

Mezeh + ClassPass

SINCE PARTNERING WITH CLASSPASS:

1,461

UNIQUE
CLASSPASS USERS

3,092

TOTAL ORDERS
THROUGH CLASSPASS*

*Since December 2024

25%

YEAR-OVER-YEAR
INCREASE IN SALES

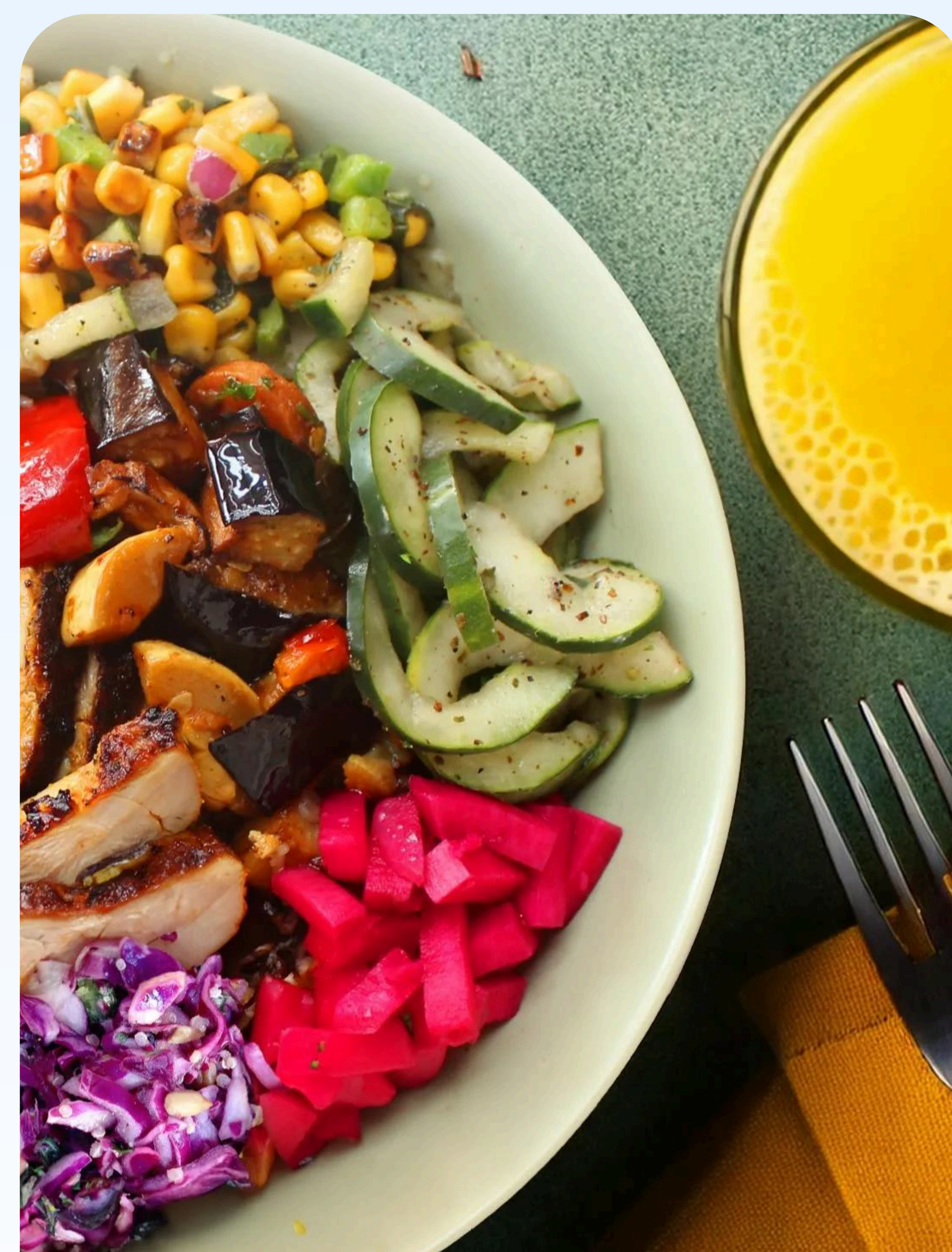
The challenge

Mezeh had a goal of reaching more health-conscious customers and increasing exposure among young professionals with wellness-focused lifestyles. So, when looking for low-lift ways to drive foot traffic and generate more online orders, they turned to ClassPass.

The solution

By tapping into the ClassPass user base, Mezeh connected with the exact audience they were initially hoping to reach. With over 3,000 lifetime orders, a 29.2% average return rate, and a 25% year-over-year increase in total sales, ClassPass has become a powerful brand discovery and conversion tool.

Thanks to the ClassPass Human API team who place customer orders directly through OLO, Mezeh was able to keep operations seamless. Orders arrive just like any other through Mezeh's own site or app, meaning there was no additional training, workflow changes, or tech investment necessary. Now, the brand is scaling its ClassPass offering to additional markets to keep the momentum going.



“After seeing a 25% YoY sales boost with ClassPass, we feel confident to expand the partnership to all Mezeh locations.

Mezeh Team