

Statistics Date Range: (March 2018 vs March 2019)

THE CHALLENGE

As franchisees across the country get in on the game, THE MAX Challenge has all but revolutionized the fitness and nutrition industry. Such booming growth inherently required an online system capable of keeping up with demand, not only leading to more and better leads but streamlining the process of membership for franchisers, franchisees, and members alike.

OUR SOLUTION (FRANCHISE)

With an all-new interactive and geo-focused site, THE MAX has seen a 27% increase in traffic, 52% boost in clicks, and most importantly, an overall 175% upsurge in goal conversions. Clients now spend more time on the site, which has directly correlated to their time in the program. Innately health-oriented, results indicate that the Shoreline/MAX partnership has ultimately fostered a cross-country revitalization of mind- and body-confidence.

↑ 27.05%

ORGANIC TRAFFIC



↑ 175.5%

GOAL CONVERSIONS



↑ 52.5%

PAGEVIEWS

