

Pure Green + ClassPass

WITHIN 5 MONTHS OF PARTNERING WITH CLASSPASS:

468

TOTAL ORDERS
THROUGH CLASSPASS

\$4,598

TOTAL REVENUE
GENERATED

40%

MONTH-OVER-MONTH GROWTH
IN CLASSPASS ORDERS*

The challenge

Despite being surrounded by a health-conscious community, Pure Green Lakeview struggled with visibility beyond their regulars. Low traffic during certain times of day led to inefficient use of staff and inventory, making it harder to operate smoothly. Competing for attention in a saturated wellness scene and filling off-peak hours meant they needed more than just a great product—they needed a smarter way to drive steady foot traffic and reach the right audience at the right time.

The solution

Partnering with ClassPass connected Pure Green to a wellness-minded customer base already looking for healthy, post-workout fuel. By listing their business on the app, they were discoverable to thousands of users and brought in customers who might not have found them otherwise. Many of those first-time ClassPass visitors turned into loyal, repeat guests.

Even better, Pure Green used the platform to fill slower periods, increasing efficiency and improving daily operations. By utilizing the Square integration, they were able to process orders and track inventory more seamlessly, saving time and reducing friction for staff. ClassPass also helped them strengthen ties within the local fitness community, sparking new collaborations with nearby studios.



“ By listing on ClassPass, we became discoverable to an ideal demographic looking for businesses like ours.

PURE GREEN LAKEVIEW