids complete the trial, ~17% of all trial participants fail to convert to paying members, and nearly 25% of those who do convert are gone within 90 days.

This gap represents an avoidable loss if communication, follow-up, and program structure are improved during the critical first 30-60 days.

Recommendations:

- Establish a structured onboarding sequence with Day 3, Day 10, and Day 30 check-ins
- Use a CRM to flag trial users and track risk behavior like missed classes or lack of check-in
- Train instructors to follow up with parents of kids program participants during week 1 and week 3
- Create retention dashboards to monitor first-90-day drop-offs and trigger interventions early
- Identify high-ROI trial channels based on conversion rate and long-term member retention