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Global Fitness Franchise Uses Buxton Analytics to Support Rapid Franchise Growth

CONCEPT
Global Fitness Franchise

OBJECTIVE
Analytics to Support Franchise Sales and Expansion

RESULTS
Grew from 14 Locations to Over 1,500 Studios in 25 Countries

In 2012, a fitness studio brand known for its unique, heart rate-based workouts sought Buxton's expertise. Although the brand had just 14 locations, it had ambitious growth goals. By quickly scaling the brand through franchising, the organization hoped to surpass its competitors' growth rates. Today, this fitness studio has grown from 14 locations in 2012, to over 1,500 studios in 25 nations across the globe.

Buxton's Solution

In order to grow, the fitness brand's team needed to know which markets could support their unique concept studios, how many locations should be opened in each market, and the optimal placement of each studio. Buxton analyzed the factors that contribute to a successful studio location for the brand and developed a site scoring tool deployed in SCOUT, Buxton's mapping application in the Buxton Platform.

This tool helps identified the maximum number of supportable franchise territories and provided unique insights to guide the brand's franchise sales efforts.

Using Analytics as a Franchise Sales and Support Tool

First, analyses created through the Buxton platform have been a key component to the corporate development team. Data and analytics are a great tool to communicate with potential franchisees, demonstrating a solid plan regarding where the brand needs to be and why. Presenting data-backed analysis helped the company to paint a convincing picture of franchise opportunities and sell more territories more quickly.

Second, Buxton's analytics helped franchisees to find the right locations within their territories for studios. The Buxton Platform has helped the brand pinpoint the best possible placement for each location, using customer insight, competitor intel and mobile data analytics. Executives noted that the locations selected prior to the company's partnership with Buxton were not initially as strong as those selected using Buxton's analytics.

Additionally, Buxton analytics played a key role in improving franchisees' marketing efforts. By using SCOUT to show franchisees where their actual members are coming from and where there are potential members, the brand showed

> Buxton's analytics accelerated the company's franchise sales efforts in several important ways.

franchisees geographic pockets of potential members to target with marketing. They also used analytics to assist with pre-opening marketing efforts for new studios to ramp up demand.

Finally, by visualizing custom franchise territories in SCOUT, the brand could prove to franchisees where their territories can support additional locations. This allowed them to use data as a factor in determining whether there is a need to open a second studio within a specific territory.

Continued Partnership and Growth

Through their collaboration with Buxton, the brand was able to leverage advanced analytics to explore the potential of international markets. By comparing international markets of interest to U.S. markets, the brand was able to more confidently and accurately develop pricing for international franchise licenses. This supported the company's expansion to 25 countries, including several major international markets. Today, Buxton's analytics continue to provide valuable insights for businesses looking to scale and optimize their operations globally. Contact us to learn how analytics are the key to franchise growth.