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, **coachin**g 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**](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A02016R0679-20160504) 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.

**Contact**: helloberesol@gmail.com

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