

REGISTRIA

SUCCESS STORY

By partnering with Registria, iFIT has connected with more customers and has grown post-purchase revenue streams.

ABOUT THE BRAND

iFIT is the world leader in innovation, design and distribution of connected fitness equipment and software. iFIT owns established industry-leading fitness brands NordicTrack®, ProForm® and Freemotion®, which offer connected fitness membership services powered by iFIT, the first immersive live and on-demand streaming fitness and wellness media platform.

INITIAL GOALS AND CHALLENGES

iFIT's initial goal was to identify more owners and provide a remarkable, industry-leading Onboarding Experience for new and existing customers. iFIT knew that leveraging a digital experience would be a great compliment to the innovation they bring to market with their connected iFIT platform. iFIT also wanted to increase its after-market Extended Service Plan (ESP) sales to greatly expand its Care business. Finally, the brand was looking for ways manage the shift from traditional brick and mortar retail to a digital and direct-to-consumer environment.

01

Identify more product owners.

02

Increase sales of after-market Extended Service Plans

03

Sell direct to consumer and shift from brick and mortar to digital sales



Implement a digital-first solution to identify more iFIT product owners

Before choosing Registria as its partner, iFIT used mail-in paper cards and URL methods of product registration to gather owner data. iFIT knew that product registration was a cost-effective and efficient way to build its CRM database and decided to focus their marketing efforts on owners who registered their products. They recognized the need to modernize this process, and enlisted Registria to help implement more digital-first methods of registration. PhotoregisterSM, consumers' empirically proven preferred method to engage with brands and register products, was implemented to streamline and simplify iFIT's product registration process. **Photoregister greatly improved the onboarding experience and has helped identify more product owners to target for ESP sales.**



“ Registria has helped us identify and onboard millions of new product owners to deliver an exceptional first use experience and customer support. Together, we’ve built an established and profitable post-purchase sales channel that has been key to the growth of our business. ”

— NICK PALMER —
(iFIT)

Grow post-purchase revenue streams and increase iFIT subscriptions

Registria and iFIT built a predictive modeling solution to identify which owners would be most likely to purchase or renew extended service plans (ESPs). This model is used to guide the brand's marketing investments and critical strategic decisions. Registria also helped iFIT create targeted and engaging offers for ESPs after the factory warranty expired, promote iFIT's proactive preventative maintenance services, and market subscriptions for iFIT's on-demand home workout classes. **iFIT has experienced 80% growth rates on sales during registration and on-boarding events from these efforts.**

iFIT focused on reengaging millions of legacy fitness owners by creating a Proactive Services campaign, developing a post-sale service system that highlighted its tune-up, repair, and upgrade offerings. The campaign offers tune-up services on fitness equipment and an additional year of service plan or repairs. These offers are personalized for and deployed to customers based on length of ownership.

Enhance post-purchase support

iFIT leveraged Registria's capabilities to better support owners in other customer journeys during the ownership lifecycle. Care plan enhancements included an agent sales tool that allows iFIT to serve real-time, personalized offers to owners during service events. **These enhancements also give owners the ability to submit claims via text, which reduces call handling times and expedites support requests and resolutions.** This has created new revenue streams for iFIT from additional service programs and accessories offered to customers who register their products. **Additionally, iFIT and Registria collaborated on a self-service portal where product owners can independently review their product warranties and service history,** which has further reduced call center costs and improved customer satisfaction. The brand's subscription-based services were also modified to allow for auto-renewal, which has greatly increased renewal rates and revenue.

RESULTS

iFIT has experienced a 3X increase in registrations within one year, and a 2.5X increase in conversions from leveraging analytics and offer personalization gathered during onboarding. Additionally, iFIT's partnership with Registria has generated more than 4X in bottom-line revenue growth since inception. The renovated ESP offers generated a 361% lift in iFIT's return on investment, while reducing average call handling times by 33% in under one year. The enhanced offer optimizations has led to an 85% increase on iFit's contribution margin.



3X

INCREASE

in registration rates



80%

GROWTH RATE

on offers during onboarding



361%

ROI

from enhanced service plan upgrades



4X

REVENUE GROWTH

since inception

ABOUT US

Registria helps brands deliver exceptional ownership experiences to their customers.

We believe ownership experiences should be frictionless. Our award-winning technology delivers highly personalized experiences across the product ownership lifecycle by identifying and onboarding product owners, creating direct sales and engagement channels, and giving owners the information, care and support they desire.

FOR MORE INFORMATION

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