

Orangetheory 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



Orangetheory Fitness, a fitness studio brand known for its unique, heart rate-based workouts, came to Buxton in 2012. Although the brand had just 14 locations, it had ambitious growth goals. By quickly scaling the brand through franchising, Orangetheory hoped to surpass its competitors' growth rates. Today, Orangetheory 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, Orangetheory'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 Orangetheory studio location and developed a site scoring tool deployed in SCOUT, Buxton's geospatial analytics platform.

This tool helps identify the maximum number of supportable franchise territories for Orangetheory and revealed unique insights to guide the brand's franchise sales efforts.

Using Analytics as a Franchise Sales and Support Tool

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

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

Second, Buxton's analytics help franchisees to find the right locations within their territories for studios. Buxton's platform has helped Orangetheory pinpoint the best possible placement for each location, using customer insight, competitor intel and mobile data analytics. Executives within Orangetheory note 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 play 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, Orangetheory can show franchisees geographic pockets of potential members to target with marketing. Orangetheory also uses analytics to assist with pre-opening marketing efforts for new studios to ramp up demand.

Finally, by visualizing custom franchise territories in SCOUT, Orangetheory can prove to franchisees where their territories can support additional locations. Orangetheory can use data as a factor in determining whether or not need to open a second studio within a specific territory.

Continued Partnership and Growth

Today, Orangetheory is using Buxton's analytics to study the potential of international markets. By comparing international markets of interest to U.S. markets, Orangetheory can more confidently and accurately develop pricing for international franchise licenses. Currently, the company operates in 25 countries, including Canada, Australia, and the United Kingdom.

Contact us to learn how analytics are the key to franchise growth. Contact us today.