

Fitnet shapes up user engagement with Chromecast



About Fitnet

- Founded January 1, 2014
- Based in Blacksburg, Virginia

To learn more, visit <http://fit.net>

At a Glance

Goal

- Provide a compelling, integrated big-screen experience for online fitness

Approach

- Deliver Fitnet via Chromecast

Results

- 35% higher user engagement
- 18% of fitness sessions viewed via Chromecast

Fitnet is a mobile app that delivers an individual fitness score based on performance during a workout. Offering over 200 free video workouts with webcam scoring, Fitnet converts a smartphone's or tablet's camera into a biometric sensor that delivers real-time feedback during exercise. When they wanted to provide a compelling, integrated big-screen user experience, Fitnet turned to Chromecast.

Easy-to-use tools and documentation

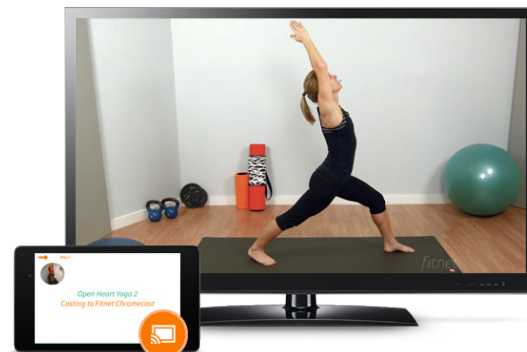
The smooth Chromecast implementation in September 2014 pleased Fitnet. The Google Cast Design Checklist is specific and helpful in providing "a seamless and consistent user experience," says Bob Summers, Fitnet founder and chief executive officer. "We've worked with platforms that have limited documentation and resources, and very limited APIs that make certain integrations impossible." Chromecast, in contrast, "was a very different story. Google provides several easy-to-use libraries and [sample projects](#) to illustrate integration."

The [CastCompanionLibrary](#), a library for adding Cast features to existing Android apps, in particular is "an excellent resource that provides a drop-in solution for a variety of user interactions," Summers says. "The APIs are detailed enough that you can customize the integration to build a really simple, seamless experience for your users."

Higher sustained user engagement

Fitnet now uses the webcasting capabilities primarily to provide streaming video on both iOS and Android devices. Integration took just a week or two of development per platform. The company continued to refine it over the next months with the feedback provided by Google, their users, and extensive testing.

The Chromecast option quickly proved popular with many of Fitnet's users. "We have seen a much better user response when including Chromecast than we have with other media-streaming solutions," Summers says. Fitnet measures this via screen views, events, session time, and other specific information.



About Chromecast

Chromecast is an easy way to enjoy online video and music on your TV. Plug it into any HDTV and control it with your existing smartphone, tablet, or laptop. Casting is as simple as pressing a button from your favorite app. With Google Cast technology, your phone is your personalized remote control for browsing, playing, pausing, rewinding, controlling the volume and even making playlists. While you keep watching your favorites on your TV, you can switch to another app or let your device go into sleep mode—all without draining your battery.

To learn more about Chromecast, visit www.chromecast.com

Chromecast also helps Fitnet increase sustained user engagement. “Users with Chromecast perform, on average, 35 percent better on the metrics of engagement that we regard as critical to our success”—metrics such as logins, exploring new workouts, and actively engaging in workout content, Summers says. “Plus, this effect is robust during every week of a user’s first month with Fitnet.” This higher engagement leads to monetization of in-app purchases and other strategies. Fitnet also says 18 percent of all fitness sessions have been viewed via Chromecast since they introduced it.

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—Bob Summers, founder & CEO, Fitnet

‘Excellent investment’ of time, resources

Fitnet was surprised by their users’ quick response to the Chromecast offering. “It was clear that a big-screen experience would be beneficial to the consumer, but we thought it would be an incremental improvement,” Summers says. Instead, its popularity prompted the company to invest additional time to enhancing the Chromecast experience.

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“Chromecast has been an excellent investment of our time and resources, and a key feature that has helped us to develop a unique, compelling experience for our users,” Summers concludes. “We’re eager to continue the partnership, and to work with current and future products to bring quality fitness to consumers around the world.”

