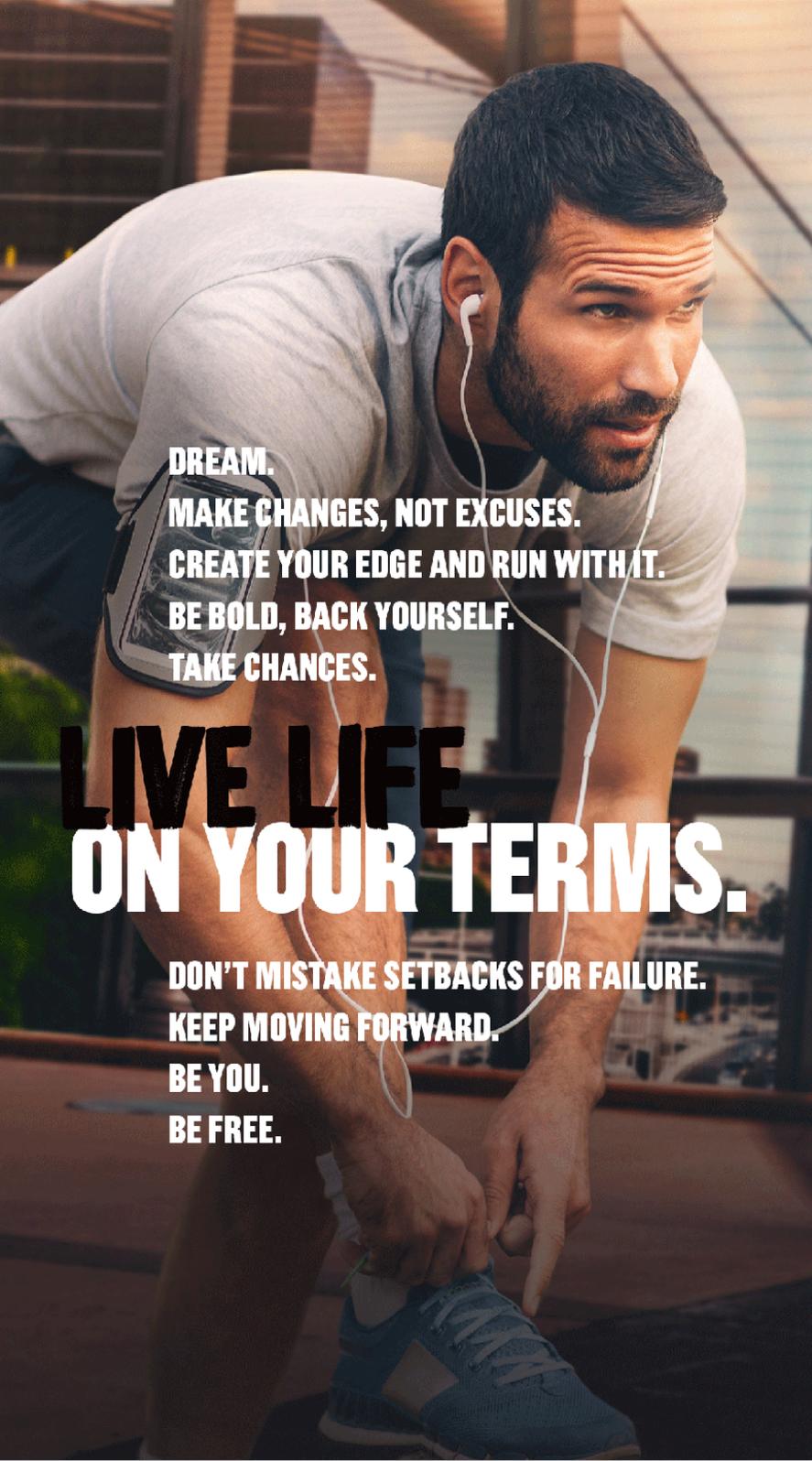


**jetts**<sup>®</sup>  
workout on your terms.

**Partership Case Study**





**DREAM.  
MAKE CHANGES, NOT EXCUSES.  
CREATE YOUR EDGE AND RUN WITH IT.  
BE BOLD, BACK YOURSELF.  
TAKE CHANCES.**

**LIVE LIFE  
ON YOUR TERMS.**

**DON'T MISTAKE SETBACKS FOR FAILURE.  
KEEP MOVING FORWARD.  
BE YOU.  
BE FREE.**

## Jetts + Vivo Group

**Partnered in 2013 | 200+ projects delivered**

Over the last six years we have become a true extension of the Jetts team. Together we are constantly pushing their digital agenda to take advantage of strategic opportunities and ultimately deliver the best possible customer experience.

### KEY PROJECTS:

- National Franchise Website
- International/Multilingual Websites (NZ, TH, UK, NE)
- In-Club Kiosk & Digital Signage
- Online Joining
- MindBody Integration
- Digital Workout Programs

“

*We engaged Vivo to deliver multiple digital assets that would set us apart in a crowded market. We've now been working together for over six years and they are a true strategic partner.*

**Natalie Fuller**, Customer Relations Coordinator

# Franchise Website Case Study

Jetts were the first to market for 24/7 gyms in Australia. An increase in competition saw the need for Jetts to deliver a new website that would engage customers, increase retention of members, and deliver valuable content - something that would set them apart from their competitors.

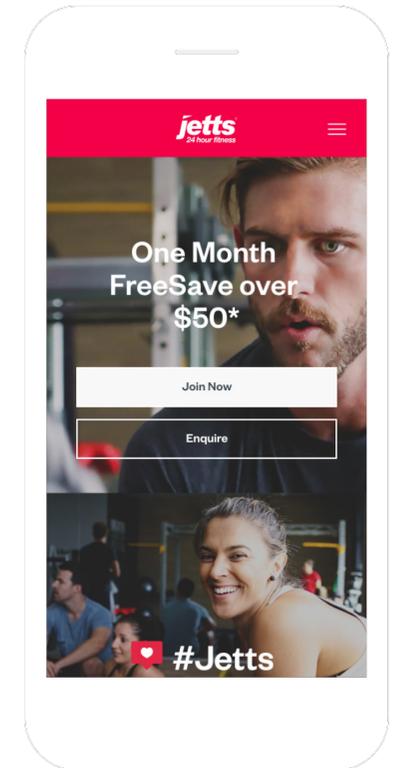
## Built To Last

The franchise website lay the foundation for all our subsequent projects. All digital assets are controlled by Vivo Group's proprietary content management system, allowing content to be managed and displayed across desktop, tablet and mobile devices. The platform has now served the business for over 6 years

## Mobile First Approach

Early on we noticed the needs of mobile users were different to those browsing on a desktop. As a result, different content is served to the mobile site. It is generally less sales focussed, and more information driven.

The mobile website also houses 'Accelerate Challenges', which are effectively in-club activities that sees members participating in numerous challenges and recording their participation via this portal.



## Results

- Mobile conversion rate increased by 235%.
- Desktop conversion rate increased by 60%.
- Bounce rate decreased by 13%.
- Pages/session increased by 23%.