

FUNNEL OPTIMIZATION REPORT + STRATEGY

PREPARED FOR MELISSA (MEL) JOHNSTONE
PREPARED BY ALEAH KAMERMAN



 **THE BASEMENT**
CYCLE + TRAIN

INTRODUCTION

Mel, thank you for sharing your goals and the analytics for The Basement Cycle + Train (The Basement). I've reviewed the data and written an explanation of what's going right, and what can be improved, so that we can achieve your three goals:

1. Increase memberships from the millennial audience
2. Increase trial-to-membership conversion rates
3. Build an automated SMS/email follow-up workflow for expiring intro offers

In this report, you'll find my data audit, three recommendations, and a sample piece of content to help with the strategy moving forward.

Let me know if you have any further questions.

Aleah Kamerman

Communications & Marketing Professional

akamerman@academic.rrc.ca

204-333-6694

AUDIT

INTRO OFFER CONVERSION

The data in the backend shows us the Lifetime Value (LTV) of clients who convert. This number tells us how much revenue in total they are predicted to bring to The Basement. When one customer converts in one of the two funnels, this is how much revenue they are predicted to bring in (LTV):

- 3 For \$35 LTV = \$4,703
- 2 Week Unlimited LTV = \$3,473

Right now, The Basement is seeing these conversion numbers:

- 3 For \$35: 88 enter the funnel, 7 convert. That's 8.0%.
 - The industry average is between 40-50%
- 2 Week Unlimited: 41 enter the funnel, 8 convert. That's 19.5%.
 - The industry average is between 40-50%

We calculate conversion rates with this formula: $Conversions \div Total\ Visitors = Conversion\ Rate$

So, if The Basement was hitting industry benchmarks, even on the lowest end (40%), revenue would look like this:

For the 3 For \$35 offer

- 40% of the 88 = 35.2. That's taking 40% of those 88 customers who enter the funnel, to determine that at least 35 of them should be converting.
- $35 - 7 = 28$. That's how many conversions we should see (35), minus how many we're actually seeing (7). There's a 28-point gap.
- $28 \times \$4,703 = \$131,684$. When multiplying the 28 missing conversions by the LTV, we see the revenue gap.

There is currently \$131,684 in revenue being left on the table in this funnel.

For the 2 Week Unlimited offer

- 40% of the 41 = 16.4. That's taking 40% of those 41 customers who enter the funnel, to determine that at least 16 of them should be converting.
- $16 - 8 = 8$. That's how many conversions we should see (16), minus how many we're actually seeing (8). There's an 8-point gap.
- $8 \times \$3,473 = \$27,784$. When multiplying the 8 missing conversions by the LTV, we see the revenue gap.

There is currently \$27,784 in revenue being left on the table in this funnel.

When we add those two totals (\$131,684 + \$27,784), we can see that The Basement is missing out on \$159,468 in lifetime revenue, because customers aren't converting at an industry average rate.

THERE'S A -\$159,468 REVENUE GAP.

CLASS UTILIZATION

Class Type	Overall Utilization	Benchmark	Status
CYCLE45	41%	65-75%	24-34 points below
TRAIN45	62%	65-75%	3 points below

CYCLE45

Underperforming time slots:

- Monday 9:30 AM: 19% (46 points below low benchmark)
- Wednesday 9:30 AM: 16% (49 points below – worst slot in the entire dataset)
- Friday 9:30 AM: 31% (34 points below)
- Tuesday 6:00 AM: 42% (23 points below)

Above benchmark time slots:

- Saturday 9:00 AM: 81% (6-16 points above benchmark)
- Monday 9:00 AM: 80% (5-15 points above benchmark)

TRAIN45

Underperforming slots:

- Monday 7:00 AM: 31% (34 points below)
- Friday 5:30 PM: 39% (26 points below)

At or above benchmark time slots:

- Monday 10:30 AM: 100% (25-35 points above benchmark)
- Monday 9:00 AM: 94% (19-29 points above benchmark)
- Monday 5:30 PM: 91% (16-26 points above benchmark)

EMAIL PERFORMANCE

Across six email marketing campaigns, we can see that, on average, 1,102 emails were sent, and 591 were opened.

- $\text{Emails opened} \div \text{Emails delivered} = \text{Open Rate}$, which means these campaigns had an average open rate of 53.6%.
- This open rate is 25.6–31.6 percentage points above the industry benchmark, which is 22–28%. This is excellent.

However, of the many people who opened the email, only a few completed a desired action. This is called your Click-to-Open Rate (CTOR), which is calculated by $\text{clicks} \div \text{opens}$. Let's run that calculation:

- $10 \div 591 = 1.8\% \text{ CTOR}$
- This is 8.0% lower than the industry benchmark of 10–15%.

Let's take a closer look at three of the email campaigns to compare the numbers against these industry benchmarks:

Campaign	Sent	Opens	Open Rate	Clicks	CTOR
Challenge Wrap-Up Party	1,132	691	61.0% +33–39 points above benchmark	7	1.0% –9–14 points below benchmark
Weekly Themes March 16	1,108	595	53.7% +25.7–31.7 points above benchmark	7	1.2% –8.8–13.8 points below benchmark
1/2 Zip Pre-Order	1,110	607	54.7% +26.7–32.7 points above benchmark	12	2.0% –8–13 points below benchmark

SOCIAL FUNNEL

Your goal is to target Millennials, and the numbers show that your social media is achieving this.

Millennials are born 1981-1996, which are ages 30-45 in 2026. This maps to the 25-34 and 35-44 age demographic brackets on Instagram. Here's how that's reflected in your following:

- 25-34 bracket: 33.5% of followers
- 35-44 bracket: 39.9% of followers
- Combined total: 73.4% of all followers

73.4% OF YOUR FOLLOWERS ARE MILLENNIALS.

The gender split of your demographics is 89.7% women. This skew towards women makes sense for a boutique fitness studio.

Based on our meeting, these metrics are ideal; you wanted to target millennials, and you understood that what you're offering generally caters to women.

So, where is the gap?

IDENTIFYING THE PRIMARY GAP

The data points clearly to **intro offer conversion** as the primary gap. Here's my thinking:

1. You have 2,637 social followers, 73.4% of whom are millennials. This means the right people are already watching.
2. Paid ads drove 777 link clicks and the studio saw 195 first visits in 30 days. This means people are interested.
3. First-visit conversion is 50%, so half of new visitors buy an intro offer. This means you're offering something valuable.
4. **But then**, only 8.0% of 3 For \$35 buyers and 19.5% of 2 Week Unlimited buyers convert to a membership. This is compared against a 40-50% benchmark.
5. The 2 Week Unlimited data is especially telling: non-converted clients averaged 5.24 check-ins vs. converted clients' 6.38. The engagement is almost identical.

All of this tells me that the drop off happens when the intro offer expires.

Here's a visual recap of my audit:

Funnel Stage	Actual	Benchmark	Gap	Status
3 For \$35 conversion	8.0% (7÷88)	40–50%	-32 pts	Critical
2 Week Unlimited conversion	19.5% (8÷41)	40–50%	-20.5 pts	Critical
Combined intro conversion	11.6% (15÷129)	40–50%	-28.4 pts	Critical
CYCLE45 utilization	41% (1,554 check-ins)	65–75%	-24 pts	Critical
TRAIN45 utilization	62% (912 check-ins)	65–75%	-3 pts	Missed
Email open rate	53.6% (avg across 6 campaigns)	22–28%	+25.6 pts	Excellent
Email CTOR	1.8% (10 clicks ÷ 591 opens)	10–15%	-8.2 pts	Critical

RECOMENDATIONS

RECOMENDATION 1: CONVERT MILLENNIALS THROUGH REVAMPED AD CAMPAIGN

The gap: 73.4% of your Instagram followers are already millennials (ages 25–44), and your paid ads are reaching them, with 6,857 views in the last 30 days. However, while your ads generated 777 link clicks, your studio saw 195 first visits in that same period. This shows a drop between someone clicking your ad and actually walking through the door. Right now, we don't have a tracking mechanism to know exactly where or why they're leaving the funnel.

The specific action: Create a dedicated landing page that your paid ads link to exclusively. This page should focus solely on persuading the visitor to book an intro offer. It could feature a short video (15–30 seconds) of a real class, one clear headline, and a single CTA button ("Grab your 3 for \$35" or "Start your 2 Week Unlimited"). We want to eliminate any distractions or necessary scrolling. Use this new landing page with a retargeting ad that runs specifically to people who clicked but didn't book within 48 hours. The ad should include social proof (a testimonial, review, etc.) from a member in the millennial age range.

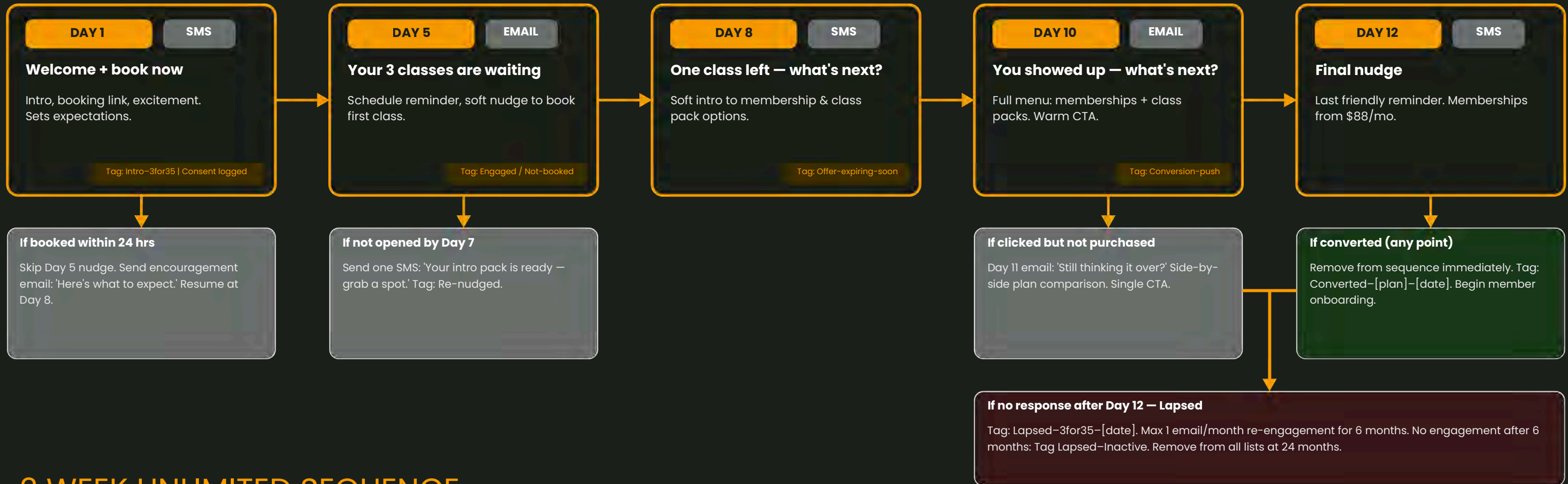
Why this connects to your goal: Right now, your millennial audience is seeing your ads and clicking, but not converting. A focused landing page removes friction and gives you a funnel that's easy to measure, so we can see where customers are dropping off.

Target: Increase first-time studio visits from paid ad traffic by 25% (from ~195 to ~244 first visits) within the next 60 days, measured by tracking link clicks from ads against studio first-visit records.

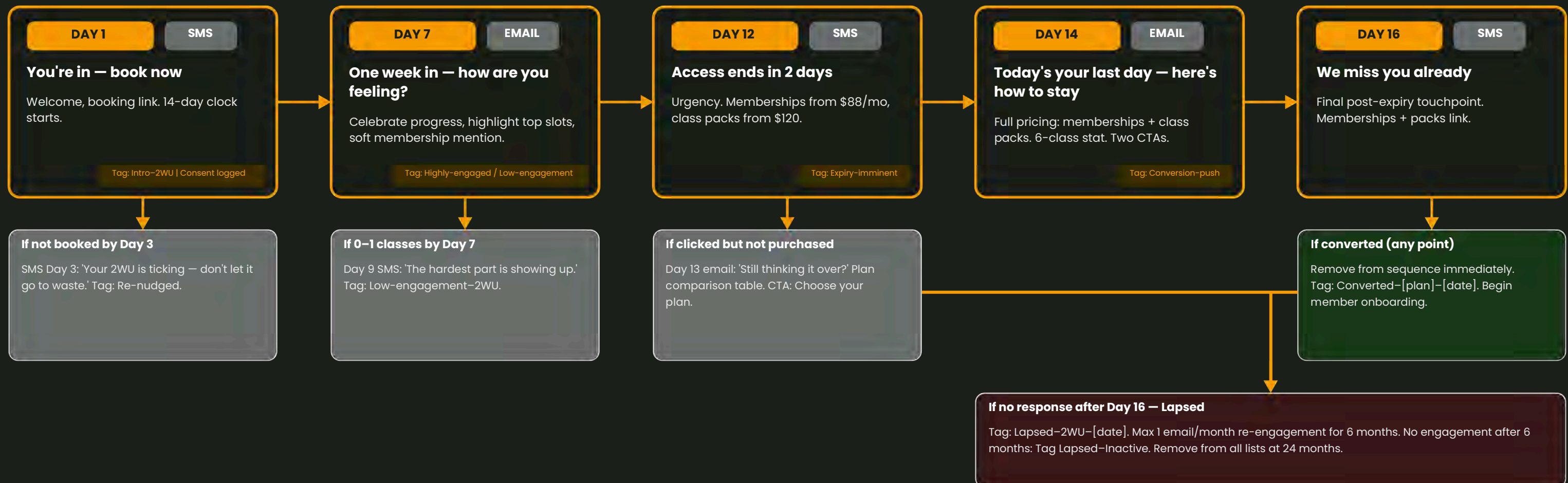
RECOMENDATION 2: FOLLOW-UP SYSTEM

The gap: At the 40% benchmark floor, The Basement is leaving an estimated \$159,000+ in missed lifetime value. No automated follow-up system exists when offers expire. Consider the following workflows to keep audiences in the funnel, and converting.

3 FOR \$35 SEQUENCE



2 WEEK UNLIMITED SEQUENCE



Why this connects to your goal: This workflow directly addresses Goal 2 (intro offer conversion) and Goal 3 (automated SMS/email follow-up). Every touchpoint is designed to meet your audience where they are at.

Target: Increase combined intro offer conversion rate from 11.6% to 25% within 90 days of launching the workflow, measured by comparing conversions in the next comparable 30-day period against the February 15 to March 16 baseline.

RECOMENDATION 3: EMAIL CTA ADJUSTMENTS

The gap: Your email open rate is 53.6%, which is nearly double the industry benchmark of 22–28%. This shows an engaged audience who loves to open your emails, which is not easy! But your click-to-open rate (CTOR) is averaging just 1.8%, against a benchmark of 10–15%. That means for every 100 people who open your email, fewer than 2 are clicking on anything.

Looking at the six campaigns, the highest CTOR was "The Descent Last Chance" at 2.7%. Saying "last chance" creates urgency, and this paired with one clear CTA consistently outperform emails with soft and ambiguous subjects, or multiple topics.

The specific action: Restructure every email to follow a one-topic, one-goal format. Each email should have only one CTA. Write the CTA using action-focused language that is connected to something specific: "Book the 6:45 PM Monday class," "Grab your 2 Week Unlimited," "See this week's schedule." Remove any secondary links that compete with the main action. For emails tied to intro offer expiry, add a countdown or explicit deadline, like, "Your offer expires in 2 days."

Test this on your next three campaigns and compare the CTOR against your 1.8% baseline.

Why this connects to your goal: A higher CTOR means more people clicking through to book classes, buy intro offers, or sign up for memberships — this directly supports the business goals of The Basement.

Target: Increase average email CTOR from 1.8% to 6% within 60 days (measured across the next 6 campaigns), by implementing a single-CTA email structure. (While 6% is still below the 10–15% benchmark, it represents a meaningful and realistic first step).

CONTENT

AUTOMATED FOLLOW UP EMAIL

On the next page is a sample marketing email belonging to the 2 Week Unlimited Workflow – Day 14 (the expiry day, and primary conversion push).

THE BASEMENT

CYCLE + TRAIN

Header

Subject /
Preview

SUBJECT

Today's your last day — here's how to stay

PREVIEW TEXT

Your 2 weeks are up, but the fun doesn't have to stop.

Hey [First Name],

Today is the last day of your 2 Week Unlimited, and we genuinely hope you loved it.

Here's how to keep the momentum going:

MEMBERSHIPS unlimited classes

Unlimited + 2 guest passes	\$215/month
12 Classes/Month \$15.80 per class	\$190/month
8 Classes/Month \$18.75 per class	\$150/month
4 Classes/Month \$22 per class	\$88/month

CLASS PACKS no monthly commitment

30 classes valid 1 year	\$570
20 classes valid 1 year	\$400
10 classes valid 1 year	\$215
5 classes valid 1 year	\$120



Browse Memberships & Class Packs

See you on the floor.

— **The Basement Cycle + Train team**

You're receiving this because you purchased a 2 Week Unlimited intro offer. Basement Cycle + Train · St. Vital, Winnipeg, MB

[Unsubscribe](#)