



PELOTON

TOGETHER WE GO FAR

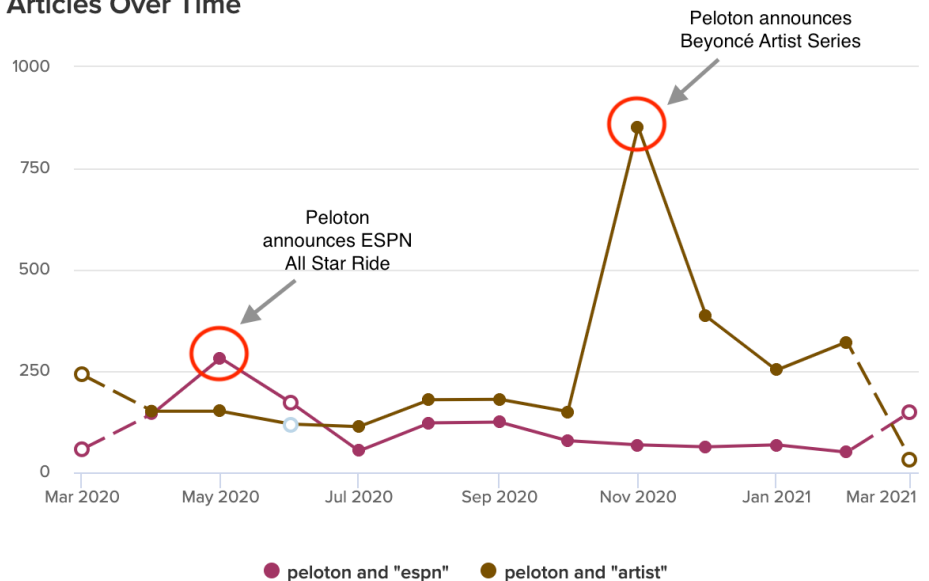
RESEARCH ANALYZING THE SUCCESS OF PELOTON'S COVID-19 ADAPTATIONS

There are big names that workout with Peloton. In an effort to take advantage of their large yet diverse base, Peloton teamed up with ESPN and top athletes to broadcast an "All Star Race." With a total of 16 professional athletes, Peloton hosted two live races (male and female) between these famous people.

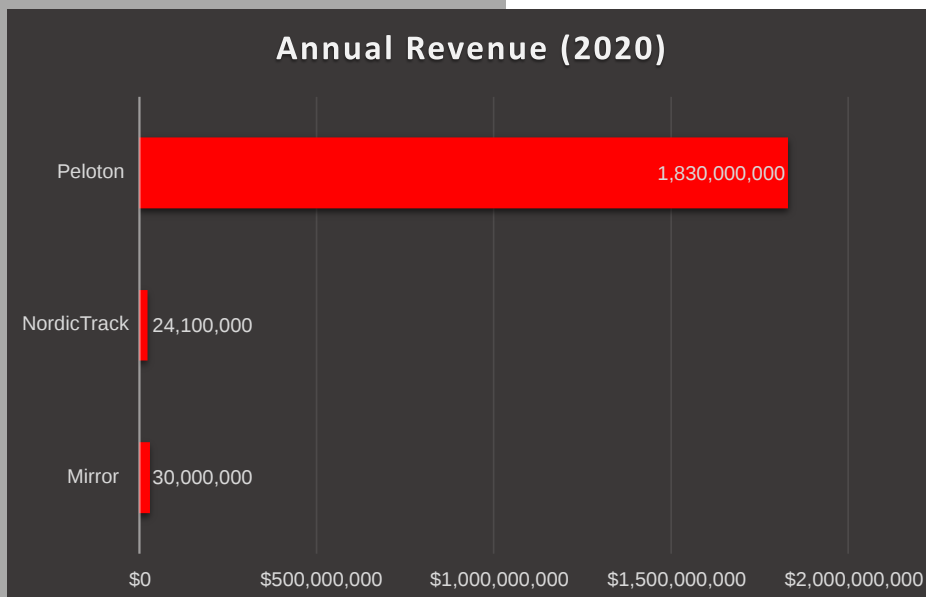
"Artist Series" were introduced by Peloton to allow riders to workout to playlists strictly featuring their favorite artists. These partnerships with famous entertainers give riders the best possible experiences. According to the data, it is clear that both projects were largely successful.

The "Artist Series" collection, however, generated more publicity.

Articles Over Time



Annual Revenue (2020)



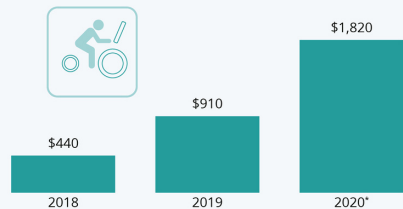
NordicTrack and Mirror Home Fitness are two of Peloton's biggest competitors. All companies provide both live and on-demand fitness classes. In the year 2020, Peloton's Annual Revenue far surpassed its competitors. It is safe to assume that the partnerships with ESPN and different well-known artists largely attributed to the corporation's success.

According to data found on BuzzSumo, it is clear that Peloton has a very high customer approval rating. Of the 88.9k reactions to posts about Peloton found on Facebook, 68% of those reactions were "love." Peloton has a very strong and loyal pool of customers. Customers love Peloton and the different experiences and classes they provide. Knowledge of this loyal fan base should give Peloton confidence. It is safe to say that whatever Peloton may launch or release in the future, its customers will love.

IMPACT OF COVID-19

Peloton Sales Double During Pandemic

Annual sales of Peloton bike equipment and digital content (in million U.S. dollars)



* 2020 is an estimate
Sources: JPMorgan, Wall Street Journal



statista

Ironically, the COVID-19 pandemic did wonders for Peloton as a corporation. Their ability to put forth a top-quality product despite the surrounding environment significantly boosted their sales.

PELOTON DIGITAL

Although not all people can afford Peloton equipment, Peloton digital, found in the app store, brings the Peloton experience to all people. From nearly 500k ratings, most people give the app five stars. The app allows all people to engage in the Peloton community.

Ratings and Reviews

4.9 out of 5

481K Ratings

RECOMMENDATION

It is clear that Peloton has monopolized the at-home fitness industry. Their flexibility and creativity through the COVID-19 pandemic has solidified their reputation. I recommend Peloton continue to maintain awareness of their surrounding community and adapt accordingly. I also recommend Peloton continue to provide featured "Artist Series." I would take it even further and recommend Peloton find artists that fit their target customer's interests. Peloton should gear their "Artist Series" classes toward the 25-64, married, age bracket. It is also important to note the ethical importance behind rightfully obtaining all music involved in Peloton classes. Peloton can avoid copyright issues by taking all steps necessary to legally obtain rights to all songs that are featured in all workouts.

Insights



Top Reaction

Love

88.9K reactions were collected, of that amount 68% was Love

PELOTON'S TARGET CUSTOMER

- EQUALLY MALE/FEMALE DEMOGRAPHICS
- MAKE EXERCISE A PRIORITY (4+ TIMES A WEEK)
- AGED 25-64
- MOSTLY MARRIED, WITH KIDS
- LIVE IN BIG SUBURBAN AREAS
- WORK FULL-TIME
- RECEIVED HIGHER LEVEL EDUCATION