



CASE STUDY

How 24-Hour Fitness Scaled from \$500M to \$2.5B with a 5x ROI

EXECUTIVE SUMMARY

24 Hour Fitness transformed from a brick-and-mortar dependent business into a digital-first growth engine — delivering a **5x ROI**, **\$2B+ in revenue growth**, and **75% of all leads generated digitally**. This case reveals how a traditional multi-location company unlocked scalable, measurable growth through AI-powered marketing, e-commerce, and full-funnel digital transformation.

5x

Return on Investment

\$2B+

Revenue Growth

75%

Leads via Digital

#4

App Store Ranking

THE PROBLEM: GROWTH WAS STUCK IN AN OUTDATED MODEL

Like many multi-location businesses, 24 Hour Fitness faced structural barriers to scalable growth. The business was deeply dependent on walk-in traffic, large in-club sales teams, and traditional media — all high-cost, low-visibility channels.

Revenue growth required opening more locations, creating an unsustainable cost-of-growth model.

Key Pain Points

- ◆ Heavy reliance on **walk-in traffic** & in-club sales
- ◆ **No visibility** into marketing ROI across channels
- ◆ **High Customer Acquisition Costs (CAC)**
- ◆ Fragmented lead funnel across web, mobile & in-club
- ◆ **Manual onboarding** driving churn and lost conversions



THE OPPORTUNITY MOST COMPANIES MISS

Most organizations already have the ingredients for transformation — CRM systems, marketing tools, customer data — but fail to connect them into a performance-driven ecosystem. The gap is not capability. It's strategy, integration, and execution.

The opportunity lies in converting fragmented infrastructure into a unified digital acquisition engine, powered by automation, real-time data, and AI-driven personalization.

THE TRANSFORMATION STRATEGY

1

E-Commerce as the Growth Engine

Built the fitness industry's first e-commerce platform with localized experiences across 450+ locations, centralizing lead capture and online conversion.

2

Shift to Performance Marketing

Replaced TV and print spend with paid social, SEM, and programmatic — enabling real-time optimization for higher ROAS and dramatically lower CAC.

3

Full-Funnel Automation

Integrated CRM, analytics, and media platforms to enable real-time personalization, automated lead nurturing, and cross-channel attribution.

4

Digital-First Customer Experience

Launched the 24GO mobile app (ranked #4 in App Store), delivering a seamless omnichannel experience from discovery through onboarding.

5

Operational Efficiency at Scale

Transitioned from large in-club sales teams to a lean agency model — faster execution, lower overhead, and scalable at no marginal cost.



B U S I N E S S I M P A C T

💰 Revenue scaled from \$500M to \$2.5B

🇮🇹 75% of leads generated via digital channels

📉 Significant reduction in Customer Acquisition Cost

📱 Mobile app ranked #4 in the App Store

⚡ Faster campaign execution at lower cost

🏆 Recognized as industry leader in digital innovation

W H Y T H I S M A T T E R S N O W

The market has shifted permanently. Executives who delay digital transformation are not standing still — they are falling behind competitors who are already operating with lower acquisition costs, higher conversion rates, and AI-powered personalization at scale.

The opportunity to lead — not follow — is open now.

Today's Market Demands

- ◆ Measurable, accountable marketing ROI
- ◆ Scalable digital acquisition — not headcount
- ◆ Personalized omnichannel customer journeys
- ◆ AI-driven automation for efficiency at scale
- ◆ Speed: faster execution, real-time optimization



Franck Ardourel

TESTIMONIAL

“This transformation fundamentally changed how we grow. We moved from a model that depended on physical locations and manual sales to one powered by data, automation, and digital scale.

By building an integrated, performance-driven ecosystem across e-commerce, media, and CRM, we gained something we never had before — full visibility into ROI and the ability to optimize growth in real time.

The result wasn't incremental improvement — it was exponential. We scaled revenue from \$500M to \$2.5B, generated 75% of our leads digitally, and achieved a 5x return on investment.

More importantly, we created a repeatable, scalable growth engine that allows us to acquire, engage, and retain members more efficiently than ever before. This is what modern marketing should look like.”

— **William Quinn – Chief Marketing Officer**

READY TO BUILD YOUR GROWTH ENGINE?

Let's design your digital transformation strategy — together.

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