



From surviving to thriving:

Wodify's unique focus on sustainable growth



By leveraging real-time data, technical innovation and customer feedback, Wodify helps gym owners maximize growth and streamline daily operations — allowing them to focus on their passion.

In a crowded landscape of fitness software solutions, one platform stands out for its unique approach: empowering gym owners not only to manage day-to-day operations but to grow their business sustainably while maintaining balance.

The platform transcends traditional customer relationship management (CRM) and back-end operations, embedding growth strategies and retention practices into its software's very framework.

This is Wodify.

With the core purpose of “**Empowering a Fulfilled Life,**” the company's mission is to help gym owners grow their businesses without it overtaking their lives.

“We don't just streamline operations; we build a pathway for gym owners to scale and better engage with their members while fostering work-life balance for owners,” said Brendan Rice, the company's CEO.

Let's look at how Wodify achieves this.



All-in-one platform

Many studios today deal with piecemeal tech that addresses one or two aspects of gym management — whether it's billing, scheduling, workout tracking, or CRM. Wodify, however, integrates everything into one seamless platform.



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“Our software simplifies gym operations by consolidating what’s needed into one place,” says Brendan Rice. “This includes managing member relationships, class scheduling, billing and even tracking client performance. Our goal is to unify and streamline the business to save time and costs, allowing gym owners to concentrate on their members.”

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Actionable insights for real growth

At the heart of Wodify's platform is the ability to turn raw data into actionable insights. By analyzing the performance of your gym and its members, Wodify translates this data into clear, strategic steps that drive smarter business decisions.

"We're not just giving you numbers," says Rice. "We provide a roadmap for improvement - whether it's retention strategies, class performance metrics, or operational efficiencies. These insights are designed to help gym owners make informed decisions that lead to tangible results."



Remaining one step ahead

Wodify is also fully committed to evolution and continuous improvement, always striving to identify enhancements that will strengthen the platform.

“We have very close partnerships with our clients and receive constant feedback on their pain points and what exactly they need to relieve them,” said Brendan. “We take this feedback to heart and continually upgrade the platform to deliver results.”

In fact, Wodify recently conducted extensive research to better pinpoint the specific challenges that studio owners face. Their findings revealed that the top priority for business owners is to achieve sustainable, profitable growth and the key factors that handcuff them are staffing issues and cost, as well as member retention.

Wodify addresses them all.



Retention: building strong relationships with clients

Retention is the lifeblood of any fitness business, and according to the feedback it is what keeps owners awake at night.



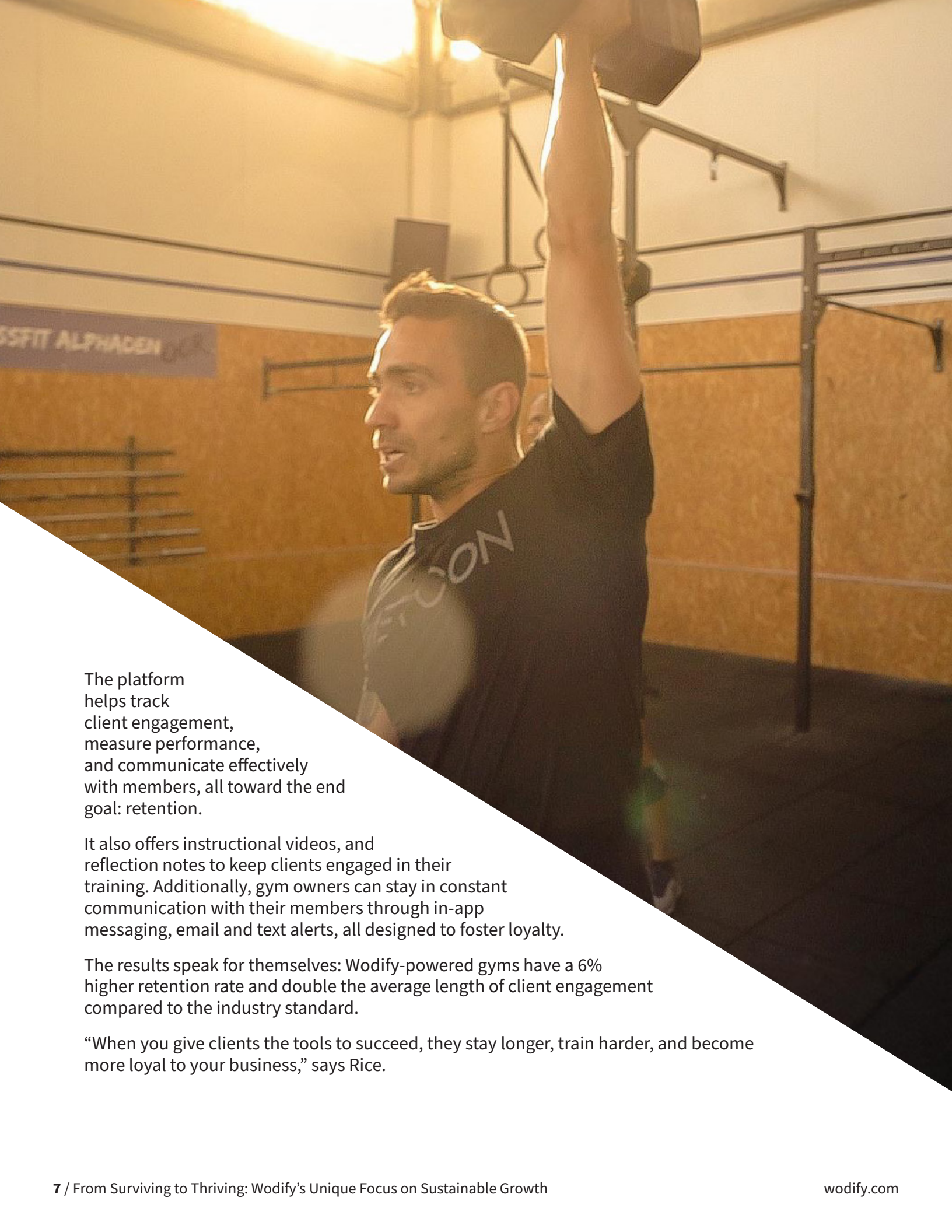
During their research, Wodify uncovered that length of engagement — or an individual’s membership term with a gym — is lower in the U.S. than in other countries, but the average lifetime value in dollars is higher. This means gyms are making more money per person but holding onto them for less time.

Wodify works with owners and operators to address this.

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“Retention is why Wodify exists,” says Brendan Rice. “We use technology to help businesses retain their clients and build successful fitness enterprises.”

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The platform helps track client engagement, measure performance, and communicate effectively with members, all toward the end goal: retention.

It also offers instructional videos, and reflection notes to keep clients engaged in their training. Additionally, gym owners can stay in constant communication with their members through in-app messaging, email and text alerts, all designed to foster loyalty.

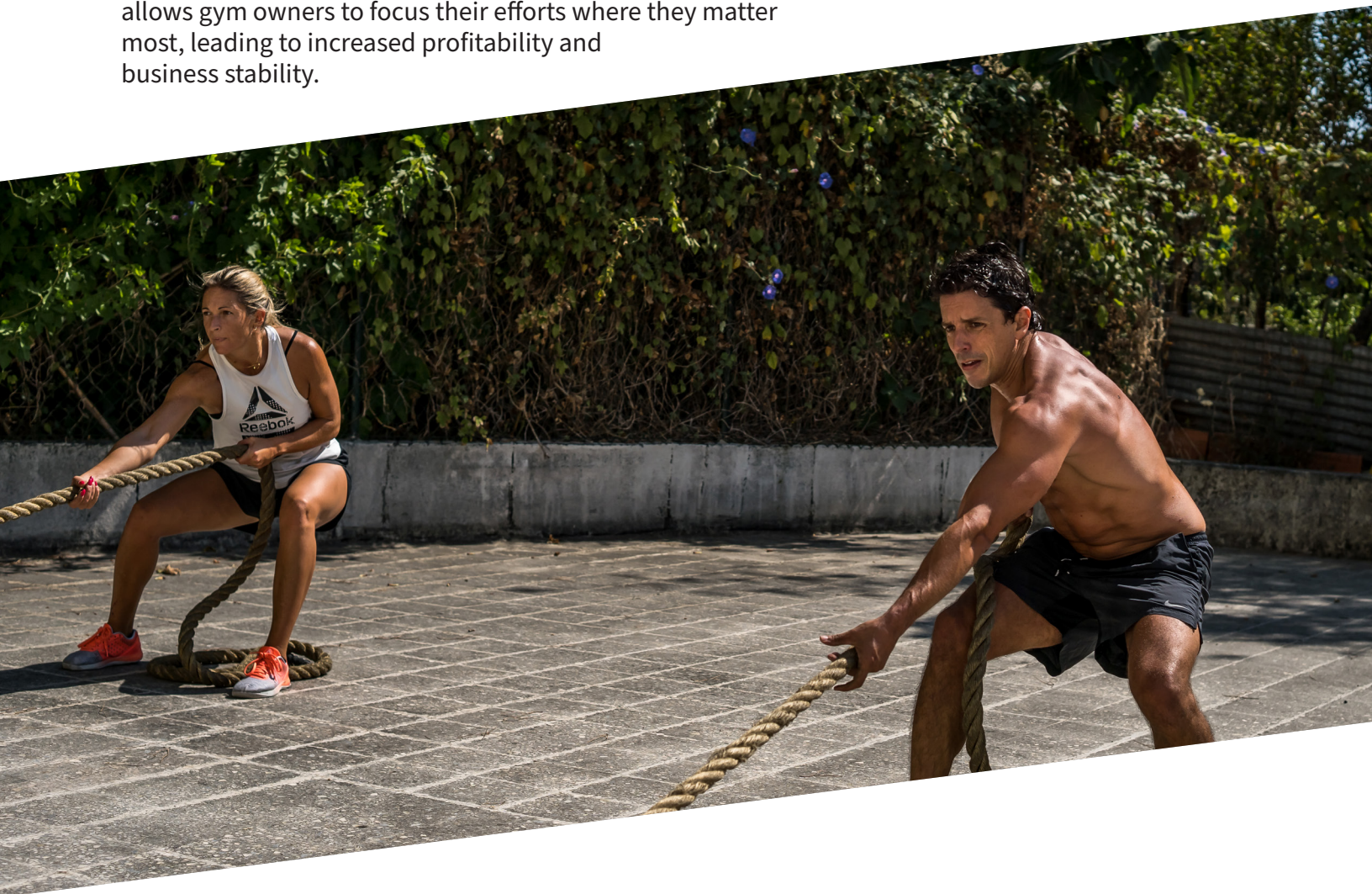
The results speak for themselves: Wodify-powered gyms have a 6% higher retention rate and double the average length of client engagement compared to the industry standard.

“When you give clients the tools to succeed, they stay longer, train harder, and become more loyal to your business,” says Rice.

Profitability: driving sustainable growth

For gyms, sustainable growth and profitability are key to long-term success. Wodify enables business owners to make informed, data-driven decisions by offering advanced reporting on key business metrics. “Wodify turns your data into actionable insights that drive growth,” Rice explains.

The software also helps gym owners identify what’s working and what needs improvement in their business. “We help you understand what programs are bringing in revenue and what areas of the business could use more attention,” says Rice. This data-centric approach allows gym owners to focus their efforts where they matter most, leading to increased profitability and business stability.



One user, Jason Fernandez, founder and podcast host of [Best Hour of Their Day](#), shared his experience: “I’ve been using Wodify for almost 8 years and we have grown 6 times since using Wodify. When we started we had no real way of tracking member progress or managing the box. Having everything I need to run my gym, workout tracking, payments, and member management all in one place is the optimal setup.”

By providing this all-in-one solution, Wodify allows gym owners to streamline their operations, make data-driven decisions, and focus on what truly matters — their members.

Staffing: managing more with less

Wodify's research also showed that gyms in the U.S. tend to have a higher number of staff per member, and while in theory this could create a strong customer experience, it can also be costly and inefficient.

Additionally, gym and studio owners are all too familiar with the challenges of retaining good staff. Inevitably, churn adds to the workload, forcing owners to spend valuable time on recruitment and training, only to face the cycle again when another staff member leaves.

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Wodify automates many back-office tasks, including workout programming, lead management, and custom reporting, allowing gyms to operate efficiently with fewer staff, reducing overhead costs while maintaining high-quality customer service.

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“We understand the frustrations gym owners face when it comes to this,” says Rice. Wodify frees up owners so they don't have to spend valuable time dealing with operational and staffing issues.”

At its core, Wodify was created to help gyms thrive while allowing owners to do what they do best — focus on the members.





“We built this platform to be your growth partner,” says Rice. “You know fitness. We know business. We’re here to help you achieve success without burning out in the process.”

For gym owners looking to take the next step, Wodify offers a unique opportunity to streamline operations, improve retention, and grow sustainably.

To make this process even easier, new customers who [BOOK A DEMO](#) can receive a fully customized website at no additional cost, helping them enhance their digital presence and attract more members.

