

Basic Fit

Client

BASIC FIT

Agency

EMAKINA.NL

Services

E-COMMERCE / SEARCH
MARKETING AND ANALYTICS /
USER EXPERIENCE / WEB
BUILDING / WEB DESIGN /



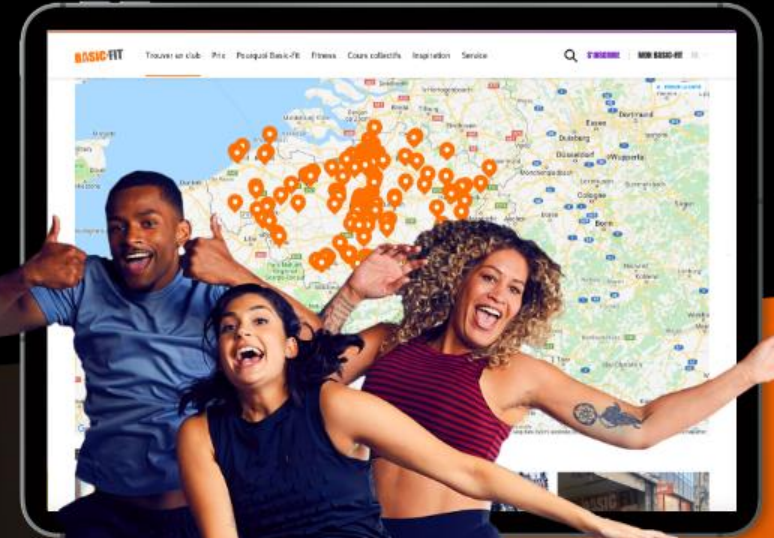
2 million members with
access to more than
700 clubs in Europe

About the project

Getting a fitness platform into shape

Basic-Fit offers more than 2 million members in the Benelux, France and Spain a straightforward membership model and effective fitness options from traditional gym work-outs to virtual classes.

Its memberships give access to more than 700 clubs in Europe, premium members can invite a partner or work-out friend, and there's also an option to have a commitment period of just one month.





Strategic Partnership

This European market leader needed a brand new online platform to allow future growth: a fresh brand experience, simple sign-ups, show what the company has on offer in each club near you.

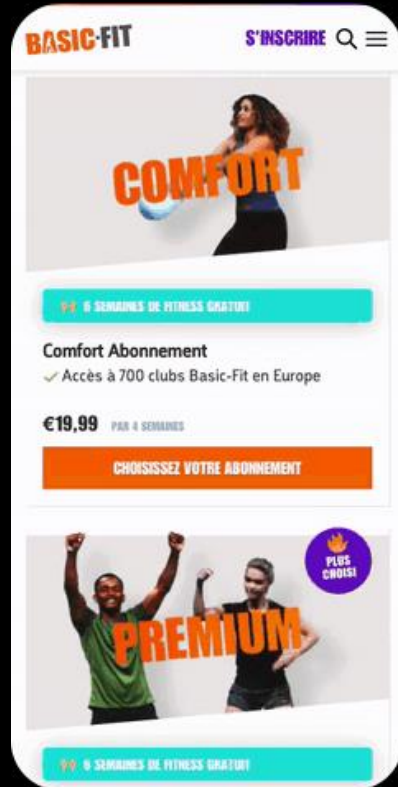
Basic-Fit was keen to use Salesforce, often deployed with e-commerce sites but certainly fit for a healthy and expanding business.

Emakina won the pitch to be Basic-Fit's strategic partner thanks to our experience with digital commerce, Salesforce, design expertise and agile delivery method.

Work it! Salesforce Commerce Cloud

Basic-Fit's move to Salesforce was a strategic one: the new platform will boost its international growth, staying relevant, personal and scalable for a fast-growing membership. The platform is built on Salesforce Commerce Cloud (SFCC) and aims to convert as many visitors as possible into members.





The full stretch: a new platform and a new design

The main goal is to convert prospective customers into members of Basic-Fit, so its business model needed a little stretching. We transformed a complex set of online services, local content and promotions into a clear and user-friendly three step process.

A new design was delivered to optimise the brand experience, resulting in a sleek new look and feel. Under the art direction of Emakina, new photography was created.

Enviably results



Completely revamped design



User-centred subscription flow



No drop in traffic



Conversions went up from day 1



Ready in time for the main campaign

Enviably results

" It's been an absolute pleasure to work with the highly motivated team of Emakina; they've offered the best combination of design and technology whilst staying within our deadline. Looking forward to our future collaboration!"

Erica Van Vonderen-Hahn,
International Marketing & E-Commerce Manager at BASIC-FIT

The most flawless
release ever!

UX Designer

Art Director

Designer

Front-End
Developer

Back-End
Developers

Business
Analyst

Online
Marketeer

Project
Manager

SEO Expert

Perfect Agile Delivery, in only 4 months



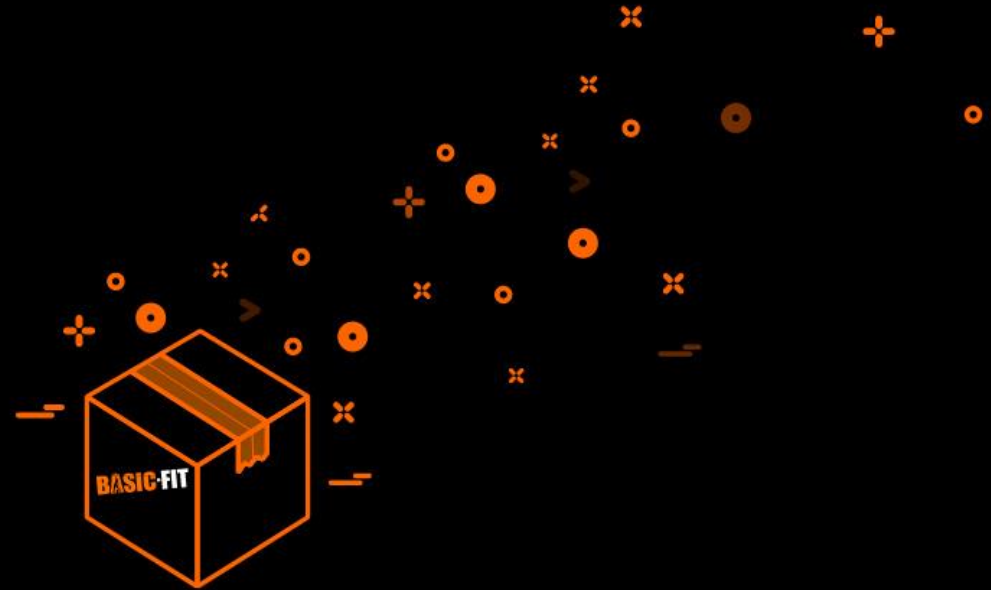
Design sprint User test
with target audience
Design optimisation

IN 1 WEEK



Integration of all services
SFRA Architecture Content
& Promotions

IN 4 MONTHS



DELIVERY