ABTasty | PUREGYM

Case study

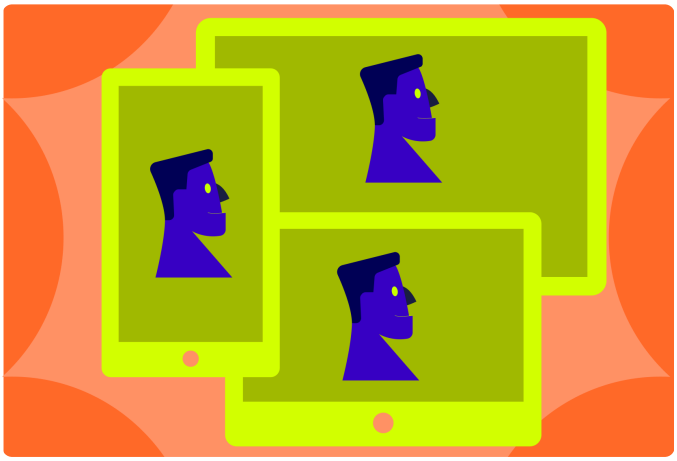
PUREGYM'S TESTING ROUTINE FOR DIGITAL GAINS

INTRODUCTION

For PureGym, experimentation isn't just a tactic; it's a mindset. With over 450 locations across the UK and thousands of daily digital interactions, their team knows that the smallest UX friction can snowball into a significant drop in sign-ups. That's why testing has become deeply embedded in how they think, build, and iterate across their digital ecosystem.

The product team, specifically the acquisition-focused team, sees the website and app as more than just sign-up portals. They're dynamic environments where user behavior, expectations, and intent constantly evolve. To keep pace, PureGym relies on experimentation to understand how real people engage with their journey: what they notice, where they stall, and what helps them move forward.

> "My job is to look at that journey and understand where there are areas of friction, where there are areas of opportunity, and to use AB testing tools to improve conversion on the website."
>
> **Julian Ursell**
> Product Analyst at PureGym



At the core of their strategy is the "Join journey", the sign-up flow that takes someone from curious visitor to paying member. But their testing approach looks beyond just conversion rates. It explores how elements like pricing visibility, content hierarchy, and entry points influence user motivation and trust.

Every test, whether successful or not, becomes a data point in a larger narrative: how to make joining PureGym as seamless and intuitive as possible.

Experimentation has given PureGym something many teams strive for: confidence. Confidence to try new ideas. Confidence to challenge assumptions. And most importantly, confidence that every digital change is grounded in real user behavior, not opinion.

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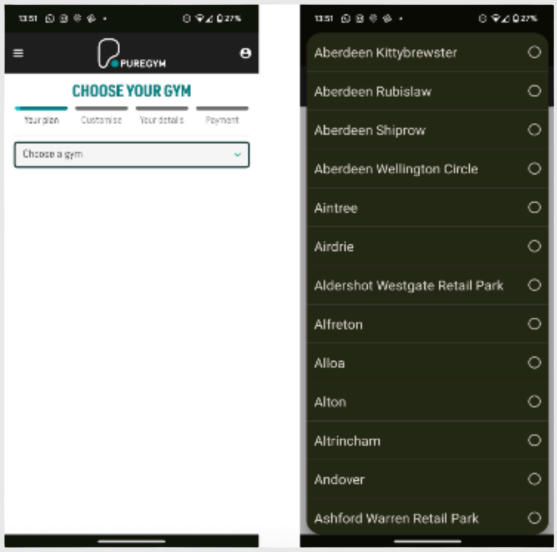
EXPERIMENTATION 01

STREAMLINING GYM SELECTION WITH SEARCH

Original version



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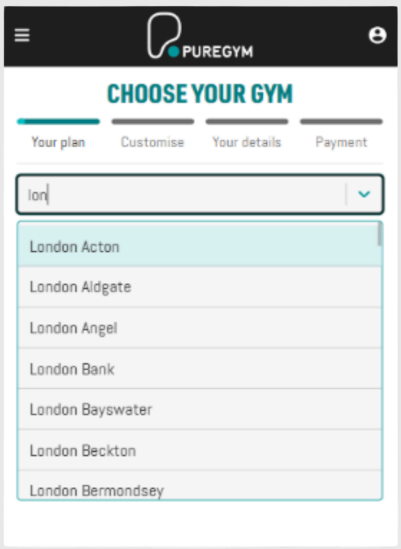


The first point of friction PureGym identified was simple, but incredibly impactful. When users landed on the first step of the Join journey without coming from a local gym page, they were faced with a long dropdown list containing over 450 locations. There was no map, no search bar, just a dropdown packed with gym names.

For users unfamiliar with PureGym's footprint, this created an immediate standstill in the user experience. Many didn't know how to quickly locate their local gym, and scrolling through hundreds of options led to confusion and drop-off.

The team hypothesized that introducing a basic **search field**, allowing users to type in their location and instantly filter options, would drastically reduce time spent on the page and increase funnel progression.

The result was a clear win:

- Time on page dropped significantly
- More users completed gym selection
- Overall conversion improved by 3.4%

It was a small, almost obvious change, but one that unlocked measurable value.

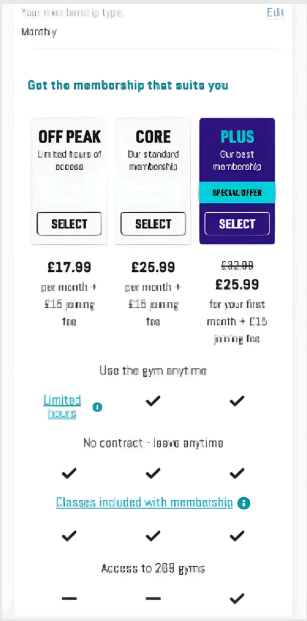
Conversion rate

+3.4%

EXPERIMENTATION 02

MAKING PRICING STICK

Original version



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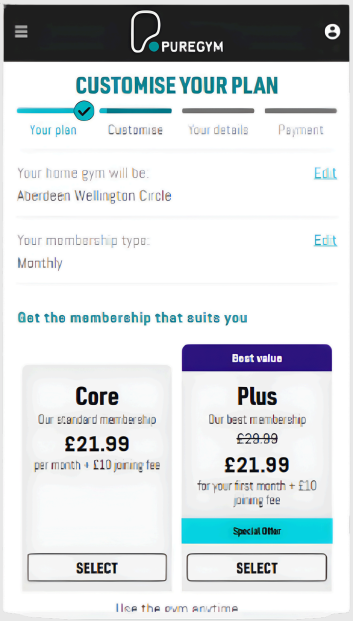


Pricing is one of the most sensitive and powerful levers in the Join journey. On the second step of the sign-up flow, users were presented with a membership comparison table outlining options like Plus, Core, and Off-Peak. The problem? As users scrolled to review plan benefits and features, the actual pricing disappeared from view. This created confusion around cost, especially with monthly fees and one-time join fees displayed in separate places.

The team's hypothesis was to **make the pricing sticky**. By keeping it visible at the top of the screen as users scrolled, they hoped to reduce hesitation and help users stay oriented.

The test delivered clear, positive results:

- Users moved through the page more confidently
- Progression to the next step increased
- Overall conversion rose by 2%

This test underscored a key learning: even minor changes in information visibility, especially on mobile, can have a measurable impact on performance.

Conversion rate

+2%

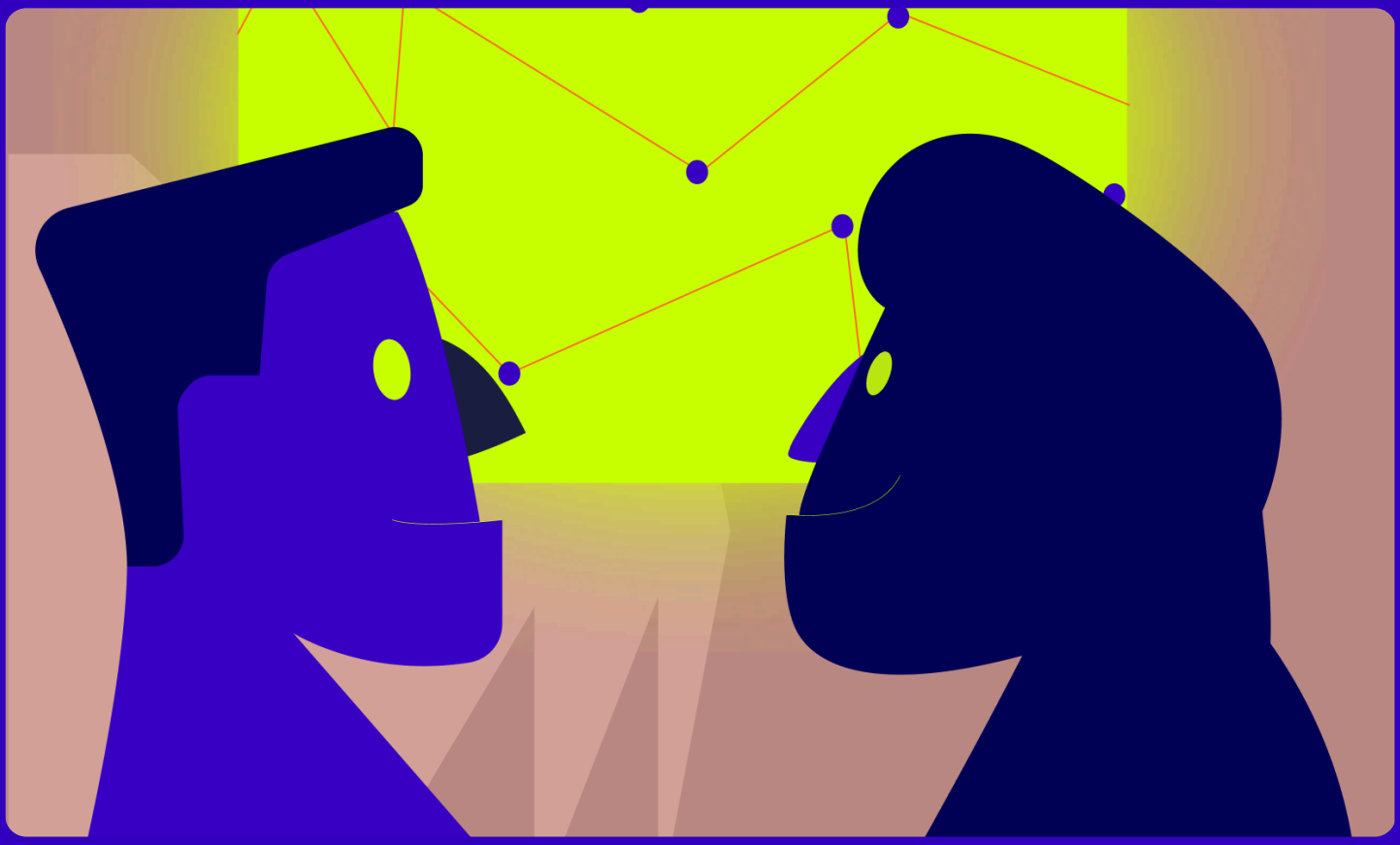
LEARNING FROM FAILURE

Not every test at PureGym wins, and that's exactly the point. The team treats each experiment as a **learning opportunity**, regardless of outcome.

In some cases, a test may show no significant improvement, or even a small decline, but still reveal behavioral patterns that shape the next iteration. In other cases, combining multiple changes into a single test has made it difficult to isolate which variable moved the needle.

As Julian explains, "We've been learning incrementally from the failed tests as much as we've learned from the successful tests."

By keeping experiments focused, documenting findings, and regularly reviewing results with cross-functional partners, PureGym has built a feedback loop that keeps its product development grounded in user reality, not assumptions.



HOW PUREGYM BUILDS A TESTING ROUTINE

PureGym's experimentation process is collaborative by design. Each test is the result of tight coordination between product owners, developers, data analysts, and marketing stakeholders.

Here is what a typical flow looks like:

1

The **product analyst** identifies a friction point in the user journey

2

They work with a **data analyst** to project potential impact and success metrics

3

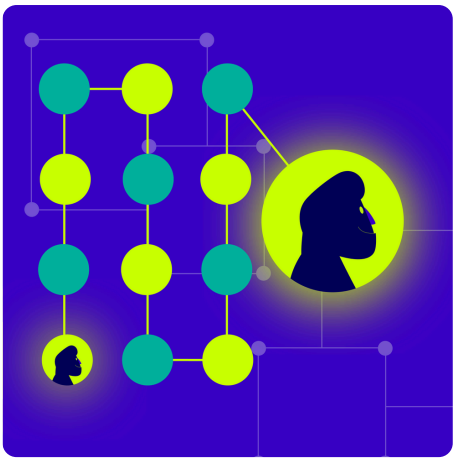
The hypothesis is scoped and handed off to developers for server-side implementation via **AB Tasty**

4

Tests are **QA'd, launched, and monitored** using AB Tasty

5

Results are reviewed and shared back to **all stakeholders** to inform future work



CONCLUSION

LOOKING AHEAD: PERSONALIZATION, AI, AND BEYOND

As PureGym continues to optimize its acquisition funnel, the team is already thinking about what comes next: personalization. The product team is increasingly interested in using AB Tasty to tailor the web experience to user segments, behavioral signals, and sentiment.

Julian explains, “We’re really interested in the personalization tools that AB Tasty offers. Things like sentiment mapping and being able to bucket users into different categories, we’re really interested in how we can feed that back into our analytics to inform product decisions.”

This future-facing ambition is backed by a strong experimentation foundation, one that can easily evolve from A/B tests to individualized experiences.

CONCLUSION

For PureGym, testing is more than optimization; it’s how they grow. By focusing on the user journey, removing friction step by step, and constantly challenging assumptions, the team has built a testing routine that delivers real digital gains.

Every test, **whether a win or not**, adds to their understanding of what helps people move through the funnel, toward their goals, and into the gym.

KEY TAKEAWAYS

- Use experimentation to focus resources where they matter most
- Remove friction early; even one dropdown can cost conversions
- Make critical information like pricing persistent and easy to compare
- Small UX changes can create large downstream effects
- Build a repeatable, cross-functional testing workflow
- Stack incremental wins to unlock sustained growth