



MUSCLEHUB *TOGETHER STRONG*

Analysis of Sales Fall Sales Campaign

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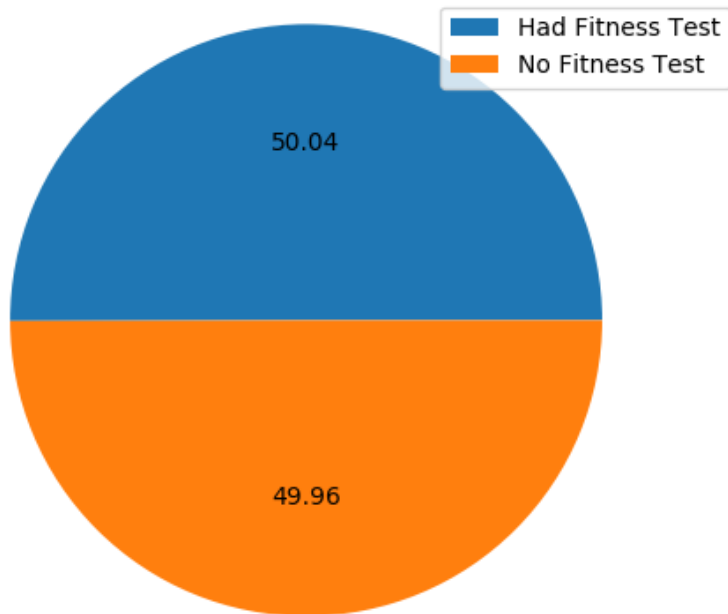


OVERVIEW

- Big THANKS to marketing and sales teams on a fine quarter!
- Launched FitTest for applicants
- Separate track for Jumpstarts (no FitTest)
- Review of applications & membership results
- Analysis and findings

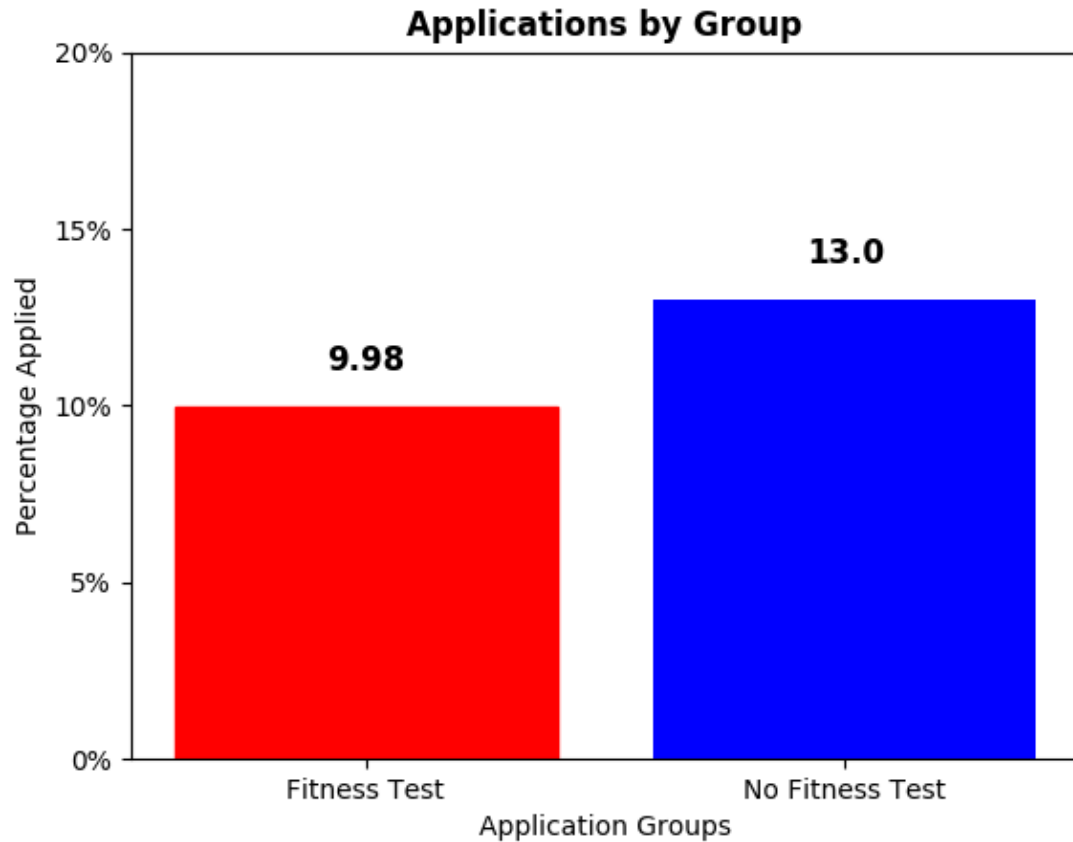
SIGNUP TRACKS

Visitors Distribution - Fitness Test v. No Fitness Test



5004 Visitors during Fall –
~50/50 distribution of visitors

APPLICANT RATE



~9.98 Fitness Test

v.

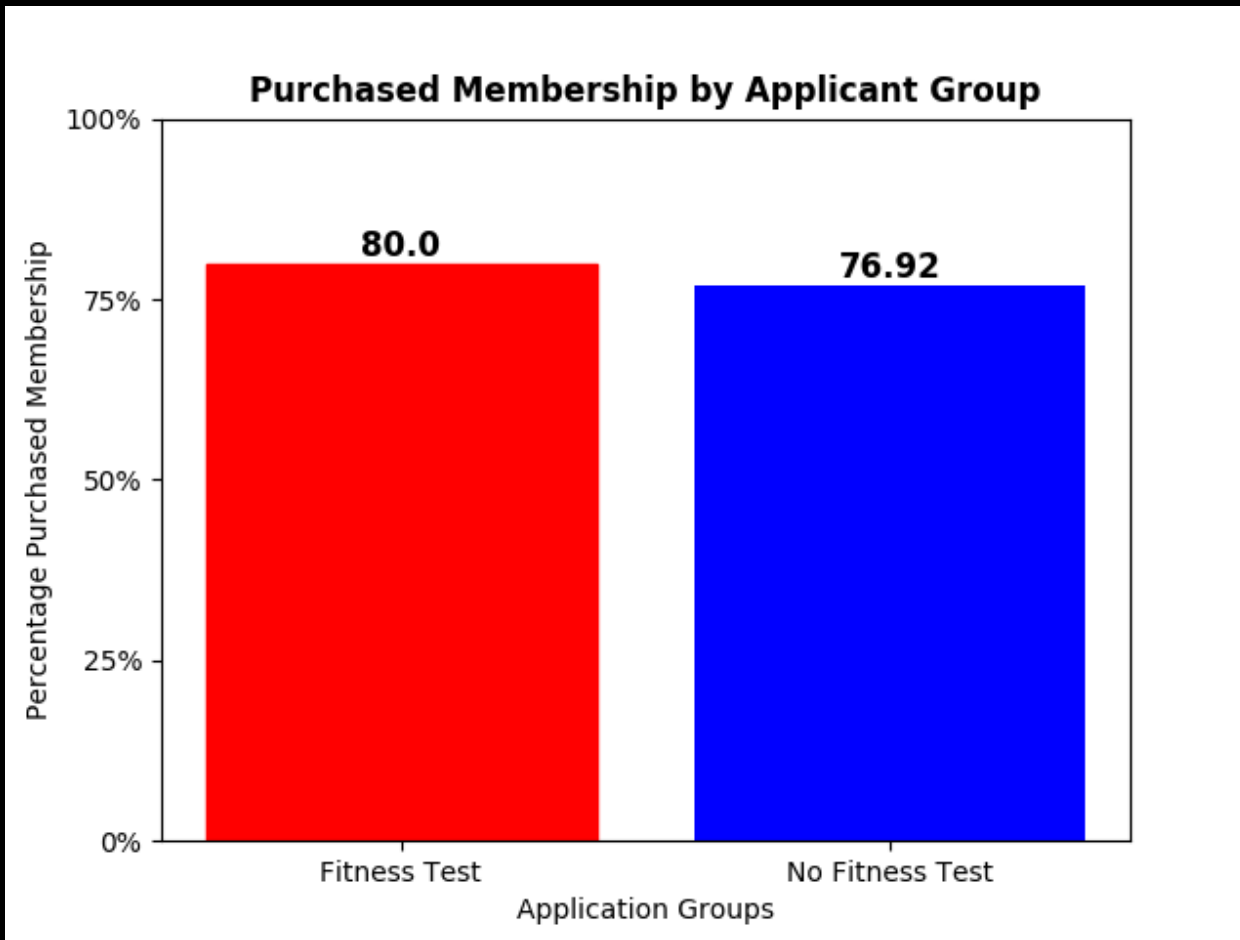
13% No Fitness Test

~3% (325 v 250 applications) higher applications in no fitness test group

There is a higher chance a visitor will apply if no test is given*

*Result confidence validated with Pearson's Chi Square Test $pval < 1/10^{th}$ of percent (0.00096..)

MEMBERSHIP FROM APPLICATIONS



80% (200 of 250) Fitness tested applicants purchased membership

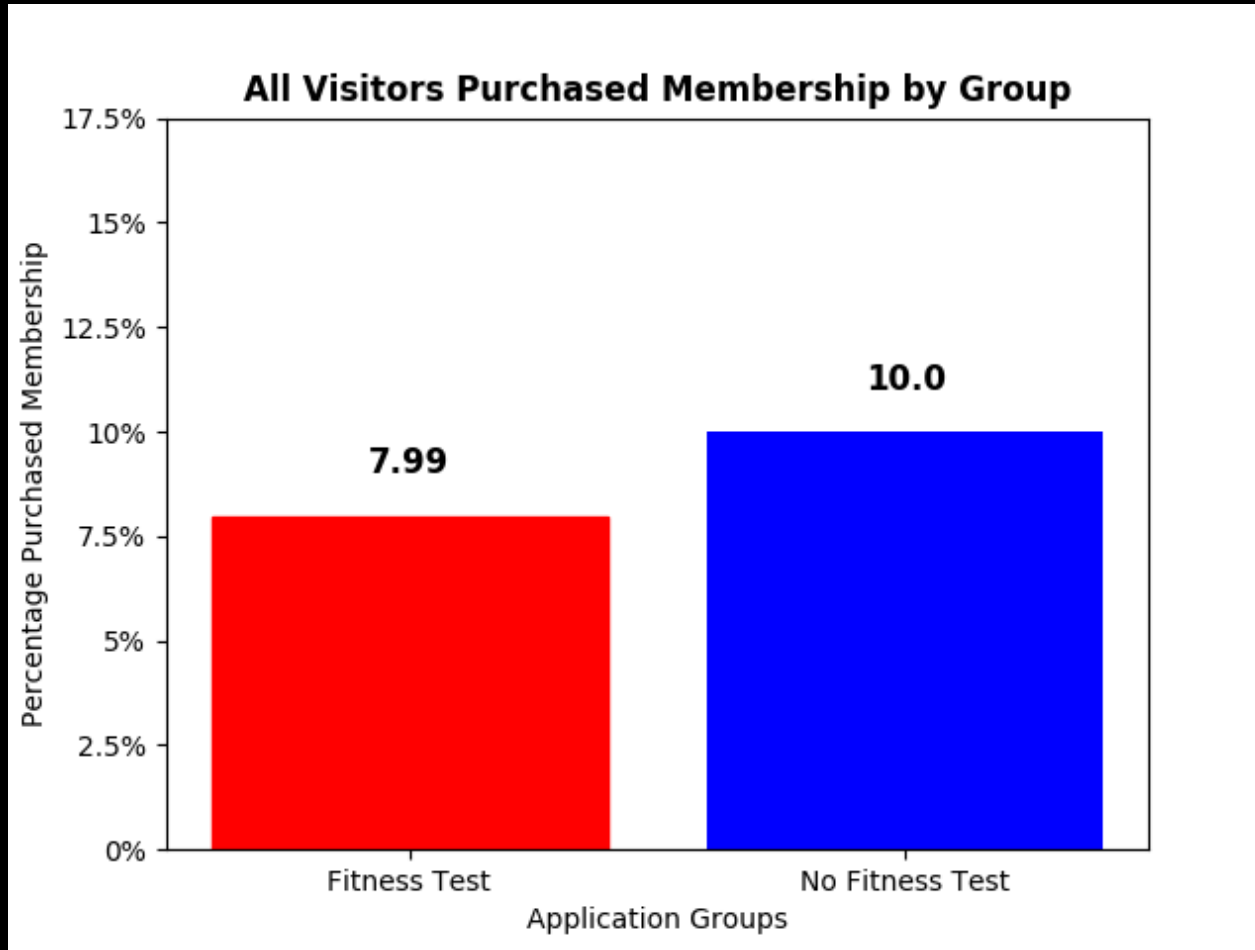
v.

~77% (250 of 325) Non-Fitness tested

The difference does not appear significant*

*Pearson's Chi Square Test pval is ~43.26%

MEMBERSHIP PURCHASE BY GROUP



10% of Visitors without Fitness test
purchased membership (250)
v.
~8% Fitness tested (200)

25% more membership sign-up from visitors that did not receive a fitness test* (1 in 4)

**Analysis of data suggests a good level of confidence. Pearson's Chi Square Test pval is ~1.5% (< 0.05)*

SUMMARY & RECOMMENDATIONS

- Visitors were more likely to apply and purchase a membership when not offered a fitness test
 - 13% v. 10% applications of 5000 visitors
 - 10% v. 8% membership purchase
- Recommend no fitness test offering for sign-ups moving forward and green light “we will get you there together” campaign