The secret to working out harder, longer and more often? It’s all in the music

*The latest whitepaper from Feed.fm makes the case for why the booming app-based fitness economy needs to invest in a thoughtfully curated musical experience*

SAN FRANCISCO (PRWEB) October 10, 2019 -- Today Feed.fm, the technology platform that makes it easy for brands to legally and seamlessly harness the power of music to engage and retain their users, published a new whitepaper examining the relationship between music and fitness.

Titled “Music Curation for Fitness,” the whitepaper provides key insights into the influence music has on physical performance, and why that “perfect song” can instantly transform the quality, intensity and frequency of a workout. Written by Feed.fm co-founder and COO Lauren Pufpaf, the whitepaper translates these insights into actionable direction for digital health and fitness brands that are looking for ways to better attract and retain users for the long term.

“Music and fitness have long been closely tied together - from the background music of Jane Fonda’s at-home VHS tapes, to Ethiopian distance running legend Haile Gebreselassie’s use of the song ‘Scatman’ to set the pace for his record-breaking runs,” said Pufpaf. “Scientists have drawn a tangible link between music and physical performance, and at Feed.fm we’ve taken this one step further by showing not only does music improve physical performance, but can actually increase the likelihood that users will continue to work out in the future - a key insight for the fast-growing at-home health and fitness market.”

While the average gym will provide a minimum of background music for its members, health and fitness apps, which make up a growing slice of the $80B fitness market, often require users to go outside an app to set up music, or don’t provide any music integration at all. Meanwhile, the whitepaper cites scientific studies that show:

- Syncing music with a runner’s pace increases muscular endurance by 15% while reducing perceived effort by 12% - meaning that runners worked out more intensely while feeling less tired when listening to music. (Source)
- Music can increase commitment to exercise - a study of cardiac patients showed that after three months, patients that were provided with playlists synchronized to their individual walking pace spent 70% more time working out than those who did not listen to music. (Source)
- The link between the right music and increased performance is so clear, that the USA Track & Field banned earphones and music players from the official U.S. Marathon, citing the need to “prevent runners from having a competitive edge.” (Source)

Feed.fm, which creates easy-to-integrate, uniquely curated music stations that power 40+ of the most popular at-home health and fitness platforms has seen similar results in their own customer data. According to the company, by baking curated music stations into the fabric of their client’s apps, 79% of their customers double their 90-day subscriber retention rate. Other key metrics, including frequency of use, length of session times, and conversion from trial to paid all see huge improvements ranging from 50% - 1,000%.

The whitepaper offers key insights into how the company curates its music stations for its different customers. Feed.fm’s proprietary technology and expert curators examine customer demographics and data about the workouts, and use that data to inform custom soundtracks designed to push user performance and long-term engagement. After every workout, Feed.fm’s team analyzes both qualitative and quantitative feedback to refine music stations over time. The combination of human curation and algorithmically-driven personalization...
supports the company’s foundation of serving the right music to the right person at the right time.

“With an increasingly competitive ecosystem where 96% of fitness app subscribers report using only one fitness app, companies in this space must seize any opportunity to attract and retain customers,” continued Pufpaf. “There is a clear correlation between the right music and repeat and continued use, and with our team and technology we are able to help our customers capture that opportunity, without having to hire and build out a complex and expensive music licensing, curation and technology teams.”

The whitepaper is available for download at http://info.feed.fm/music-curation-for-fitness.

About Feed.fm
Feed.fm is a technology platform that makes it easy for brands to legally and seamlessly harness the power of music to engage and retain their customers. Feed.fm’s team handles the licensing and technical integration of curated music stations to help brands increase key growth and customer retention metrics. Based in San Francisco, Feed.fm was co-founded by Jeff Yasuda (CEO), Lauren Pufpaf (COO) and Eric Lambrecht (CTO), and is backed by investors that include Crunchfund, Core Ventures Group, KEC Ventures, and Fyrfly. For more information, visit https://feed.fm/.
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