

Pokeworks + ClassPass

IN THEIR FIRST YEAR OF PARTNERING WITH CLASSPASS:

6.5k

TOTAL ORDERS
RECEIVED

\$81k

INCREMENTAL
REVENUE EARNED

2.3

AVERAGE MONTHLY
ORDERS PER CUSTOMER

2.8k

UNIQUE CLASSPASS
CUSTOMERS

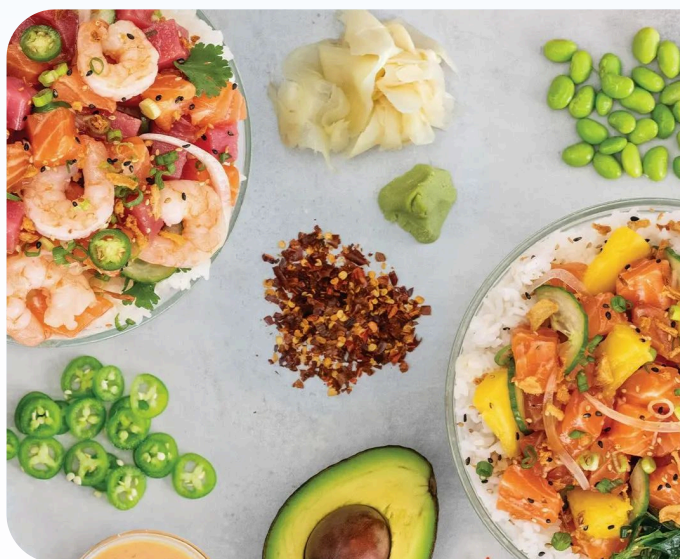
The challenge

Pokeworks, a well-established restaurant franchise, was looking for ways to increase their reach and target a distinct demographic. They turned to ClassPass, hopeful that the partnership that would help them:

- Attract health-conscious customers
- Increase orders
- Boost overall revenue

The solution

Since listing a number of their franchise locations on ClassPass, Pokeworks has seen a significant increase in customers, total orders, and monthly earnings. They were able to reach a wellness-minded audience that actively seeks out healthy meals, like those Pokeworks provides. Moving forward, Pokeworks is excited to continue working with ClassPass and is looking for opportunities to expand the partnership to more franchise locations.



“ClassPass has increased our reach and allowed us to target a specific customer that we were after.

HA LY, HEAD OF MARKETING AT POKEWORKS