



# Get to know the ABC Glofox Platform

## TABLE OF CONTENTS

Platform Overview	2
Simplify your operations	3
Engage your members	5
Security & Compliance	7
Integrations	8
Service & Support	9
Onboarding	10

# Meet ABC Glofox

Fitness businesses today juggle scheduling, payments, member management, and communication across several disconnected systems. The result is extra admin work, missed revenue, inconsistent experiences, and limited visibility into what drives performance.

ABC Glofox brings everything together in one intuitive platform so you can run your business with clarity and confidence. Scheduling, payments, CRM, reporting, engagement tools, and your branded member app all work in one connected system that drives growth, strengthens engagement, and elevates the member experience.

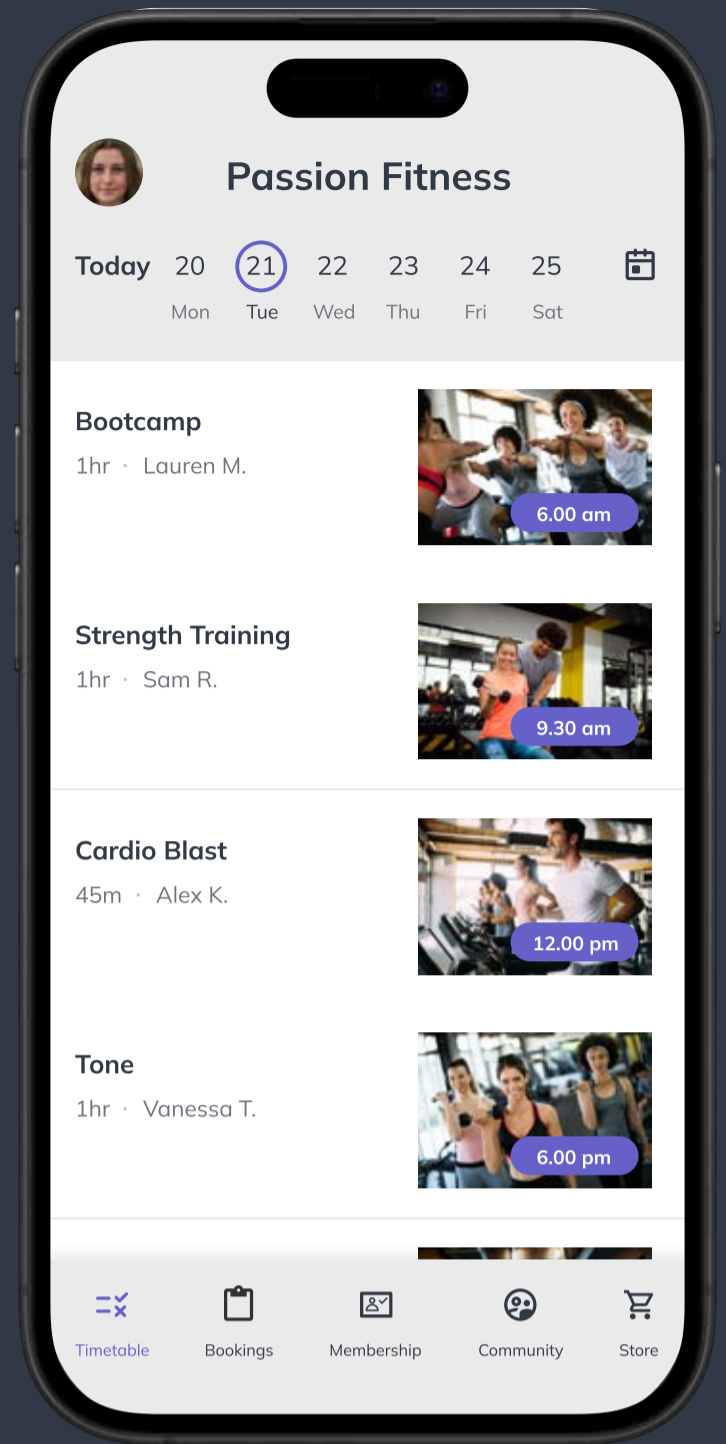
## Part of ABC Fitness – The Leading Fitness Software Powering Gym, Studio, and Coaching Businesses Worldwide

**41M+** Active members

**100+** Countries served

**\$11B** Payment processing annually

**31K** Clubs & studios



## WHO IS GLOFOX FOR?

Glofox is for fitness businesses of all sizes, from independent gyms, boutique studios, and functional fitness facilities to hybrid spaces, emerging multi-site operators, established franchises, and enterprise fitness brands.

Owners, managers, coaches, front-desk staff, instructors, and sales teams will find themselves at home in the Glofox dashboard and staff app, while members will love the branded Glofox member app.

### Sound familiar?

- Multiple disconnected tools
- Manual follow-up and late payments
- No-shows and empty spots
- Leads slipping through the cracks
- Tracking key metrics in spreadsheets
- Inconsistent member experience across locations
- Limited visibility into performance across sites

CLUB  PILATES

 F45 TRAINING

 9ROUND  
30 MIN KICKBOX FITNESS

 JAZZERCISE

 STRETCHLAB

 snap fitness <sup>24/7</sup>

## TOP OUTCOMES

### Stronger operations

- Higher class attendance
- Fewer no shows
- Faster and more reliable billing
- Automated reminders
- Real time visibility into performance

### Simpler Workflows

- One system instead of disconnected tools
- Less time lost to admin
- Automated follow ups
- Clearer processes for staff
- Fewer errors across scheduling and billing

### Smarter Growth

- Engagement tools that support the full member lifecycle
- Insights that highlight trends earlier
- More predictable revenue
- Easy reporting without spreadsheets

**RUN YOUR BUSINESS WITH CONFIDENCE, NOT GUESSWORK.**

# Platform Overview

Our modern all-in-one platform helps fitness businesses operate smoothly and deliver a best in class member experience. Booking, payments, CRM, marketing, reporting, access, and your branded member app work together in a single connected system.

## SIMPLIFY YOUR OPERATIONS

- One platform for scheduling, billing, CRM, and reporting
- Automated renewals, reminders, and payment retries
- Reduce admin time and staff training
- Real-time performance dashboards for classes, staff, and revenue
- Built-in task management for staff
- Dedicated staff app to help staff operate from the floor

## ENGAGE YOUR MEMBERS

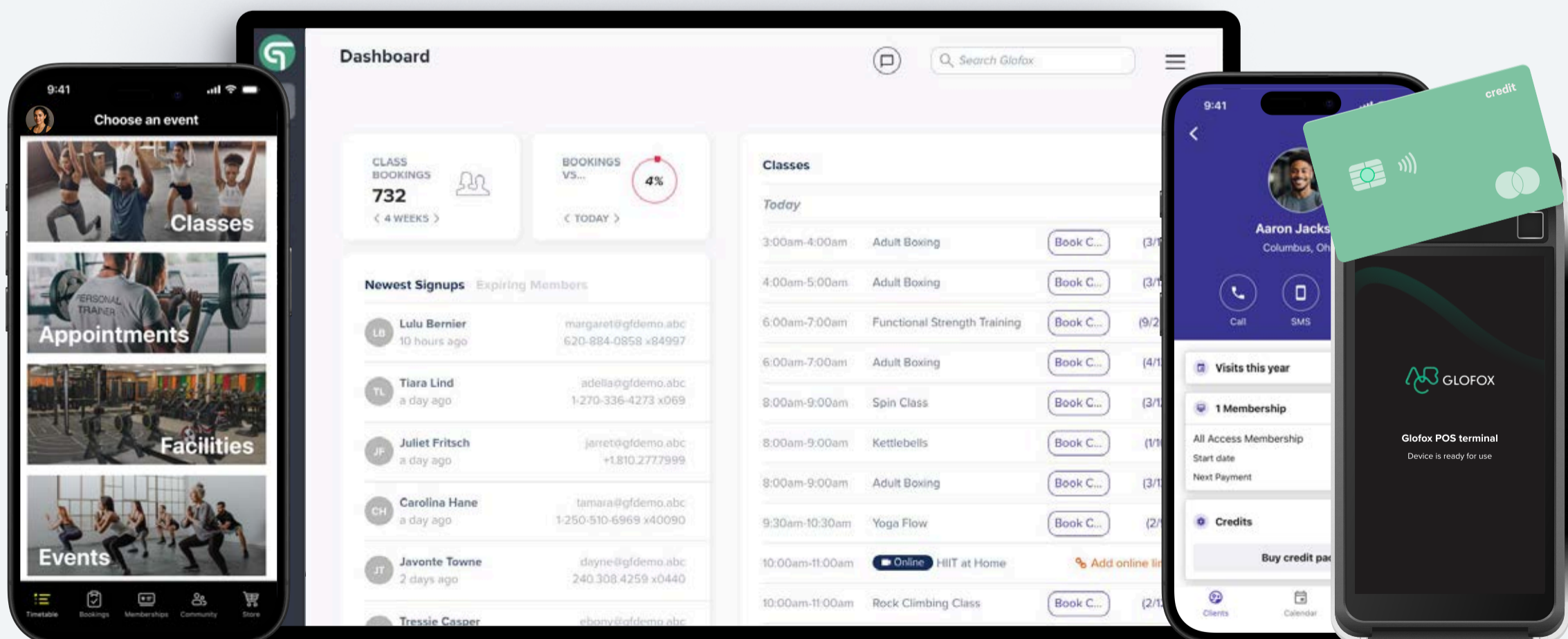
- Branded app experience
- Share community content to connect outside of glass
- Frictionless booking and payment
- Automated, personalized member journeys across SMS, email, and push notifications
- Smart reminders and policies
- Retention insights to identify at risk members

## GROW YOUR BUSINESS

- Capture leads from web, social, and app
- Automatically nurture leads and trials
- Send marketing campaigns directly from Glofox without external tools like Mailchimp
- Lead conversion dashboards to track performance and ROI

## SCALE YOUR BUSINESS

- Consistent branding and experience across all studios
- Member roaming access
- Centralized control for pricing, policies, and memberships
- Multi location reporting with clear roll ups
- Unified communication for single or multi site updates
- Franchise templates for faster onboarding



99.9 percent uptime, PCI-compliant payments, fraud protection, role-based access controls, and digital waivers with consent management.

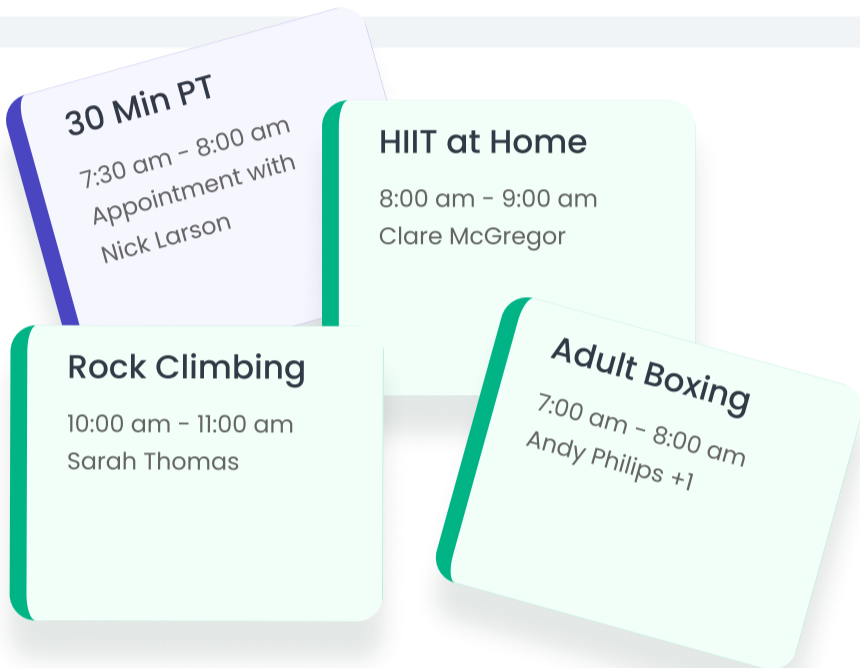
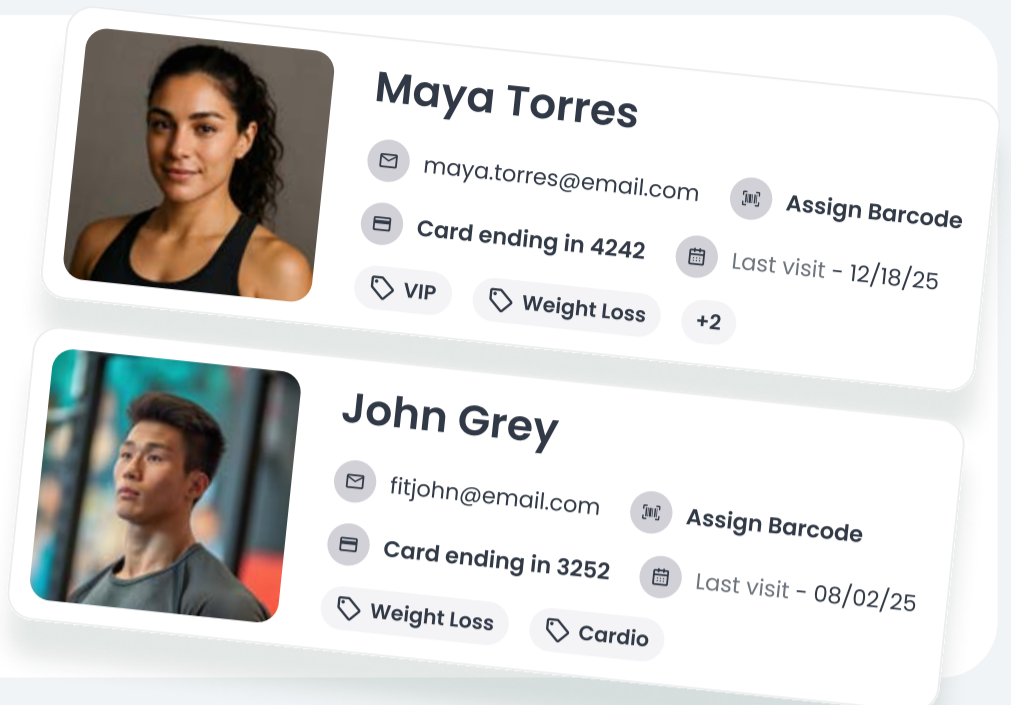
# Simplify your operations

Run your gym or studio with less effort using Glofox. Scheduling, memberships, billing, and payments all work in one connected system that cuts down on admin, automates routine tasks, and gives you more time to focus on your members.

## MEMBER MANAGEMENT

Keep every member profile organized and up to date with a centralized view of activity, attendance, purchases, and communication.

- Unified profiles with bookings, payments, plans, and history
- Simple setup for trials, recurring plans, add ons, and upgrades
- Tags to segment members by behavior or engagement
- Quick actions for freezes, cancellations, credits, and updates



## SCHEDULING & BOOKING

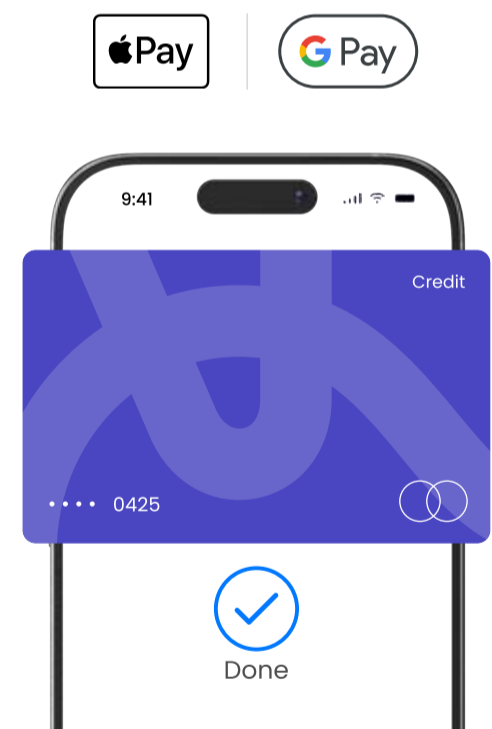
Streamline your schedule with simple setup, smart rosters, and controlled class capacity.

- Fast class and appointment setup with repeats and templates
- Spot booking, automated waitlists and no-show fees
- Real time updates across web, staff, and member apps
- Integrated payments that connect bookings and check ins

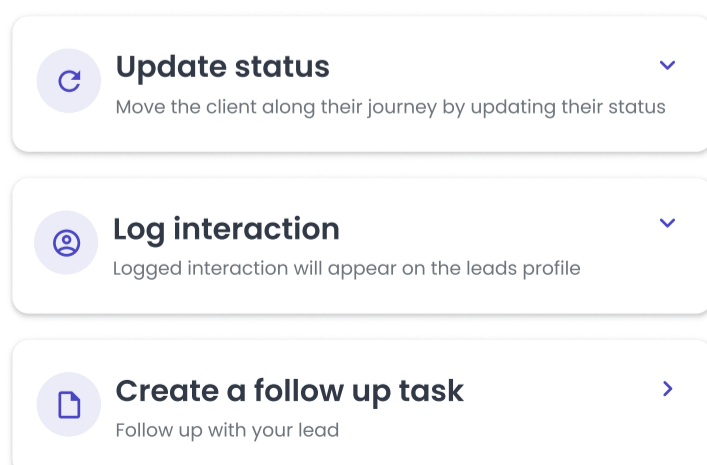
## PAYMENTS & POINT OF SALE

Keep revenue flowing with smooth checkouts, retail POS, and automated payment recovery.

- Integrated billing for memberships, packs, drop ins, and retail
- Purchases through the member app, staff app, dashboard, or POS
- Apple Pay and Google Pay support
- Automatic recurring payments with smart retries
- Flexible setup for late, no show, and maintenance fees
- Secure, compliant processing built in



## Your Task is done! ✓



## TASK MANAGEMENT

Help staff stay on top of daily work. Glofox centralizes tasks and follow ups so nothing gets lost in the shuffle.

- Centralized task list for sales, coaching, and front desk
- Automatic tasks from lead activity and member behavior
- Assign and track tasks across staff
- Easily view completed and overdue tasks
- Prompts to update profiles or add follow ups when tasks are done

## E-AGREEMENTS

Make sign ups smooth and compliant with digital agreements that capture signatures and sync automatically to member profiles.

- Customizable agreements for memberships, waivers, and policies
- Digital signatures collected in app, online, or in studio
- Automatic attachment to member profiles for easy access
- Required agreement prompts during purchase or check in

## RETAIL STORE

Sell products easily in studio or through the app with built in retail tools that keep inventory and checkout simple.

- Product pages with variants and images
- Real time inventory tracking
- Fast checkout with multi item carts and POS
- Apple Pay and Google Pay supported
- Discounts and promo codes at checkout
- Purchases synced to member profiles

## INSIGHTS & REPORTING

Get a clear view of performance across revenue, attendance, sales, and member behavior.

- Real time dashboards for revenue, bookings, retention, and sales
- Attendance and utilization insights for class performance
- Engagement metrics that flag at risk members
- Staff performance views for coaching and alignment
- Easy access to historical data for trend analysis
- Continuously updated reports, no spreadsheets needed

Gross sales

**\$19,951.23**

Compared to previous period

**\$15,292.19**

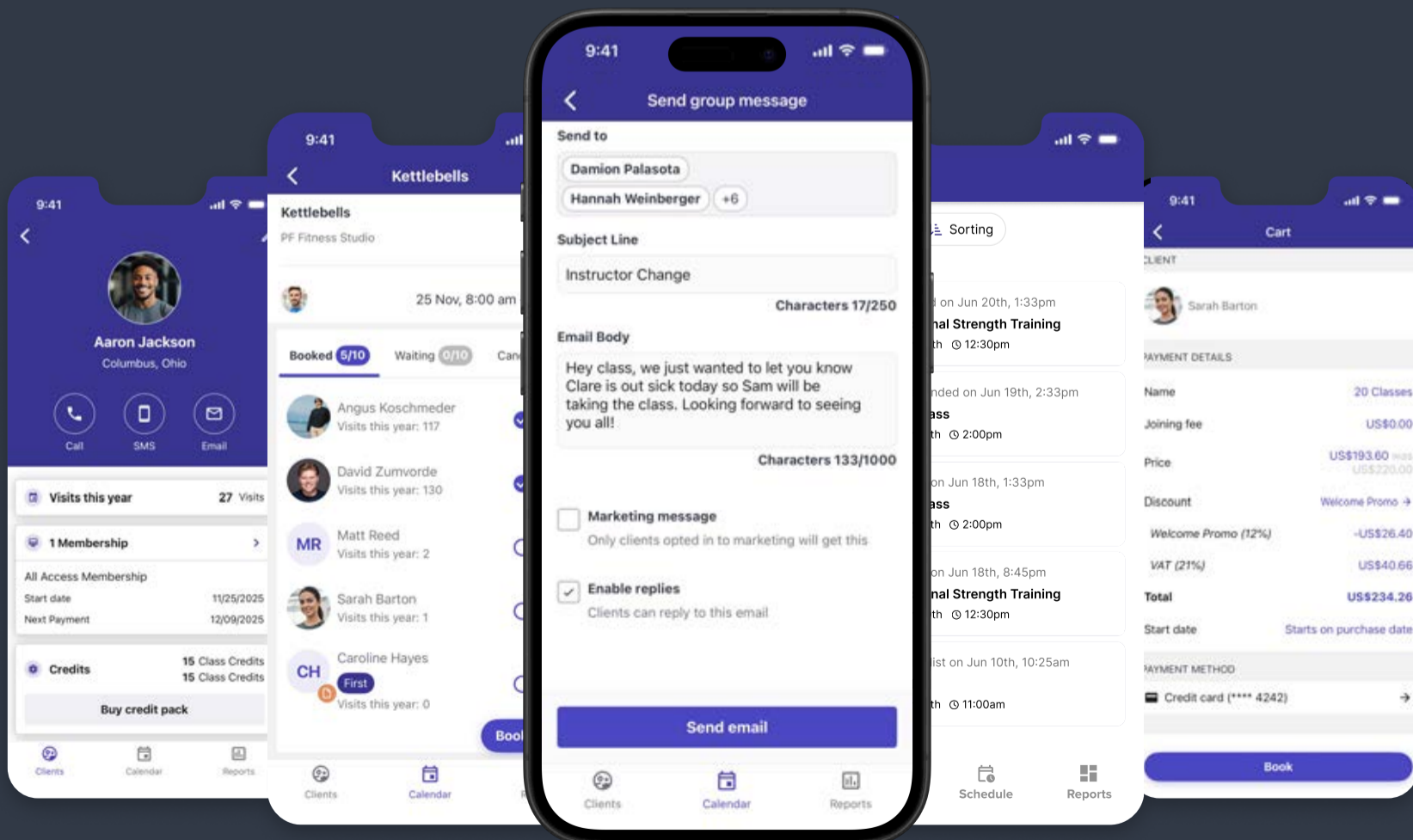
in the previous period

[view more](#)

## GLOFOX PRO APP

Give your staff everything they need on the floor or on-the-go. The Glofox Pro App keeps teams connected with schedules, member info, and daily tasks right from their phone.

- Mobile access to schedules, rosters, and attendance
- Quick member lookup with bookings and payment status
- Fast check ins and spot management
- Tools for coaches to manage classes and waitlists
- Role based permissions for secure access
- Instant sync with the main dashboard



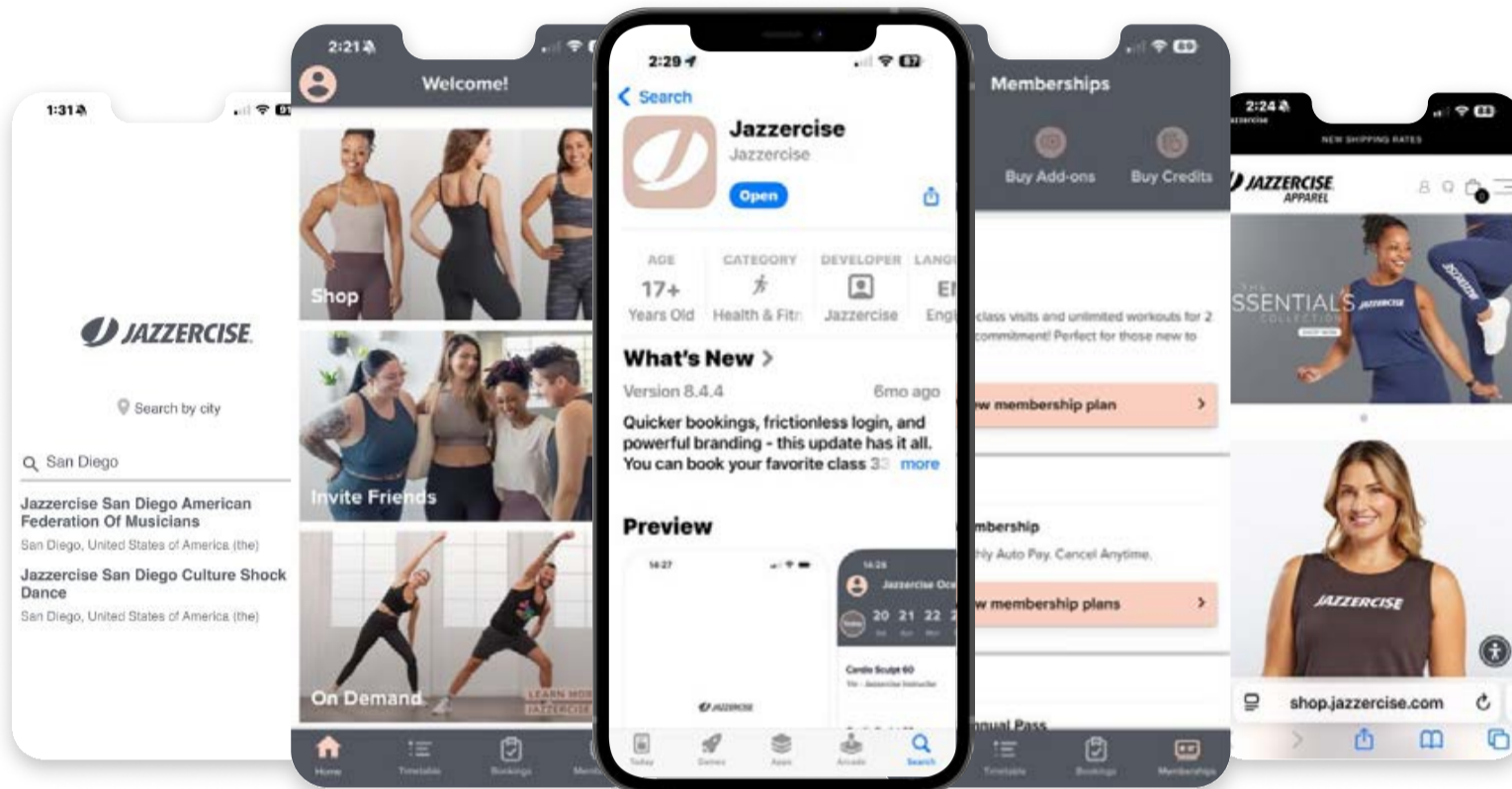
# Engage your members

Keep members active and loyal with personalized communication, timely reminders, and seamless digital experiences that keep your brand in their lives both inside and outside the studio.

## MEMBER APP

Give members an easy, on brand way to book, pay, and stay connected. The Member App brings your schedule, store, and community into one simple place that keeps your studio top of mind.

- Simple booking for classes, appointments, and waitlists
- Integrated payments for memberships, packs, and drop ins
- Mobile check in and account management
- Personalized schedules and booking history
- Push notifications for reminders, updates, and promotions
- Community page for posts, announcements, and engagement
- Choose between the Glofox app or your own fully branded app in the app store



Hi, this is Alex. I wanted to check if my membership is active. My app is not letting me book a class.

Alex Anderson, 10:20am

Hi Alex it looks like your payment from this didn't go through! You can head here to pay: [pay.glofox.com/payment-collector/7C41](https://pay.glofox.com/payment-collector/7C41)

You, 10:32am

## INTEGRATED 2-WAY SMS

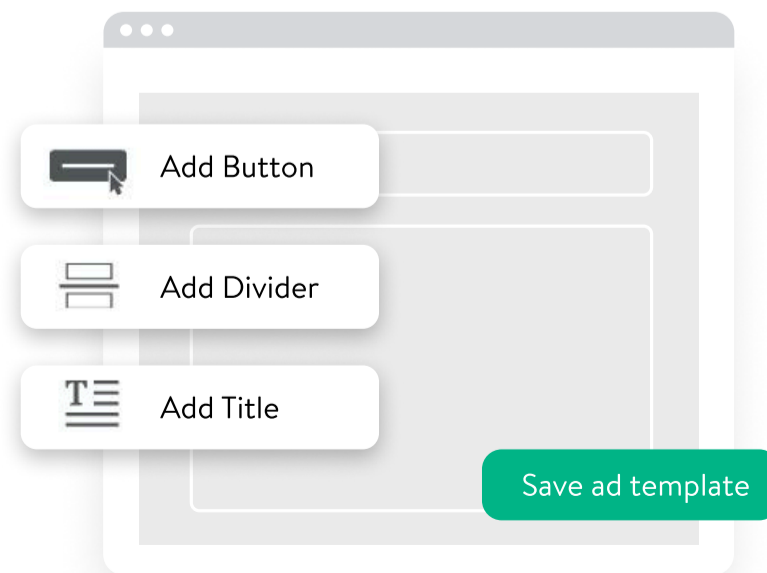
Connect with members and leads through fast, personal conversations. Two Way SMS keeps communication organized so teams can respond quickly and maintain continuity across every interaction.

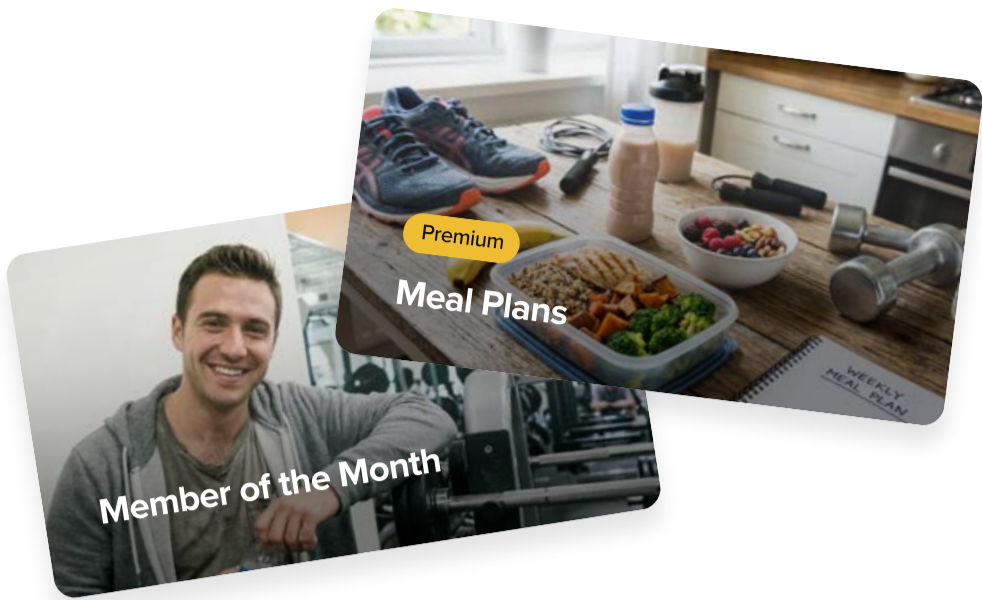
- Send and receive texts in your dashboard
- Real time conversations with members and leads
- Threaded history for full context
- Easy handoffs with shared visibility
- Conversations stay in system to prevent leakage

## EMAIL UPDATES

Keep your community informed and inspired with polished, branded emails created right inside Glofox. Use the built in email suite to strengthen relationships and support every stage of the member journey.

- Drag and drop editor for on brand emails
- Save and reuse your own templates
- Flexible segmentation based on member type, class attendance, and more
- Send 1:1 emails directly from member profiles
- Email class participants in a single click
- Analytics for opens, clicks, and engagement





## COMMUNITY

Keep members connected beyond the studio with a shared space for updates, content, and inspiration. Strengthen relationships and build loyalty by giving your community a place to engage between visits.

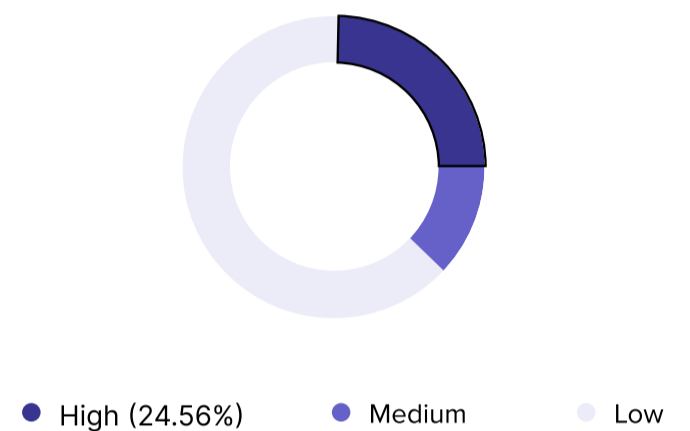
- Share studio updates, announcements, and news
- Post content like videos, links, and resources
- Keep your brand and messaging front and center
- Support ongoing connection outside of class

## AUTOMATICALLY IDENTIFY AT-RISK MEMBERS

Understand member engagement at a glance and act before churn happens. Use clear attendance and behavior insights to identify at risk members and guide timely retention outreach.

- Track attendance and visit frequency trends
- Identify members showing early churn signals
- View engagement insights at the member level
- Support targeted retention and win back efforts

Churn risk breakdown



**SMS**

> After 5 Visits



**Task - Give Free Swag**

> After 15 Visits



**Email**

> After 15 Visits

## AUTOMATED MEMBER JOURNEYS WITH ABC XLERATE

Strengthen relationships with automated, personalized communication that keeps members active and connected. XLerate is built right into Glofox, helping you reach the right people at the right time without adding work to your day.

- Automated journeys to welcome, nurture, and re-engage members
- Targeted messaging driven by behavior and attendance
- Email, SMS, and push in one workflow
- Automated staff tasks at key member milestones
- Ready to use templates for common touchpoints
- Personalized messages that scale
- Consistent communication that strengthens relationships

# Grow your business

Attract more of the right members, keep classes consistently full, and unlock new revenue streams with marketing, automation, and insights that scale as you grow.

## AUTOMATED LEAD JOURNEYS WITH ABC XLERATE

Turn more leads into members with organized workflows that support faster follow up and better sales results. Xlerate gives your team a clear process for outreach, tracking, and conversion.

- Automated nurture that moves prospects to book or join
- Automated tasks for key manual follow ups
- Save prebuilt scripts and messages for consistent outreach
- Faster, more reliable follow up that reduces missed revenue

## DISCOUNTS AND PROMOS

Boost conversions with flexible offers that are easy to set up and simple for members to redeem. ABC Glofox gives you full control over how each promotion works.

- Create discounts by percentage or fixed amount
- Generate promo codes or allow staff to apply at pos
- Set usage limits and validity periods
- Apply promos to selected plans or services
- Track performance to see which offers drive conversions

## LEAD FORMS

Capture interest the moment it happens. Glofox lead forms make it easy to collect prospect details from your website, landing pages, or social channels and follow up with them right away.

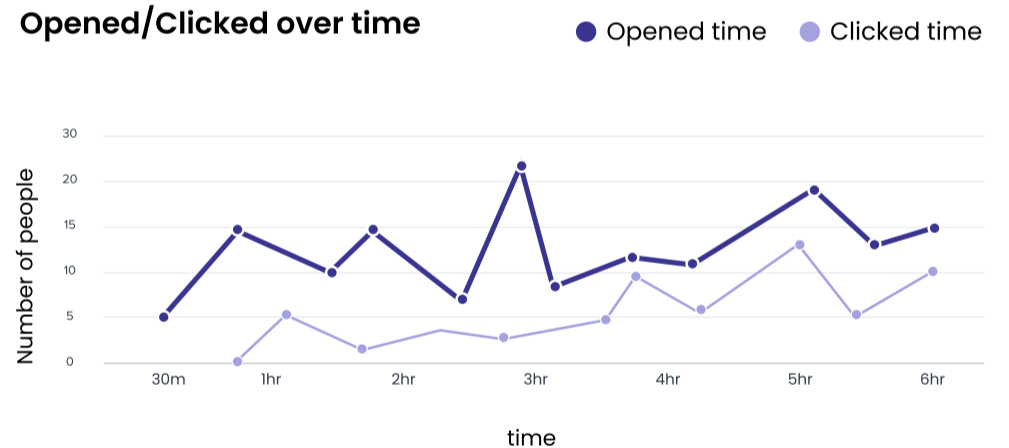
- Simple forms to embed or link from any campaign
- Custom fields for the details you need
- New leads created automatically in Glofox
- Trigger Xlerate workflows instantly on form completion
- Source and campaign tracking included
- Mobile friendly design for higher conversions

## EMAIL MARKETING CAMPAIGNS

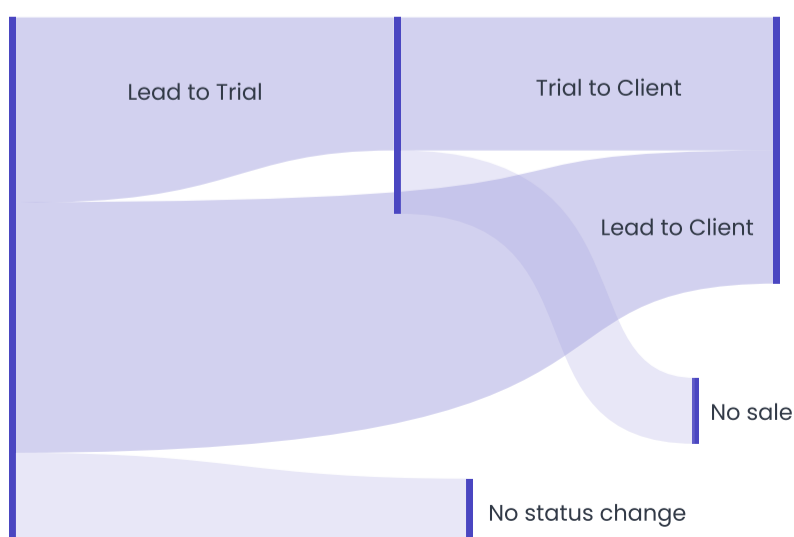
Reach prospects and promote offers with polished, on brand emails built directly in Glofox. Use targeted campaigns and automated outreach to convert interest into action and drive predictable revenue growth.

- Drag and drop builder for promo and nurture emails
- Save custom templates for key campaigns
- Segment by lead status or source
- Send personalized 1:1 follow ups
- Track opens, clicks, and conversions

### Opened/Clicked over time



### Lead to Client conversion funnel



## SALES FUNNEL REPORTING

See exactly how leads move from first inquiry to paying member. The Lead Conversion Report gives you a clear, real time view of your funnel so you can spot bottlenecks, coach your team, and improve conversion with confidence.

- Visual funnel showing each lead stage at a glance
- Track performance by source, campaign, or staff member
- Identify drop off points and opportunities to improve
- Compare conversion trends over time
- Clear insights that help you focus effort where it counts

# Scale your business

Scale your fitness business confidently with Glofox. From opening your next studio to managing a full network, you can deliver consistent experiences, roll out updates smoothly, and support members across every location, all on a platform trusted by some of the biggest brands in fitness.

## CENTRALIZED CONTROL

Manage pricing, memberships, and policies from one place while giving each location room to adapt. Glofox keeps your network consistent without removing local control.

- Unified settings for pricing, memberships, and discounts
- Bulk updates for faster changes across locations
- Local flexibility for franchises or studios to adjust plans or schedules
- Role based permissions with clear access levels

## ROAMING MEMBERSHIPS

Give members the freedom to train at any location in your network. Glofox makes multi site access simple, with clear rules, synced activity, and a seamless experience across every studio.

- Shared access across locations on one membership
- Automatic roaming updates when new sites are added
- Flexible rules for which plans include multi site access
- Synced visit history, bookings, and payments across all sites
- Consistent app experience for members moving between studios

## INTERNATIONALIZATION

Operate confidently in any market. Glofox adapts to local requirements with support for multiple languages, currencies, tax formats, and regional payment methods.

- Platform and member app available in 15 + languages
- Local currencies and regional formats
- Local payment providers for smooth billing in each market
- Consistent experience for members, no matter where they train



## HQ EMAIL AND TEMPLATE CONTROL

Send consistent, on brand communication across every location. Glofox lets HQ teams create templates, control messaging standards, and email one or many branches with ease.

- Send one off emails to specific studios or your full network
- Create and manage branded templates at HQ
- Lock or share templates to keep messaging consistent
- Target locations or member groups in a few clicks
- Keep communication aligned across all branches

## ROYALTIES MANAGEMENT

Simplify franchise finances with automated billing and centralized oversight. Glofox makes it easy to set up payment methods, collect royalties on time, and keep franchise performance transparent.

- Direct billing from any stored franchisee payment method
- Automated royalty collection with reduced manual work
- Net billing options to streamline reconciliation
- Clear visibility into collection attempts and franchise performance
- Clear visibility into collection attempts and franchise performance

## COMING SOON

### MULTI LOCATION ANALYTICS WITH ABC INSIGHTS

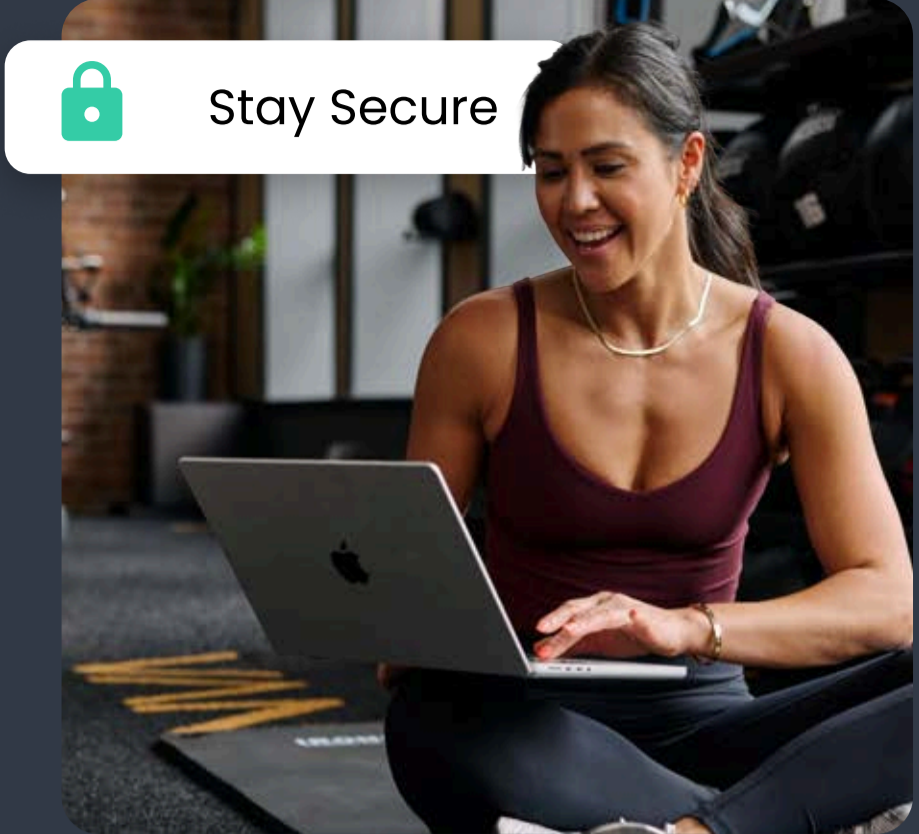
Get a clear view of performance across every studio with ABC Insights. See trends, compare locations, and make informed decisions from one source of truth.

- Unified dashboards that combine metrics from every studio
- Side by side comparisons to identify top and underperforming locations
- Flexible filters and reporting tools to explore unique KPIs or business questions
- Custom dashboards and reports that reflect your brand's structure and goals
- Clear visibility that reduces manual reporting and helps you act faster across the network

# Security & Compliance

Protect your members, your revenue, and your business with enterprise grade security built into every part of Glofox. Stay compliant, safeguard sensitive data, and operate with confidence across every location.

- PCI compliant payment processing with secure card storage
- 3DS authentication
- Fraud detection powered by machine learning for safer transactions
- Digital waivers and consent management
- Role based permissions and controlled access for staff at all levels
- Strong authentication and secure session management
- Reliable system performance with industry leading uptime



# Integrations

Connect Glofox with the tools you already use. Our ecosystem of integrations helps you streamline operations, automate marketing, deliver better experiences, and grow your business without juggling multiple platforms.

## Personal Training and Coaching

- ABC Trainerize

## Referral and Engagement Partners

- Perkville
- Referrizer
- Listen360

## Aggregators and Marketplaces

- ClassPass
- GymPass
- Wellhub

## Email and SMS Marketing Partners

- Mailchimp
- RippleSMS

## Sales & Marketing Automation

- ABC GymSales
- Facebook Pixel
- Hubspot

## Compliance

- Pandadoc

## Access Control Providers

- Kisi
- Innertelligence
- Passport Technologies

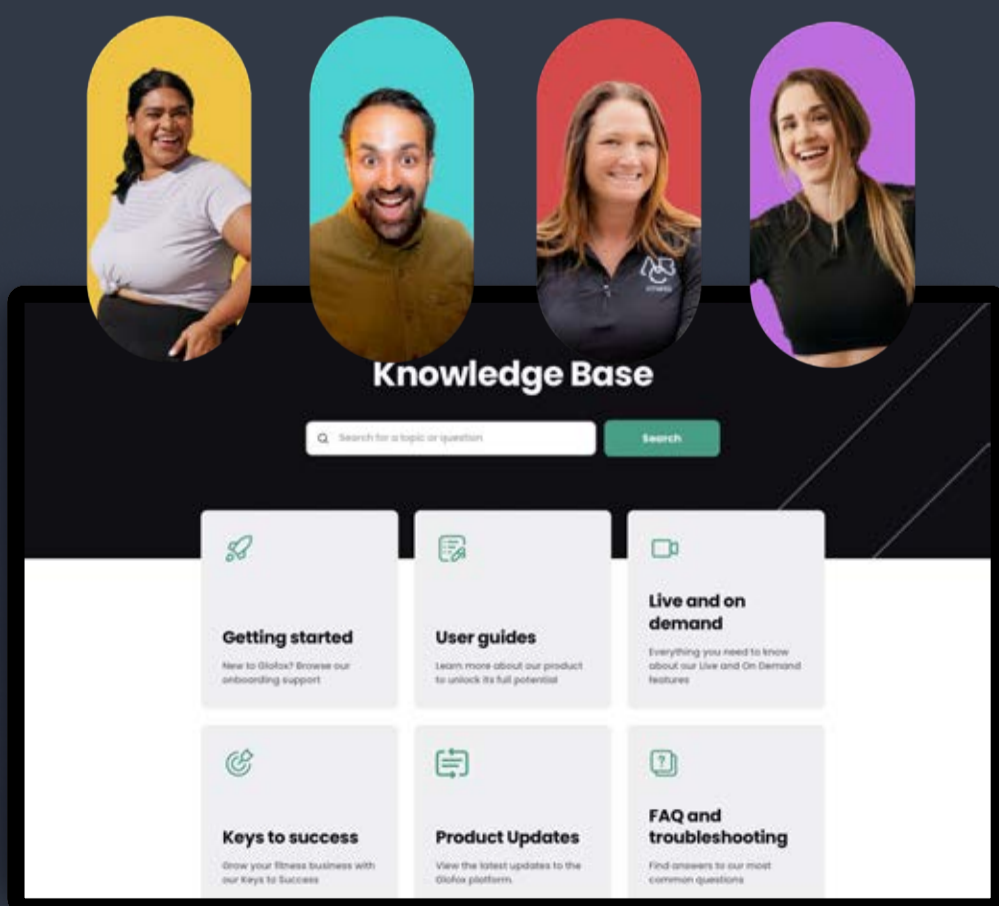
## Payment Providers

- Stripe
- Gocardless
- Spreedly
- EziDebit
- Amazon Payments
- Nice Payments
- PayU

## Digital Wallets

- Apple Pay
- Google Pay
- Blik

CONNECT ABC GLOFOX TO 6000+ MORE APPS WITH ZAPIER



# Service & Support

Elevate your operations with support designed for the fitness industry. Glofox pairs world class service with teams who understand your business because they come from it, giving you guidance that feels informed, relevant, and proactive.

- 24/7 global support for quick, reliable help
- Access to fitness trained experts for best practice guidance
- Regional teams who understand your market
- In platform guidance and a full knowledge base
- Ongoing coaching to help you use new features effectively

# Onboarding

Launch with confidence through a guided onboarding experience built for fitness businesses. Glofox leads you through a clear, structured process that prepares your team, your data, and your system for a smooth start.

## Phases

- Setup and configuration
- Data migration (members, memberships, payment info)
- Staff training via the onboarding portal
- Go-live support and performance review

## Timeline:

- Most SMB studios go live within 2 to 4 weeks. Larger fitness businesses follow a custom timeline tailored to their needs

## Get Started!

Take the next step with a team that understands the fitness industry. When you connect with ABC Glofox, you get a guided, consultative conversation focused on your goals, your challenges, and the opportunities ahead for your studio or network. We will walk through the platform together, share best practices, and help you identify the tools that can make the biggest impact.



Our transition from the old platform was handled very smoothly with plenty of support throughout. Glofox is easy to use, and the aftercare team has been fantastic. They respond almost immediately and are always ready to help with any question. Whether by email or phone, the team is consistently on the ball.

- Nat Clark, Slide Pilates

**READY TO EXPLORE WHAT IS POSSIBLE?**

Fill out the form to start a conversation about how ABC Glofox can support your growth.

**LET'S START TODAY!**