

ClassPass makes wellness engaging and accessible at Wpromote

Wpromote, an award-winning marketing agency based in El Segundo, CA, partnered with ClassPass to offer a wide array of wellness options to employees across the country—and the results are significant.

The Challenge

In the past, Wpromote offered in-person wellness initiatives, like yoga classes and a full-fledged “Wellness Week”, to employees at their headquarters. When the world went remote, the team needed to find a solution that could accommodate everyone, regardless of their location, interests, and wellness needs.

The Solution

Since launching their partnership with ClassPass, Wpromote has received incredibly positive feedback and strong engagement from their widespread team. Most notably, the company won an award for their dynamic culture and wellness benefits from top media trade publication, Ad Age. Employees also praise the program for providing top-tier wellness options no matter where they’re located. They’ve even started a Slack channel where team members can participate in challenges and share their bookings—resulting in a highly-connected and motivating culture.



“ Employee engagement is our biggest focus. I think everyone is happier now that we have ClassPass. It’s something that really improved morale and is a great benefit to have when attracting new talent.

Sam Schumpf,
HR Project Manager,
Wpromote

EMPLOYEES LOVE THEIR CLASSPASS BENEFIT

68% employee enrollment

25% annual program growth

*All data as of July 2024