about pure barre

Pure Barre is the largest, most established barre franchise in the nation, with more than 475 studios throughout the U.S. and Canada, and more studios opening each month.

about the pilot

The Perkville pilot ran from December 20, 2017 to May 31, 2018 at 13 corporate locations. The goal was to compare the corporate locations piloting Perkville to similar locations not using Perkville to determine the efficacy of the program. The program is live at https://purebarre.perkville.com/.

results

Monthly Revenue: Using Dec 2017 as a benchmark, May 2018 revenue grew 3.2% for the control group not using Perkville and 12.8% for the pilot group using Perkville.

Net Revenue Per Location: Comparing Jan through May 2018 to Dec 2017, the aggregate revenue increase across all five months was $504 for the control group not using Perkville and $6,666 for the pilot group using Perkville.

Participation:
Customers invited: 7,632
Customers registered: 3,263
Registration rate: 43% (meets Perkville's benchmark participation rate)

Referrals:
471 submitted in Perkville and 587 in MINDBODY.
654 referrees attended a class of which 91 were submitted in Perkville and 563 in MINDBODY.
91 new memberships from referrals of which 26 were submitted in Perkville and 65 in MINDBODY.

“*We tested Perkville in 13 locations and compared the revenue growth to a set of similar locations and were impressed with the results showing a strong ROI on the program.”*

Leigh Welch
Senior Franchise Business Manager

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