



Massimino Partnership Kit

The safety-first fitness platform for trainers, gyms, and brands

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About Massimino

- **Mission:** empower safe, effective training through trusted guidance, community, and tools.
- **Community:** growing base of fitness enthusiasts, clients, and verified trainers.
- **Platform:** mobile-first experiences; robust workout tools; moderation for a healthy community.

Gym Partnerships

Value

Enhance your app with world-class training tools.

Engage members with personalized experiences and coaching workflows.

Unlock new revenue via premium features and co-branded programs.

Integration Options

SDK: embed key features (workouts, programs, analytics) within your app.

API: integrate data flows with your CMS/CRM (workouts, sessions, clients).

White-label: branded Massimino experience with your colors and assets.



Feature Highlights

Workout plans, **coaching** cues, **form** analysis, **session** logging.

Team challenges, **leaderboards**, trainer-client **workflows**.

Analytics: adherence, performance trends, and member engagement.

Implementation

Typical timeline: 2–4 weeks for SDK; 3–6 weeks for API integrations.

You get: sandbox credentials,
sample flows, reference implementations,
and technical support.

Branding: apply logos, color palette, typography, and tone-of-voice guidelines.

Data & Security

Privacy by design; [GDPR](#) compliant.

Data segregation for partner tenants; granular scopes for API access.

Webhooks for events (sessions, sign-ups, milestones).



Commercials

Flexible models: per-MAU licensing or revenue share on premium features.

Volume discounts and enterprise support tiers available.

Getting Started

Scoping **call** → sandbox **access** → **integration** plan → **pilot** → **full rollout**.

Advertising Partnerships

Audience

Fitness-first users with varied goals (hypertrophy, fat loss, sport-specific).

Verified trainers and engaged communities.

Placements

feed: in-feed sponsored card.

workout: pre/post session placement and rest-timer surfaces.

teams: team hubs and challenge pages.

discover: explore surfaces and category pages.



Formats & Specs

IMAGE: 1200×628px (1.91:1) or 1080×1080px; <2MB; PNG/JPG.

VIDEO: MP4/MOV up to 15s; <20MB; captions recommended; thumbnail 1200×675.

NATIVE: title (max 60 chars), body (max 140 chars), CTA (max 20 chars), optional thumbnail 1:1 or 16:9.

Targeting

Goals: hypertrophy, fat loss, mobility, performance.

Experience level: beginner / intermediate / advanced.

Location: country-level; city/region on request.

Context: placement-specific, training program affinity, team participation.

Policies & Moderation

No exaggerated claims, unsafe practices, or non-compliant supplements.

Clear labeling for sponsored content; destination must be secure and mobile-friendly.

All creatives pass automated and human moderation.

Measurement

Metrics: impressions, clicks, CTR by placement, reach.

Optional: post-click events (UTM or server-side callbacks).

Transparent pacing vs. budget and flight dates.



Budget & Billing

Starter: from €2,500 per campaign.

Managed: custom packages with creative QA and optimization.

Invoicing or card on file (net 15/30 options).

Brand & Creative Guidelines

Voice: clear, supportive, science-based, inclusive.

Do: highlight benefits, proof, and responsible use. Use real imagery and diverse representation.

Don't: make medical claims, shame users, or promote unsafe techniques.

Accessibility: legible typography, proper contrast, captions for video.

Privacy & Compliance

GDPR compliant processing and DPA on request.

Data minimization; opt-outs honored; no sale of PII.

Children's safety policies; strict stance on harmful content.



Support & SLAs

Standard: business hours support, 2-business-day response.

Premium: dedicated CSM, prioritized moderation, and integration assistance.

Incident handling: clear escalation path and status updates.

Smarter targeting (goal progression, recency).

Creative testing and **auto-optimisation**.

Advanced gym analytics (retention, adherence cohorts).

In-app native formats **tailored to training context**.

Next Steps

Gyms: request sandbox access and integration walkthrough.

Advertisers: share objectives, flight dates, and creative specs.

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Website: <https://massimino.fitness/partners/kit.pdf> (download link)