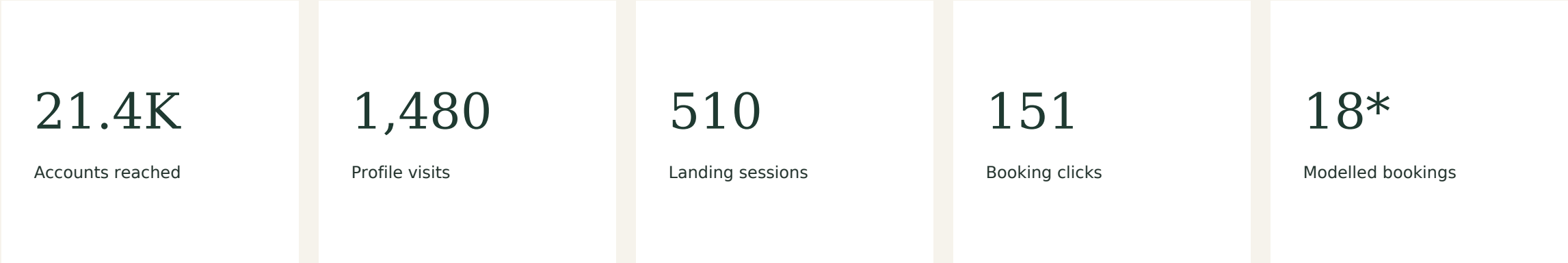


1. REPORTING DEMONSTRATION

From attention to action.

All figures are hypothetical, created only to demonstrate how an ongoing studio campaign could be measured.

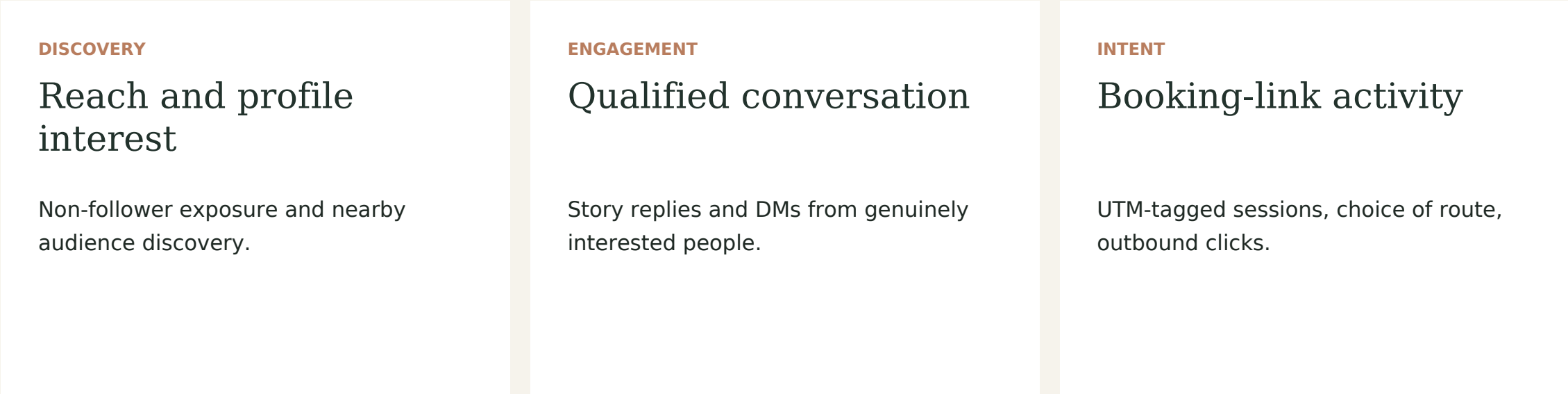


* Modelled bookings are not verified. A booking-system integration or owner-supplied reconciliation would be required in a real account.

2. JOURNEY QUALITY

Measure the steps that matter.

An engaging feed is the beginning, not the result. The path from discovery to attendance should be measurable where technology permits.



18 illustrated bookings out of 510 sessions equals 3.5% in this invented example. This is not evidence of real conversion.

3. NEXT-MONTH DECISIONS

Make better choices, not bigger claims.

1. Keep what connects

Compare candid instructor and participant content against other concepts using qualified visitor actions.

2. Ease the first booking

Ask whether the beginner group and private-intro choices are understandable on mobile.

3. Match demand to capacity

Promote sessions that have genuine beginner eligibility and space.

4. Verify the last step

Only call something a booked class after the scheduling system or studio confirms it.