hapana

Every visit is data. Make it count.

How Athletic Reformer built an immersive member experience on Hapana, and what it's done for retention.



Introduction

From bookings to class attendance, from member payments to personal bests, every fitness business is rich in data. But few put it to work.

You can collect all the data you want, but if you don't have strategies in place to put this data to work, then it's worthless.

This ebook shows you how to make it count, with a clear roadmap for moving from basic record-keeping to insight-driven action. It shows you how to spot opportunities, boost retention and deliver more personalised experiences at scale. Plus, how Hapana can help your fitness business use data to its advantage.

4 steps to data-driven growth

1	 **See it**	Understand class and member trends across all locations.	Page 5 →
2	 **Act on it**	Find the members who need attention, then reach out with the right message.	Page 7 →
3	 **Give it to members**	Drive engagement via branded performance tracking.	Page 9 →
4	 **Build your own**	Use your Hapana data to build your own reports, screens and member experiences.	Page 11 →

But first, find out why you should bother →

Why activate your data?

Acting on all the data you collect is a powerful way to grow your business.

By moving from simply collecting data to actually using it, you'll soon start to see what's working, what's not, and where you should focus your efforts. Ultimately, this translates to better business performance and member engagement.

Here are some of the key areas you can unlock with your data.



Classes and schedules

Spot opportunities to improve your weekly schedule by monitoring attendance, booking patterns, engagement and other member insights.



Member retention

Monitor your members' individual behaviour to better understand their needs, and to deliver more relevant experiences at scale.



Community and gamification

Use data to help build a community around your gym or fitness business. Think leaderboards, challenges, milestones, progress tracking, recognition and social experiences.



Custom experiences

Think outside the box and design new experiences that truly make your brand unique, by connecting your Hapana data to tools you already use, like Google Sheets.

Quick check

Answer yes or no. Each no points to the step to start with.

		Yes	No	
1	Do you know which classes ran under half full last month?	☐	☐	Step 1 →
2	Could you name the members who haven't visited in two weeks?	☐	☐	Step 2 →
3	Can members see their own progress in your app?	☐	☐	Step 3 →
4	Could you answer a one-off question about your business without exporting spreadsheets?	☐	☐	Step 4 →

1

See it.

Move beyond basic reports to really see what's working across classes and locations.

Every member action tells a story. You not only need the ability to capture these stories, but you need a way to make sense of them.

With bookings, check-ins, payments and more recorded in Hapana, you gain a clear picture of member behaviour and class preferences. It helps you spot trends and monitor performance so you can make proactive business decisions.

For multi-site operators, these member insights also carry location tags so your head office team can compare locations side-by-side. See which locations are performing best and those that might need extra support.

It all combines to give you a solid understanding of what's working and what's not, so you know where to focus your energy.

In practice, a studio manager looks at class utilisation reports and spots a persistent trend: the Tuesday 6AM HIIT class is at maximum capacity, while the Thursday 7PM class runs half empty. They decide to add another early-morning session to capitalise on proven demand.

Example: fill rates by class

Tuesday 6:00 AM

HIIT

98%

Add capacity or duplicate the class on another day

Thursday 7:00 PM

HIIT

42%

Adjust schedule or swap format

Tuesday 6:00 AM HIIT	**98%**	Add capacity or duplicate the class on another day
Thursday 7:00 PM HIIT	**42%**	Adjust schedule or swap format

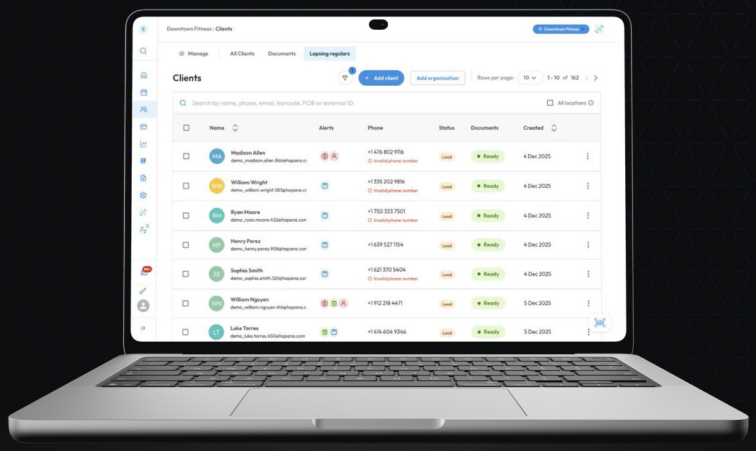
Use reports and dashboards to actively measure class capacity and member attendance, and decide which classes to grow or cut.

Hapana Reports show fill rates and attendance by class and location.

2

Act on it.

Dive deeper into member behaviour and act before members drift away.



Spotting a pattern in a report only delivers value if you act on it before the member's behaviour becomes permanent. It's why retention works best as a weekly habit, not a number you check at the end of the month.

Hapana's Smart Groups feature helps you stay on the front foot here. It builds lists of members that keep updating based on rules you set, such as "hasn't visited in 14 days".

Then, instead of sending generic broadcast emails, you can send targeted messages that speak to these groups and their specific needs.

In practice, a yoga studio configures a Smart Group targeting members who joined within the last 30 days but haven't attended in the last 10 days. Each morning the front desk checks the group and sends a personal SMS on day 11, encouraging them to book a class designed for newcomers.

Core engagement signals to monitor

☐ Days since last visit	Early indicator of drift
☐ Weekly visit frequency	Shows changes in regular habits
☐ No-shows and late cancellations	Signals scheduling friction or declining commitment
☐ Failed payments	Alerts admin teams to follow up
☐ New member recency	Tracks the first 30 days and attendance consistency

Smart Group. Members who joined in the last 30 days and haven't attended in the last 10 days.

Member behaviour. A new member has been absent for 10 consecutive days.

Targeted nudge. Your team sends a personal SMS inviting them to book a class.

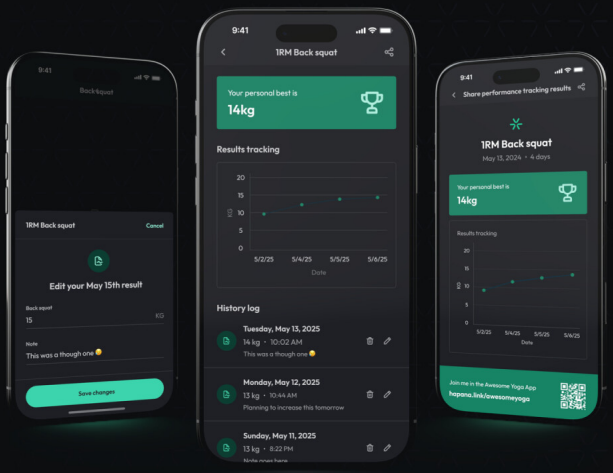
Choose what to measure, who to contact and what to offer them. Start with one Smart Group for members who are drifting away.

Smart Groups keep a list of members who match your rules, ready for your team to contact.

3

Give it to members.

Boost motivation and build your community by sharing data with members, too.



Data isn't just useful for operational decision-making. It can be a powerful tool for member engagement.

Performance Tracking

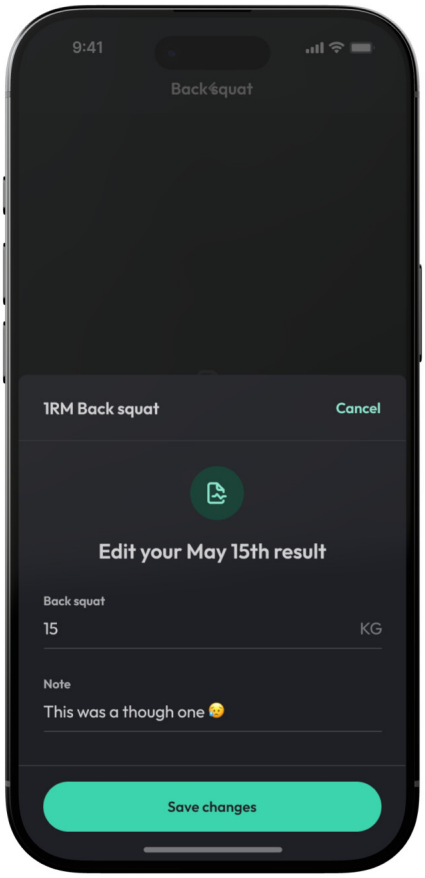
With Performance Tracking in your studio's branded mobile app, members can log their results and monitor their own progress. They can share their progress with others, turning personal milestones into shared community wins.

Challenges

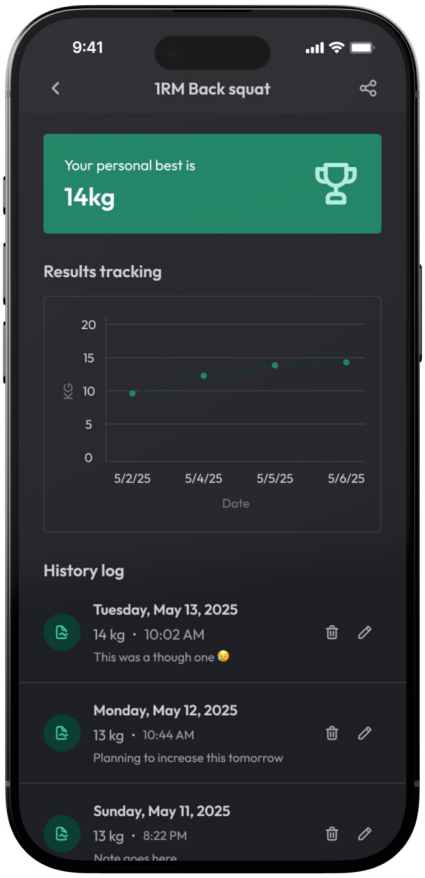
You can also set challenges that include performance metrics, turning everyday workouts into gamified, shareable experiences.

Give members a way to measure and share their personal bests. Every shared result is authentic user-generated content, the organic word-of-mouth marketing that money can't buy.

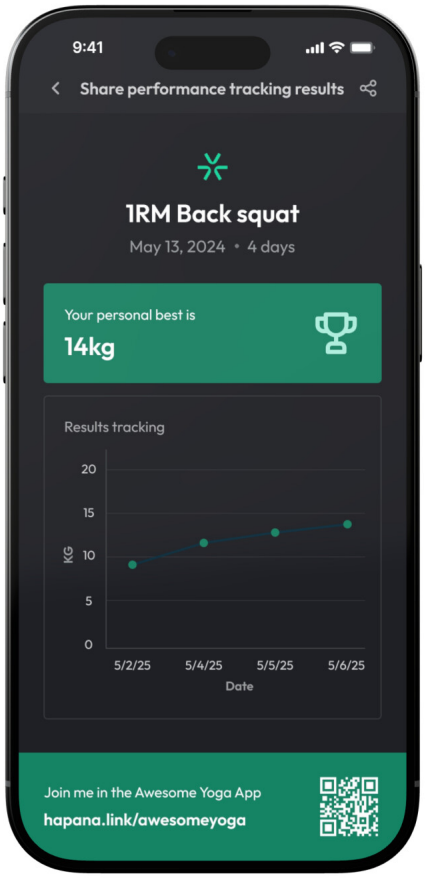
Members log their results in your branded app and share a branded card.



Log a result



Track progress over time

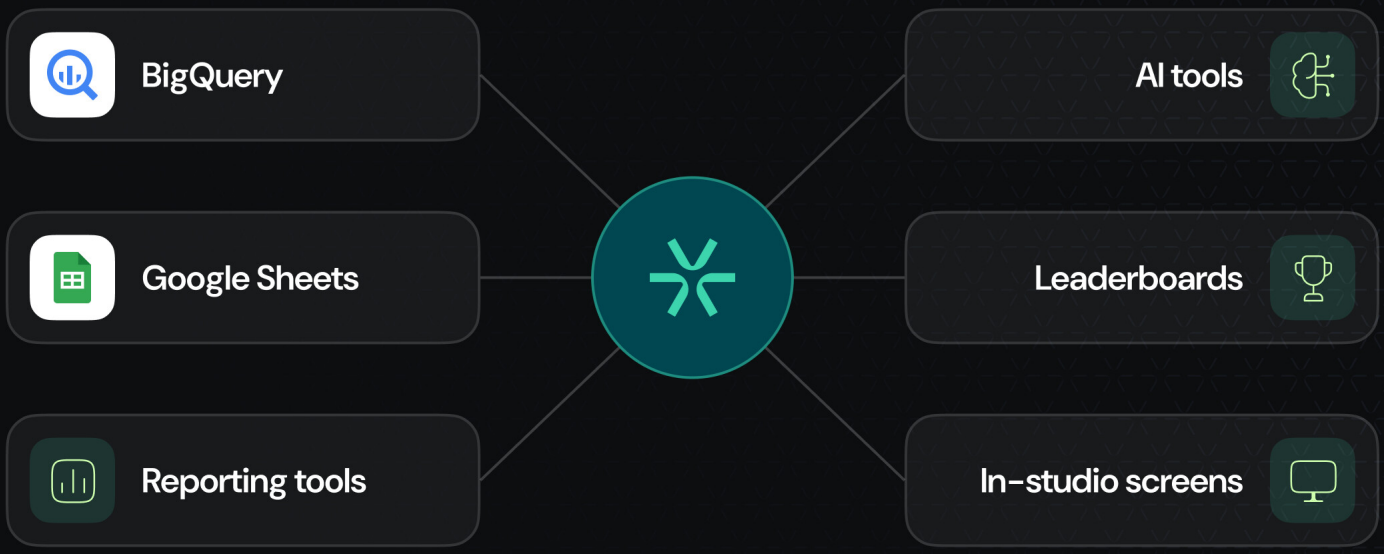


Share a branded card

4

Build your own.

Create a custom, data-driven engagement strategy.



Got an idea for your data that's not available out-of-the-box? Build your own tool that takes your data and turns it into something more meaningful for members.

You get a read-only copy of the data Hapana collects, like bookings, check-ins, members and classes, updated within seconds in BigQuery. Plug it into Google Sheets or the reporting tools you already use to build your own charts, dashboards and leaderboards.

What could you build?

- An in-studio screen that celebrates streaks and milestones, like Athletic Reformer's (page 13)
- Answers to specific questions your standard reports don't cover
- Early alerts when a number looks unusual, and forecasts for class demand

How does it work?



Record

Hapana records every check-in, booking and payment.



Access

Your team gets a read-only copy in BigQuery, updated within seconds.



Experience

Members and staff use what you create.

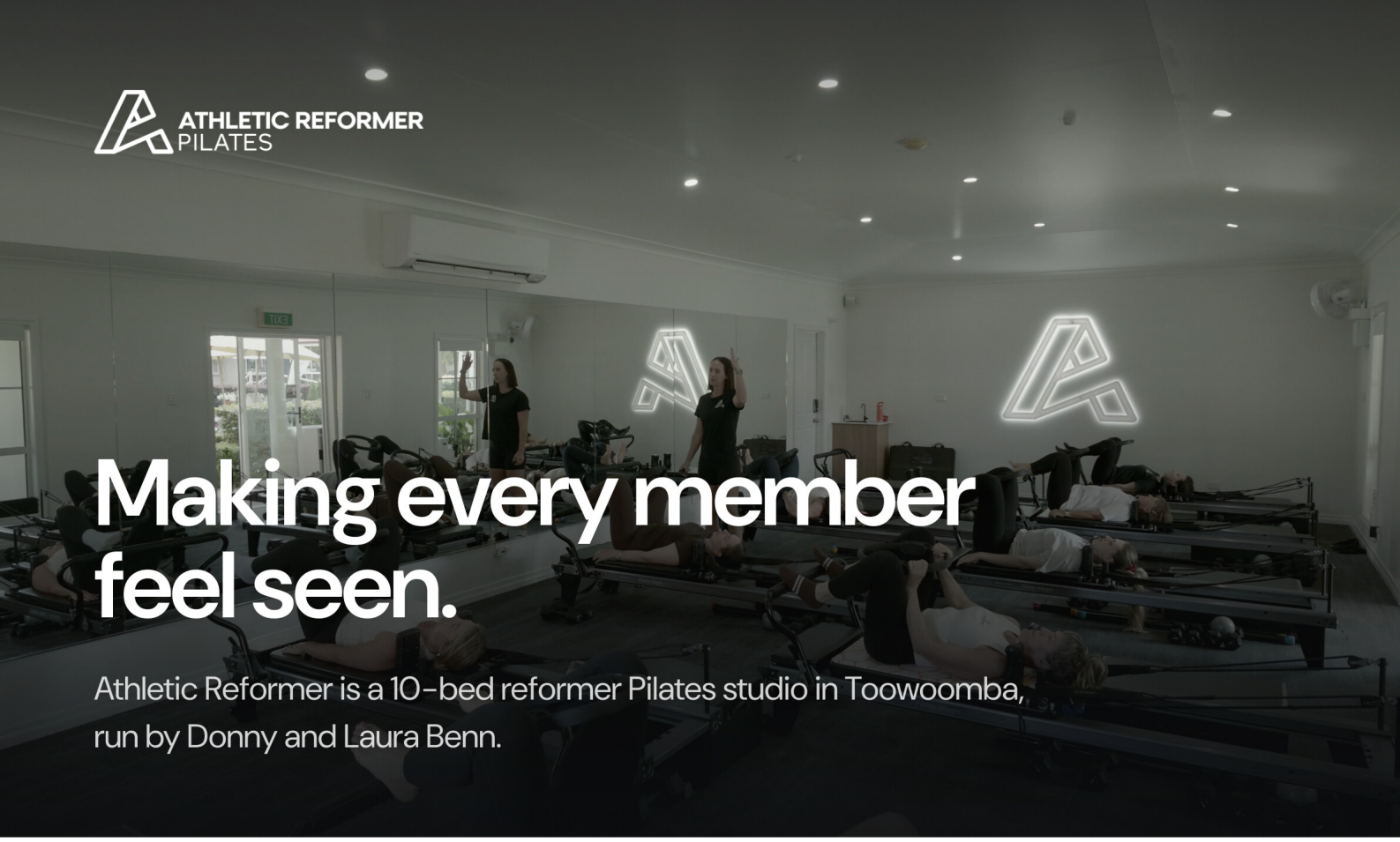


Build

Use AI tools or your own tech stack to build on it.

Start small by connecting your Hapana data to Google Sheets and building one report you check every week. Then see where it takes you.

BigQuery data access keeps a read-only copy of your data, updated within seconds, for the tools you already use.



ATHLETIC REFORMER PILATES

Making every member feel seen.

Athletic Reformer is a 10-bed reformer Pilates studio in Toowoomba, run by Donny and Laura Benn.

10
reformer beds

Toowoomba
Queensland

Donny and Laura Benn

The challenge

Members rarely quit outright. They drift away after an illness, a holiday or a stressful month. Spotting them meant staff running pivot tables, and milestones were written in chalk on the mirror.

What they built

Using their Hapana data, Donny built an in-studio screen that ranks weekly streaks rather than total classes. It rewards turning up consistently, which suits busy parents. The screen also welcomes first-timers and celebrates members reaching 100, 250, 500 and 750 classes, with rewards from towels and caps up to a customised journal.

How Hapana makes it possible

A read-only copy of their Hapana data is updated within seconds in BigQuery, and Donny queries it directly. Each day, the front desk also gets a list of members who missed classes and follows up personally.

Class milestones on the screen

Members are celebrated on the studio screen at 100, 250, 500 and 750 classes, with rewards from towels and caps up to a customised journal.





“It’s about building community and making every member feel seen.”

Donny Benn
Co-Owner
Athletic Reformer

Unlock your data with Hapana.

Hapana helps fitness operators use data to make smarter business decisions, improve retention and create more engaging member experiences.

Here's a recap of how Hapana helps you get the most value from your data.

Reports	See what's working across classes and locations.	Step 1
Smart Groups	Find members by last visit, days absent, weekly visit frequency, no-shows or failed payments, then reach out.	Step 2
Performance Tracking	Members log results and track their progress, driving engagement.	Step 3
Share card	Members can share their progress on social media.	Step 3
Challenges	A challenge can include performance metrics to build community.	Step 3
BigQuery data access	A read-only copy of your Hapana data, updated within seconds, ready for Google Sheets, reporting tools or your own builds.	Step 4

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Ready to do more with data?

Book a strategy session with our team to map out how to put your data to work. Or watch the webinar recording to see these steps in action.

Talk to our team ↗

Already with Hapana?
Talk to your Customer Success Manager
