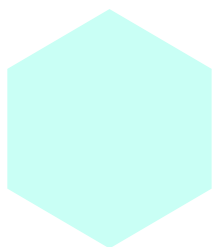




# Amplience Enables Fast Campaign Execution & Takes Product Launches From Months to Weeks at The Gym Group



# Overview

The Gym Group, founded in 2007, has made its mark on health & fitness in the UK. The fully digitalised no-contract gym chain, which invests in high quality equipment and a lean operation that allows it to keep costs for members low, has grown to over 230 sites and a rapidly expanding membership of over 890,000.

Members engage with The Gym Group through its dedicated app or website where they join the gym, selecting from a range of membership packages. They can find out how busy their local gym is and book it, get inspired for exercises and track their progress meeting their health & fitness goals. These digital touchpoints are the key to the Gym Group's member experience.



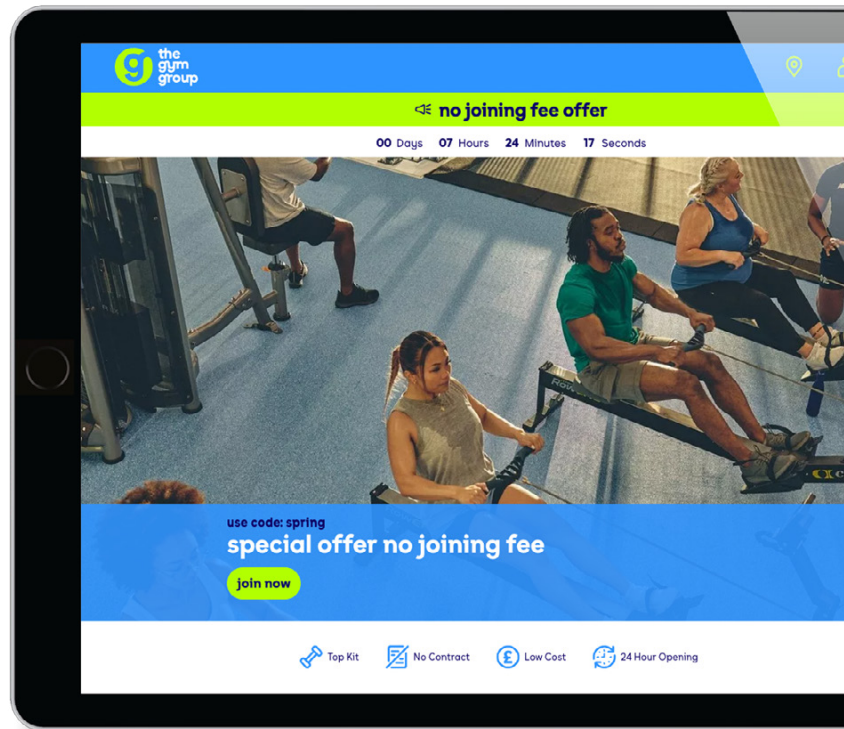
“Amplience took a very honest approach before implementation, putting us in touch with existing customers and brands to highlight all aspects of the implementation, so we knew what to expect. We realised that some of the pain points would be related to our own decisions, and it made us approach the implementation differently. It’s brilliant and refreshing to get that from a technology vendor”.

- Seanpaul Walsh, Digital Trading Director at The Gym Group

# The Challenge

For years, The Gym Group had been using a heavily tailored and outdated content management system and ecommerce solution. It took a long time to launch new campaigns, make content updates and introduce new products to market, not allowing internal teams to be agile or flexible.

It became apparent that in order to achieve its ambitious growth targets, The Gym Group needed a new digital platform to facilitate scale and business growth.



## KEY CHALLENGES

- Like much of the health and fitness industry, The Gym Group was behind in its adoption of technology that would enable agile content management, improve site speed and deliver a seamless ecommerce experience to members.
- However, The Gym Group is not strictly an ecommerce business, so a new platform would need to be flexible enough to allow for unique business use cases like giving members access to exercise content and advice.
- Following a complete digital transformation project and relaunch of the brand, the content and new visual identity was critical. The Gym Group was reliant on Ampliance to power this rebrand, enabling it to execute its planned campaigns and boost engagement with members.
- The new CMS would need to be not only compatible with existing solutions being used by The Gym Group, but complementary too. The MACH approach has allowed The Gym Group to compose a best in class ecommerce platform.

# The Solution

Having worked with Ampliance previously and being a member of the MACH Alliance, The Gym Group's Digital Product Director, Jim Hingston, was in favour of picking headless, best-of-breed solutions that would meet the very specific needs of the organisation. He recommended Ampliance's Dynamic Commerce Experience platform, which brings together an API-first, integrated CMS and DAM with automated media and experience delivery services.



Despite the interruptions from the pandemic, the headless CMS approach from Ampliance immediately worked well for The Gym Group, allowing it to solve each challenge of the integration as it arose and quickly helping it to orchestrate content and push campaigns out live. The modular structure of the platform meant that disruption was minimised, and this gave the team the confidence to move forward to the next steps. The composable approach also helped to ensure the new CMS and DAM worked well with existing solutions such as React JS for the frontend, the company's Microsoft Azure-based cloud infrastructure. By taking a composable approach, all these systems were able to work well in tandem with Ampliance's platform.

“Going headless and re-platforming with MACH principles was the right way for us to go, and Ampliance had the ability to implement a headless solution that would be slick enough for our needs. Ampliance's CMS is instrumental in our campaign planning and the orchestration and creation of our content.”

- Jim Hingston, Digital Product Director at The Gym Group






# How Amplience Made The Difference

Given the recent rebrand, it was essential for The Gym Group that campaigns, content and the launch of new products could be quickly and efficiently conceived, agreed and executed. The implementation of Amplience's platform was critical to powering the rebrand and ensuring it was successful. Using the previous platform, campaign execution took months, if it was possible at all, however, in Q4 2022 the new CMS enabled The Gym Group to introduce a brand new product from ideation to delivery in just 4-6 weeks. The transformation not only allowed the company to operate more quickly, but the tools it had at its disposal also meant that it could take on additional projects, serving multiple areas of the business, knowing that they could be achieved. The level of sophistication that the company can now use to run its campaigns means that it has more granular control over campaign execution. For example, a promotion might offer 50% off at 100 gyms, while another 100 offer 20% off, but this can be broken down further into different cohorts offering additional discount offers rapidly and without complex processes. The ability to deliver this is fully supported through the Amplience platform, allowing The Gym Group to take advantage of a more agile, segmented approach to the experiences it offers customers.

The platform was also tested through the company's rapid expansion in recent months. With approximately 20 gyms opening in just 26 weeks, the team relied heavily on Amplience to get each new location online and deliver the full digital experience through the app and website. Using the old system, the team would only be able to start implementing the digital approach for each new site around 4 weeks before the launch. With Amplience, a faster blueprint has been implemented which gives the team as much as an extra 6 weeks to implement the app and website support for the new gym and start promoting and selling it to new members. Amplience has become vital not only to planning and executing content, but also to analysing its impact. APIs create automation feeds into the CRM and into The Gym Group's performance media programs, while the creation of a new data layer and more sophisticated tools has been integrated with Google Analytics.

By adding the new Amplience platform, The Gym Group believes that it has moved from being a gym business with a network of physical sites, to an eCommerce business with 200 physical sites and a different mindset. All members are acquired and join through the website and manage their membership on the website or on the app. Without the Amplience CMS and DAM platform, the company would not be able to operate at scale as a totally digital, fast-moving business with the ability to introduce new product launches of strategic importance to keep members engaged.

# The Results

-  New products can be conceived, planned and executed in just 4-6 weeks, rather than months
-  Average pre-opening promotion time for new gyms using the digital tools has expanded from 4 weeks to 12 weeks
-  Getting one new gym site online with Ampliance can take as little as 1 week by comparison with a minimum of 4 weeks using the old platform
-  The targeted conversion rate increase of at least 50 basis-points has been exceeded with 100 to 150 bps increases seen in some of The Gym Group's basket value price bandings
-  Site speed has increased by 40% whilst rank performance has improved with 100% brand search rank pos #1 coverage and 95% category location search rank pos #1 coverage



# Next Steps

The Gym Group is growing quickly and has plans to extend its estate in the UK to 300 locations. This means a more sophisticated digital fitness and workout programme, expansion of the gym estate, new members, more transactions and ultimately the building of the brand. Ampliance will underpin the fulfilment of this expansion, scaling to enable more sophisticated digital experiences and to meet the demands not just of the business but its customers too.



Amplience powers digital-first brands and retailers with the freedom to do more. Our low-code CMS, DAM and Digital Experience Management platform allows more than 350 of the world's leading brand teams to manage content, not code. The result is a rapid ROI for our clients who are delivering data and insight-driven customer experiences that drive deeper, more valuable customer relationships. Amplience supports the industry's transition to Microservice, API-first, Cloud and Headless (MACH) technologies, is MACH certified and an executive member of the MACH Alliance.

Named a Strong Performer, Amplience was recognized by Forrester in The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021 report with the highest possible scores attained in the criteria of decoupled delivery, deployment and system performance, components, and marketplaces.

Powering customer experiences for the world's most innovative brands, Amplience's customers include Ulta Beauty, Coach, GAP, Crate & Barrel, Harry Rosen and Missguided.

# Experience FREEDOM



Amplience UK  
6th Floor Tower House  
10 Southampton Street  
London, WC2E7HA, UK  
+44 20 742 6990

Amplience USA  
234 Fifth Avenue  
New York, NY  
10001, USA  
+1 917 410 7189

[contact@amplience.com](mailto:contact@amplience.com)  
[www.amplience.com](http://www.amplience.com)