



Case study by  
**StudentBeans**

## GYMSHARK

Since its launch in 2012 by British student entrepreneur Ben Francis, Gymshark has become one of the fastest-growing youth brands, synonymous with the athleisure trend. In 2017, they looked ahead at their three year expansion plan and realized that students were essential in order for them to achieve their goals, which included an ambitious revenue target.

As a business already thriving with the Millennial and Gen Z demographic, Gymshark was aware that health and fitness is a passion for young consumers and a brand category that attracts a large portion of their annual spending. Therefore, tapping into tight-knit student communities through a mix of digital and physical marketing activities would be their key to success. The business was already known for its relationships with the biggest health and fitness influencers, and its pop-up shopping events with lines around the block.

The challenge they were facing was how to bring the marketing activities that were already working well within the online fitness community to students, the group they'd identified as their primary target market. They were looking for a strategy that would enable them to grow their student customer base and increase engagement and repeat purchases from their existing consumers. How could they make their Gymshark-branded apparel ubiquitous on college campuses around the world?

### Summary

#### Challenge

- Gymshark knew students would be key to their ambitious growth plans.
- They needed a strategy to raise brand awareness and drive repeat purchases.

#### Solution

- Our Connect technology verifies students within Gymshark's site.
- Gymshark launches gain wider reach thanks to our student marketing support.
- Our student campaigns introduce Gymshark to new customers throughout the year.

#### Result

- Student revenue grew 142% year-on-year as of March 2020.
- The number of discount codes generated increased by 93% in the same period.

Find out more about our [\*\*Student Verification\*\*](#), [\*\*Student Marketing\*\*](#) and [\*\*Student Research\*\*](#) today.



**Gymshark saw an increase in student revenue (141%), sales (121%) and discount codes generated (104%) in March compared to the previous month**

## **Solution**

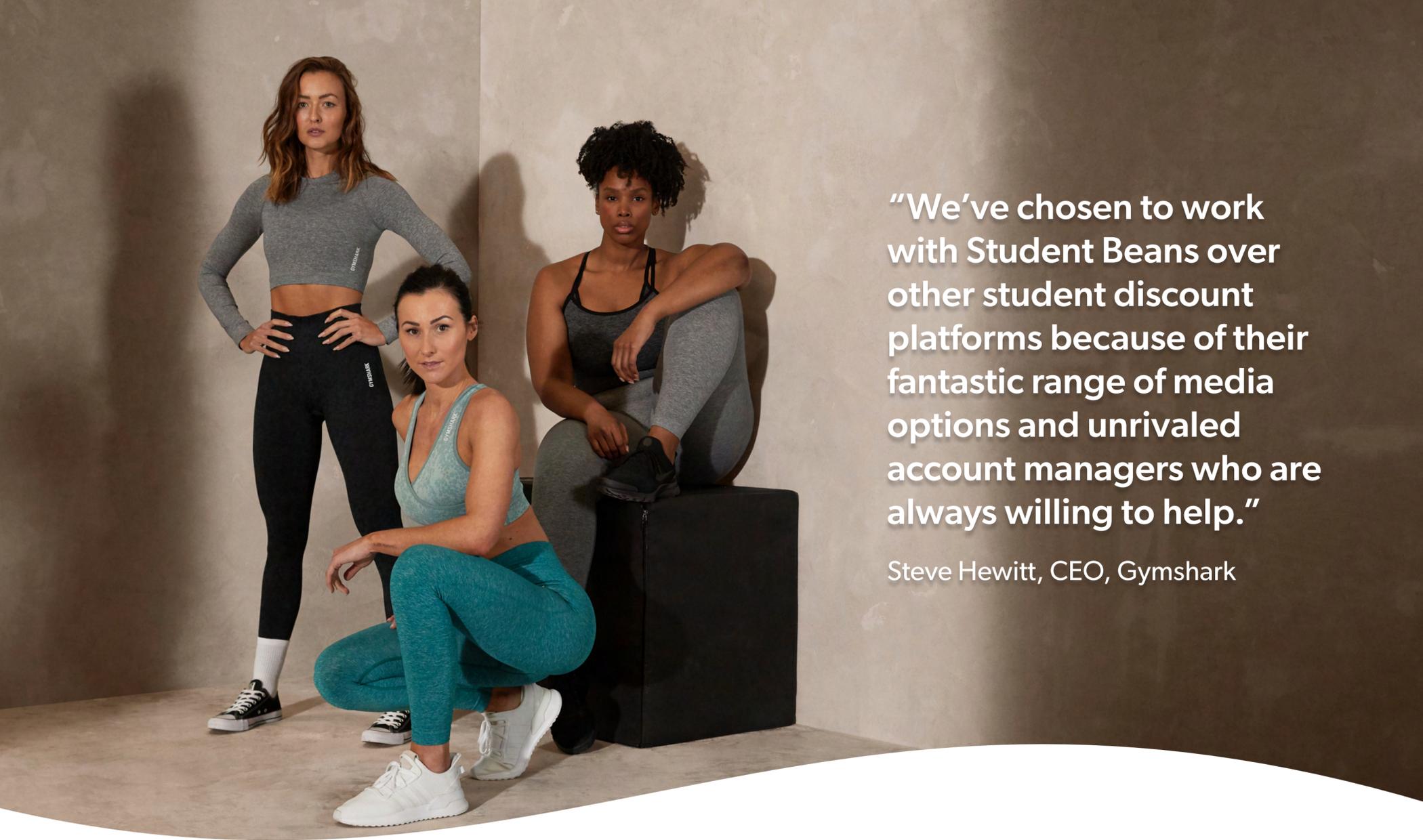
After reviewing the student marketing opportunities available, Gymshark chose Student Beans to exclusively power their student loyalty program and achieve their goal of worldwide campus domination. By partnering with us, Gymshark gained full access to our range of brand solutions, including our secure student verification technology, our team of in-house student marketing advisors, and our powerful global student reach.

To launch their student program, Gymshark integrated our Connect technology into their site and we went live with their standard 10% discount, applicable on all online purchases. This enables them to boost conversion rates with students, who can verify their student status and redeem their discount without leaving the Gymshark site. Their student offer is promoted via a homepage tile and footer link on their website. The discount is also featured on the Student Beans site, and the brand features regularly across touchpoints such as our social media channels, email newsletter, and push notifications, raising brand awareness with the target audience.

Each time Gymshark kicks off a new marketing campaign or product launch, Student Beans is there to support them. For example, in March 2020, Gymshark held a week-long online event called The Sale for Absolutely No Reason. We supported the campaign with a targeted solus email to our US database on launch day, followed by a push notification from our Student Beans app later in the week. The campaign was a hit with our users, and Gymshark saw an increase in student revenue (141%), sales (121%) and discount codes generated (104%) in March compared to the previous month.

Not only are we always on hand to support Gymshark's marketing activities, but we also invite them to be part of our own student marketing campaigns throughout the year. Our biggest annual event takes place each fall, which to us represents Back to School season. In 2019, Gymshark secured their presence across the campaign with a range of media placements, including a homepage takeover, carousel feature, solus email, and app push notification. This resulted in a 112% increase in codes and a 70% increase in revenue compared to the previous week.

Find out more about our **Student Verification**, **Student Marketing** and **Student Research** today.



“We’ve chosen to work with Student Beans over other student discount platforms because of their fantastic range of media options and unrivaled account managers who are always willing to help.”

Steve Hewitt, CEO, Gymshark

## Result

Three years on from our initial conversation with Gymshark, they have undoubtedly achieved their goal of dominating the student athleisure market. Through our partnership, the now globally-renowned brand is generating incredible year-on-year growth. For example, between March 2019 and March 2020, the number of discount codes being generated per month increased by 93%, while revenue saw an even greater increase of 142% compared to the same time last year.

Gymshark’s partnership with Student Beans demonstrates how a brand on the rise can accelerate its growth and secure its place in a valuable consumer market by utilizing our full range of powerful student marketing solutions. The combination of student verification with highly engaging targeted campaigns led both by Student Beans and Gymshark has enabled the brand to meet ambitious revenue goals. Together, we have worked to raise brand awareness, optimize conversion rates, and connect young consumers with products that align perfectly with the fit and fashion-forward Gen Z lifestyle.

**Gymshark saw a year-on-year student revenue uplift of 142% between March 2019 and March 2020**

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