FitStar Expands to New Markets with Digits

Challenges

With well over a million registered users, FitStar Personal Trainer attracts a global audience. Although the app is only offered in English, FitStar has seen strong adoption and usage in Brazil and Mexico. In those countries, email and social logins aren't as much the accepted norm as they are in North America. In Brazil and Mexico, many people are cautious about adding their social media accounts to access an app they've just downloaded, and tend to consider email and password logins cumbersome. In these markets, having an identity tied to a phone number is preferred.

FitStar recognized that it needed a more acceptable way to engage with customers in emerging markets, and eliminate friction in new user signup. The company wanted a way for people to tap into their app with an identity that was easy to use and manage.

We believe Digits will allow FitStar to expand its reach to new markets, directly influencing top-of-the-funnel conversions.

Dave Grijalva
Co-founder and VP of Engineering
FitStar

Solution

FitStar found the answers it needed within Fabric, Twitter's SDK. By leveraging Digits, the phone number-based identity sign-in component available with Fabric, FitStar can further expand to new markets and directly increase top of the funnel conversions. By integrating Fabric, FitStar is able to:

- Leverage its existing infrastructure requiring little to no maintenance or management from the FitStar engineering team

- Get an intuitive SDK integration with just a few lines of code

Results

With an integration of Fabric into its app, the FitStar team expects a higher rate of international adoption in some of their most important growth markets such as Mexico, Brazil, South Korea and Japan. Digits manages the technical and business aspects of leveraging phone identity infrastructure, so that FitStar can focus on core app development instead of spending time forging relationships with telecom carriers. It also helps that Digits is designed to provide a seamless brand experience.

Ultimately, Fabric's one-stop SDK saved the FitStar development team about a month of work, since they didn't have to integrate multiple SDKs to address all their needs.
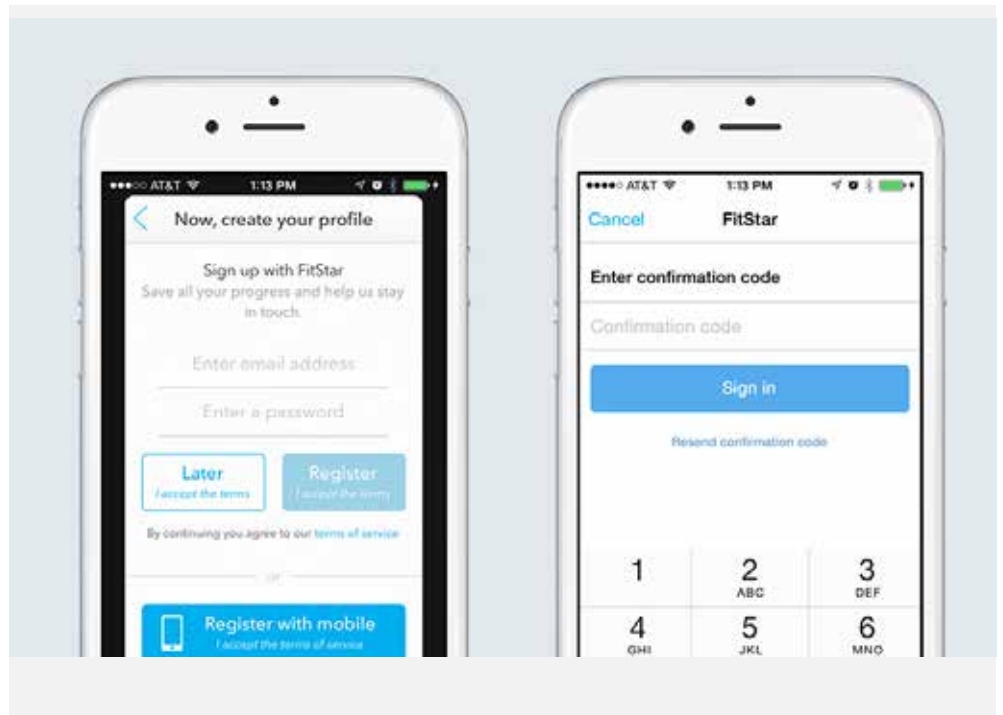
FITSTAR ★

Location: San Francisco, CA

Industry: Health & Fitness

Kits Used: Twitter Kit, Crashlytics

Quick Facts:

- 5-star rating
- Over 1M registered users
- Available on iOS