

USCREEN SUCCESS STORIES

How Studio Bloom Became a Major Player in the Fitness Streaming Industry by Offering In-Demand App Features



\$1M+
ANNUAL
REVENUE

4500+
PAID
SUBSCRIBERS

>65%
APP USERS



"Vimeo and Intelivideo may have had a desire to support us as clients, but they weren't scaling, growing and truly listening to us the way that Uscreen does.

Neither one of them anticipated our needs and developed all of these new things as fast as Uscreen, and that has been mindblowing to us. It feels so supportive."

Meet Studio Bloom

From the beginning, founder Brooke Cates had a vision for Studio Bloom - a groundbreaking on-demand fitness platform offering pre- and post-natal workouts for the "modern mama." She knew her workout programs could help tons of people, so **the key to success was delivering it on a platform that they loved using.**

This meant offering customer-focused features and creating an amazing user experience. To achieve this, Brooke needed a platform that understood her needs and could support her at every stage of growth.

Brooke and her team tried Intelivideo and Vimeo, but found limitations with both platforms. Then they found Uscreen, and knew it could Studio Bloom evolve in a way others couldn't. So they migrated to Uscreen in June 2020.

Studio Bloom's Apple Watch app gave them a competitive edge.



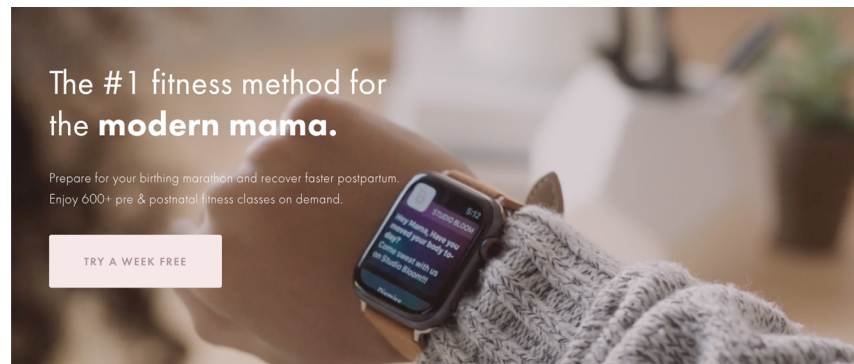
One of Studio Bloom's first priorities was apps, so Brooke worked with Uscreen to develop all 6 available mobile and TV apps, plus our in-demand Apple Watch tracker app.

With the apps, members have an easy way to fit Studio Bloom into their busy schedules.

They can access customized training programs, meditations, and guided challenges on any device, and even chat with Bloom Method coaches and other members in the community.

Brooke wanted Studio Bloom to be able to compete with massive platforms like Peloton and OB Fitness, which meant constantly evolving her service to support her members.

Offering apps keeps Studio Bloom on the cutting edge and makes them a real contender in the fitness streaming industry. Plus, it helps build loyal customers by showing her mamas she understands their needs.



The Results

With Uscreen, Studio Bloom was able to grow their revenue to over \$87k a month.

And they're still growing 2.5 years later - they've seen a 30% increase in subscribers in the last 3 months alone.

Apps helped turned Studio Bloom into a must-have membership. They were so successful that 10 months after launching, Brooke was able to shift her business completely online.

By providing a professional grade platform and prioritizing the customer experience, Uscreen helped Studio Bloom offer that same level of quality to their own members - and it's paying off.

"The apps did laps around what we could do financially with in-person studios, and allowed us to reach a global space. That success showed me that I could have more freedom for myself and my family and a greater reach for my business."