

SITUATION

Perform X had outgrown their WordPress course management system, which was limiting scalability, user experience, and operational efficiency.

They needed a more robust, flexible platform to deliver premium training programs, build a community, and support long-term growth—without rebuilding their entire website.



WHAT VICI DID



Migrated to Kajabi

Seamlessly migrated all courses, content, users, and memberships from WordPress LMS to Kajabi for a smoother, more reliable learning experience.



Integrated with WordPress Storefront

Maintained the existing WordPress website and ecommerce storefront while connecting it with Kajabi for secure and streamlined access to courses.



Built for Scalability

Implemented Kajabi's powerful infrastructure to support unlimited courses, landing pages, automations, and advanced user management.



Designed Perform X Plus Subscription Framework

Developed a membership framework to offer exclusive training, new content, and community access—designed to increase recurring revenue.



Growth Strategy & Consulting

Continue to provide strategic consultation on product roadmap, content strategy, and community building to accelerate brand growth.

KEY RESULTS



UNLOCKED SCALABILITY

Moved off a limited WordPress LMS to a platform built to grow without restrictions.



IMPROVED USER EXPERIENCE

Cleaner, faster, and more intuitive experience for students across all devices.



INCREASED REVENUE OPPORTUNITIES

Perform X Plus membership framework designed to increase membership fees and lifetime value.



STRONGER COMMUNITY FOUNDATION

Built the foundation for a thriving community around the Perform X brand.



READY FOR WHAT'S NEXT

Two new custom training programs are already in development to be offered individually or through the Perform X Plus subscription.

SOLUTION

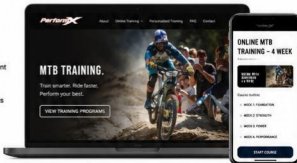
VICI migrated Perform X to Kajabi, the leading platform for online course creators and educators, while keeping their WordPress website and storefront intact.

The new system gives Perform X the freedom to launch and scale new programs, build deeper relationships with their audience, and drive sustainable recurring revenue.

This partnership positions Perform X for long-term success with a future-proof training platform and a clear path to growth.

PLATFORM & FEATURES

- ✓ Kajabi Course Platform
- ✓ WordPress + Kajabi Integration
- ✓ Membership & Subscription Management
- ✓ Email Marketing & Automations
- ✓ Community & Student Engagement Tools
- ✓ Secure Payments & Access Control
- ✓ Analytics & Performance Tracking
- ✓ Ongoing Strategy & Growth Consulting



**3+ YEARS
PARTNERSHIP**



**STRATEGIC PARTNER
& CONSULTANT**



**BUILT FOR
GROWTH**