



Right Channel, Right Time

Communicate More Personally Across Email & SMS

Laura Neely

Product @ Orangetheory Fitness

Orangetheory Fitness is a heart rate-based group workout that combines science, technology and expert coaching to help members live a longer, more vibrant life.

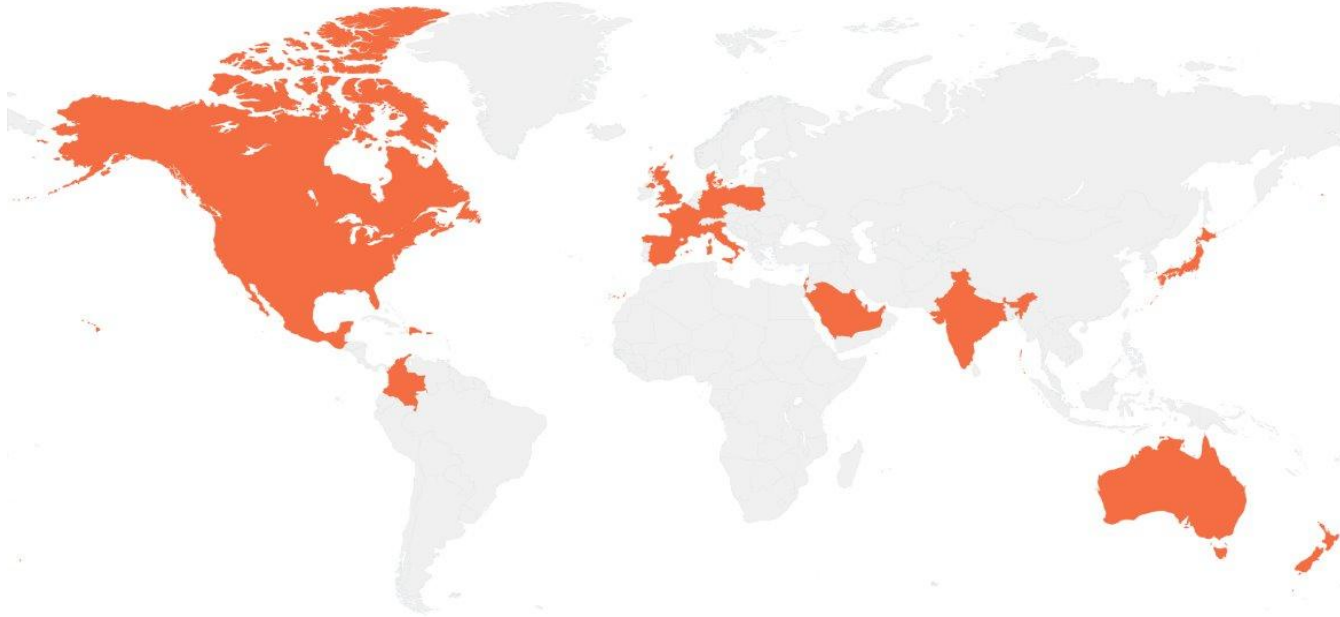




Agenda

- 01** OTF + Lifecycle Marketing Strategy
- 02** Iterable Implementation
- 03** Early Learnings

Orangetheory Fitness is global and franchise-owned



1,518

Studios

50

U.S. States

24

Countries

Created with mapchart.net



Cross-functional migration to new ESP

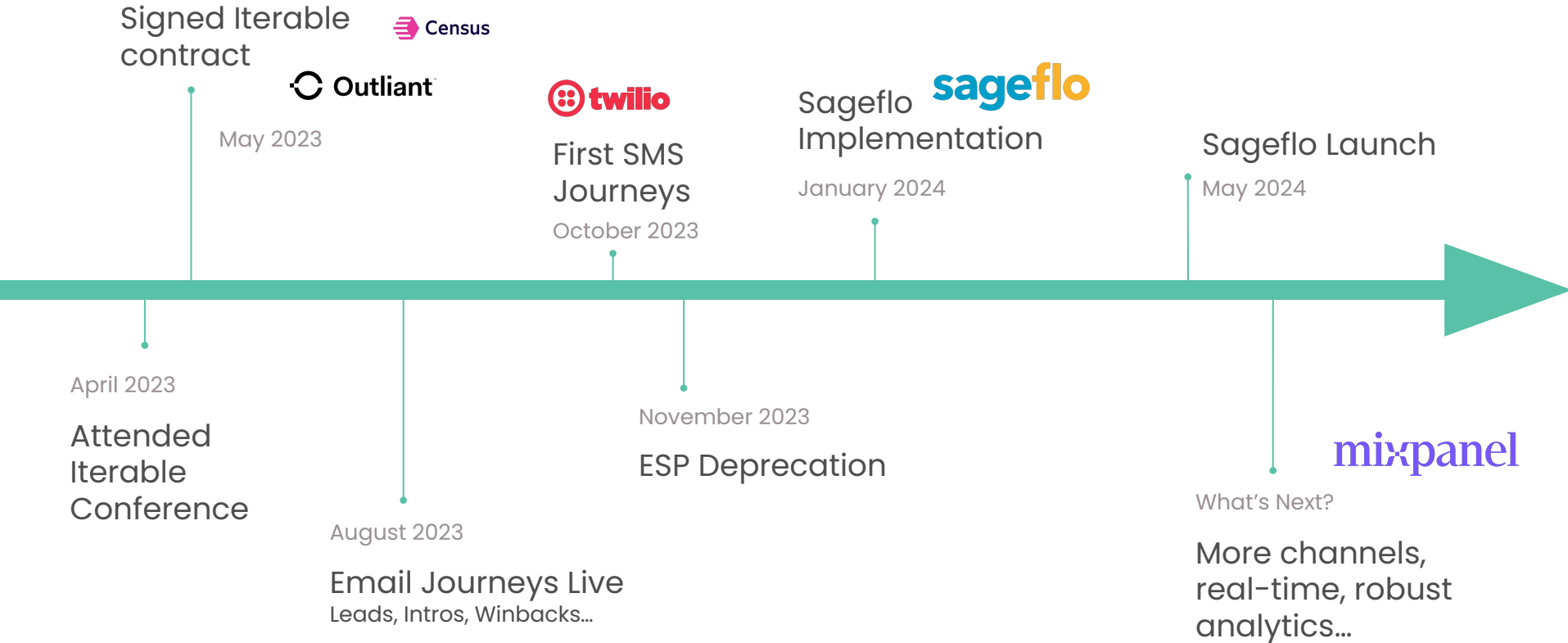
Painpoints:

- Frustrated users
- Limited in-house tech support and expertise
- Expensive contract
- Minimal reporting insights

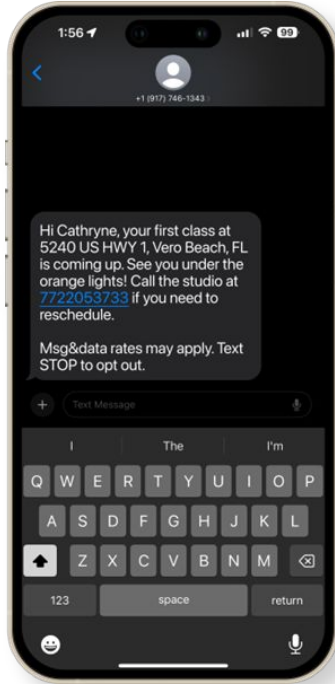
Key Needs:

- User-friendly UI to empower Marketing teams
- Hands on technical support
- Channel expansion opportunities
- Fast implementation process
- Improve critical operational metrics

Project Timeline



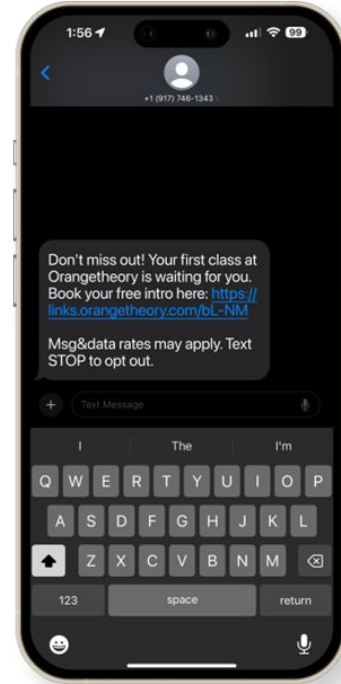
Stood up transactional SMS to complement email and in-studio touchpoints



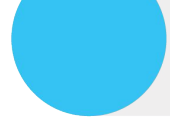
1 day Prior



1 day post no show



4 days post no show



Empower studio staff with best-in-class communication tools

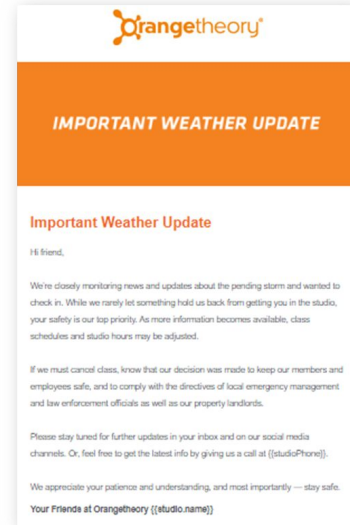
Studio Newsletter



Network Communications



Alerts



Early Learnings & What's Next





Early Results

Emails

11M

65% Open rate

SMS

1.3M

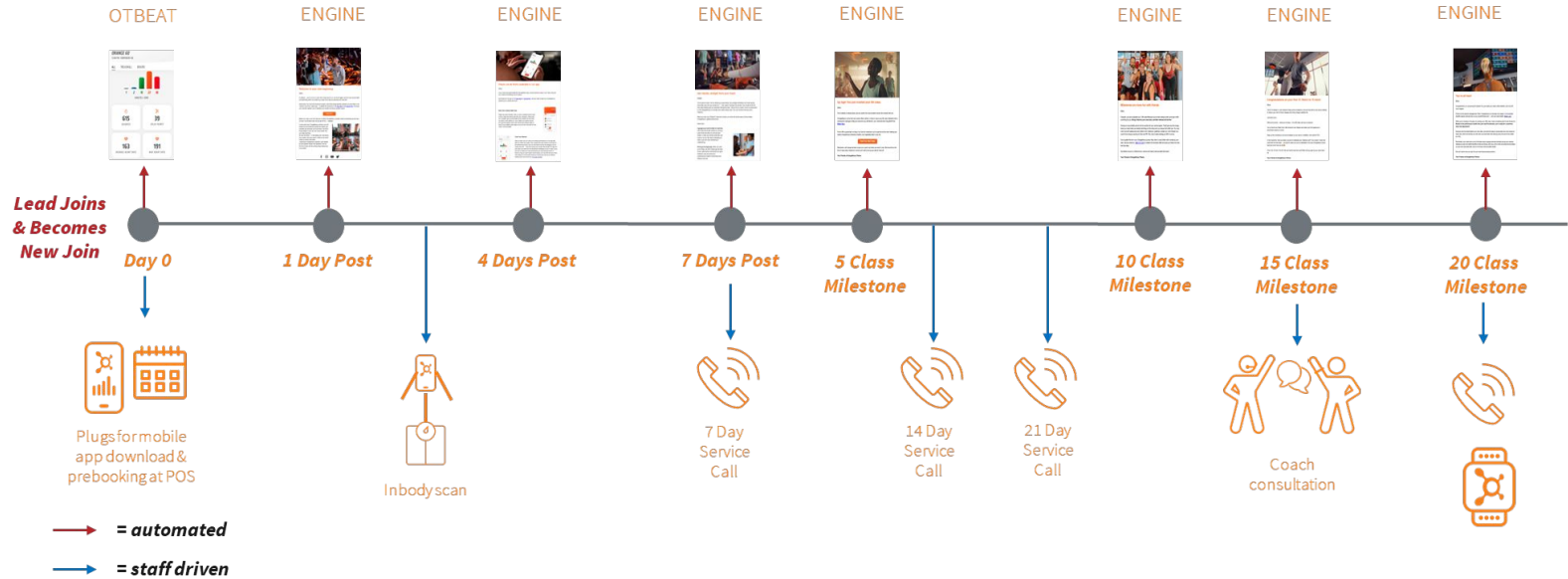
12% CTR

Deliverability

96%+

Across Email & SMS

OTF Customer Journeys are now omni-channel...



... and will become real-time, context aware and more personalized

The background is a dark purple color. There are three large, semi-transparent circles: a cyan one at the top, a yellow one on the right, and a red one at the bottom. A diagonal line of a lighter purple shade runs from the top-left towards the bottom-right. The text "Q&A" is centered in white.

Q&A



ITERABLE

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