Glossary of Kilo Terms & Abbreviations

Laura Gibson - 2026-11-05 - Glossary

This glossary defines common terms used across Kilo's suite of products. Where a term refers to a specific software service, the service is noted.

- **GLM**: Gym Lead Machine, Kilo's marketing automation software
- **Kilo GMS**: Kilo's Gym Management Software

Abandoned

"Abandoned" is an opportunity status in Gym Lead Machine, reserved for leads that do not confirm an outcome either way. They are assumed to not be interested, as they have failed to respond. Idle leads are intentionally, automatically moved to "Abandoned" status after a period of non-response in Gym Lead Machine, but can also be moved to "Abandoned" by the user. See Lost vs Abandoned Opportunities for some important differences.

Appointments

Appointments are internal-facing and must be scheduled by the Owner, Coach, or Staff member. Athletes do not have the ability to reserve appointments in Kilo GMS.

ARM

ARM refers to Average Revenue per Member, and is a key driver of business success. This is typically measured on a monthly basis and is calculated as total revenue for the month divided by the total number of paying members. Refer to Business Metrics for an overview of the Kilo dashboard.

Athlete

The word "Athlete" is used within Kilo's Gym Management Software to define an active client or paying member.

Attribution

Attribution is the process of identifying and assigning credit to a specific action or event that contributed to a particular outcome. The Attribution Report provides details as to what particular event resulted in a lead, opportunity, and/or sale.

Automation

Automation is a category inside Gym Lead Machine, and refers to the use of Workflows to automate actions, tasks, and processes without the need for manual intervention. Automation eliminates the need for users to manually perform repetitive tasks, therefore helping improve efficiency, reduce human errors, save time, and ensure consistency across various tasks. See Automation and Workflows Explained.

Automations

The word "Automations" typically refers to all automated communication to contacts. Any communication that is not an "Automation" will be manual; i.e., a user has elected to send a one-off SMS or email themselves to a contact inside Gym Lead Machine.

Auto Pay

Auto Pay controls what the invoice does on the bill date. If Auto Pay is on, the invoice will automatically process with the selected payment method. Auto Pay off will generate an open invoice that needs to be manually fulfilled.

Auto Renew

Auto Renew refers to whether the package is recurring or ends when it reaches the limit of its validity period.

Billing

Billing within Kilo's Gym Management Software refers to membership fees associated with a specific package. Multiple billing plans can be added to a single package, allowing the user to choose which billing plan to apply to an athlete. For example, a bi-weekly payment plan vs. a monthly payment plan. Refer to Billing Plans in Packages for more information.

Campaign

The word "campaign" is typically used to describe communication to contacts. This may be in the form of a workflow containing contact-facing actions (i.e., emails and SMS) but may also be a standalone email, such as a newsletter. See also "Fitness Campaigns" and "Email Templates and Campaigns" in this glossary.

Class

A Class is an event on the schedule that Athletes have the ability to reserve themselves. Athletes may reserve classes through their Kilo mobile app.

Cohesive

"Cohesive" is a term used to describe a website and/or Gym Lead Machine account which serves multiple business locations within one build.

A cohesive website may also be referred to as a "Multi Location Website": one website domain, with one consistent brand, but with more than one physical location. The website will have dedicated Location pages for each physical location, but will have a shared homepage.

Similarly, a cohesive Gym Lead Machine account serves multiple business locations. When a lead completes a form on the website, they will indicate which business location they are interested in. Their answer will then determine how this contact is stored in Gym Lead Machine (their tags, their pipeline, etc.). A cohesive Gym Lead Machine account allows the staff to communicate with contacts in one place, with one all-encompassing phone number and email address.

Contact

A contact refers to an individual stored within Gym Lead Machine. A contact can be a lead, client (current, active athlete/member), or alumni (former client). Each individual will have a dedicated profile which includes contact information such as name, email address, and phone number, as well as any tags, active and past automations, appointment information, and other relevant personal data the business wishes to store. Only one profile should exist for each contact in the system. See Contacts in GLM for more information.

Credits

Credits refers to the number of available sessions a client has in a package. For example, a package is added for 16 CrossFit classes every 4 weeks. The athlete will have 16 credits to use over the 4-week validity period.

CRM

CRM (Client Relationship Management) refers to a strategy, technology, or system used by businesses to manage interactions and relationships with current and potential customers. CRM systems help organizations streamline processes, improve customer service, increase sales, and enhance customer retention by organizing, automating, and synchronizing various aspects of business communication. Kilo's Gym Lead Machine platform is a CRM system.

Dashboard

There are various dashboards in Kilo's different software. The two most commonly referenced are:

1. **Gym Lead Machine Dashboard**: This is your home page when you first log in to Gym Lead Machine. The dashboard features your gym's logo, followed by a range of key lead, appointment, and sales metrics for both the current month to date (MTD) and the previous completed month. Other helpful information can be found on the dashboard too, including any new feature announcements, the Tip of the Week, your tasks, the Lead Source Report, and metrics for any integrated Facebook or Google Ads.

2. **Kilo GMS Dashboard**: This is your home page when you first log into Kilo GMS. Again, you will find key metrics, this time focusing on revenue for actual clients. You'll also find links to attendance reports, churn metrics, and revenue categorization charts.

Dependent Profiles

Dependent profiles should be used when a child or Athlete does not have a unique email address. See the Family Linked Athlete Profiles article for additional information.

Domain Name

A domain name is a string of text that maps to an IP address, used to access a website. Essentially, the domain name is the text that a user types into a browser window to reach a particular website. For instance, the domain name for Kilo is usekilo.com. Domain names are all managed by domain registries, which delegate the reservation of domain names to registrars. Kilo does not provide domain names, but can connect your domain to your Kilo website.

Do Not Disturb (DND)

"Do Not Disturb" (also known as "Unsubscribe") is a user preference that can be selected by a lead or client indicating that they do not wish to receive communication. An individual can opt for DND of SMS (text messages), emails, or other communication types linked to Gym Lead Machine. For additional info, refer to Using DND for Contacts.

Email Templates and Campaigns

Under the Marketing category in Gym Lead Machine, you'll find the email templates and campaigns. The templates are structured email builds which can be used again and again for email campaigns. The campaign is typically made from a template, but refers to that specific email out to your contacts. You may have a template newsletter, for example, and the campaign will refer to the specific newsletter you sent in a given month. Check out Marketing: Email Builder for more information.

Fitness Campaigns

Fitness Campaigns refer to a folder of contact-facing workflows in Automation within Gym Lead Machine. Within this folder, there are a range of different workflows for various scenarios. For example, the New Lead Campaign is the typical workflow that a new lead enters when they fill in a website form. Find out how to Edit a Campaign.

Forms

Forms consist of fields that a contact can fill in with their information, which will then enter Gym Lead Machine. Typically, a form is a pop-up on the website (when the lead clicks a button on the site) but is also sometimes embedded on the website page itself. It's also possible to send a form link to a contact (as a URL link), as well as connect a form to a funnel or landing page. See our Intro to Forms.

Funnel / Landing Page

A funnel or landing page is a standalone web page, specifically designed with a single, focused objective. It is the first page a visitor "lands" on after clicking a link from an advertisement, email, social media post, or other online source. A funnel is typically crafted to guide visitors toward a specific call to action, such as booking a consultation or signing up for a specific event. Gym Lead Machine is pre-loaded with a number of template funnels and landing pages which can be customized for a range of use cases. Refer to Funnels & Landing Pages for more information.

GBP

A GBP (Google Business Profile, formerly "Google My Business" or GMB) is a digital profile for businesses. This directory is provided by Google as a free tool to allow organizations to manage their online presence across Google Search and Google Maps. It enables businesses to create and verify their profile, making it easier for potential customers to find them online. Through the GBP, businesses can update key information such as their address, hours of operation, contact details, website link, and photos, helping to improve their visibility in local search results. Learn how to set up your Google Business Profile.

GMS

GMS is an abbreviation for Gym Management Software: the platform used for managing client memberships, booking, and billing.

GLM

GLM (Gym Lead Machine) is one of Kilo's services: specifically, the CRM tool which connects to a Kilo Website. Users who have opted for Gym Lead Machine will have access to a range of marketing automation tools including pre-made workflows to optimize lead generation and nurture, as well as marketing templates, funnels and landing pages, forms, surveys, a social media planner, and much more!

Kilo

Kilo is a provider of gym software, built to make lives easier for gym owners. Kilo offers a range of services including websites, marketing automation (Gym Lead Machine: the CRM tool), and gym management software (Kilo's booking and billing tool).

Kilo Full Stack

Kilo Full Stack refers to the full suite of three Kilo services: Website, Gym Lead Machine, and Kilo's Gym Management Software. See An Introduction to Kilo Gym Management.

Kiosk

The Kiosk in Kilo GMS allows you to open a tab on an iPad or computer, enabling athletes to conveniently check themselves in for upcoming classes or appointments within the next 2 hours. See Kiosk for Athlete Self-Check-In.

Lead

A lead is generated when a potential customer engages with content, fills out a form (lead magnet), subscribes to a newsletter, downloads a resource, or performs any action that indicates interest.

Lead Magnet

A Lead Magnet typically refers to a downloadable resource that is designed to attract and capture leads by providing something of value in exchange for their contact information. For Kilo clients using Gym Lead Machine, the Kilo Website will include a Lead Magnet block on the homepage, inviting leads to fill in a form to gain access to a free resource. Check out the Lead Magnet Form article for more details.

LEG

LEG is a business metric: a play on the abbreviation for "Length of Engagement." This refers to the length of time that a contact is a client (for example, 24 months). The average LEG would be calculated as the total length of engagement of all clients combined, divided by the number of clients.

Linked Profiles

Linked profiles are used when family members (e.g., spouses) both have their own unique email address but share a payment method. See the Family Linked Athlete Profiles article for more details.

Lost

"Lost" is an opportunity status in Gym Lead Machine for leads who decline the offer of services and ultimately do not result in a successful outcome. This can occur at any stage of the sales process where the lead decides not to move forward. This status must be manually updated by the user by dragging and dropping the Opportunity card to "Lost." Users should do this as soon as a lead says "no" and confirms they do not wish to move forward. See Lost vs Abandoned Opportunities for some important differences.

NSI

NSI is an abbreviation that stands for "No Sweat Intro." A No Sweat Intro is a free consultation with a prospective member, where the intention is to convert the prospect to a member/athlete. Other common names for an NSI include Free Intro, Discovery Call, or Free Consult. The Gym Lead Machine Dashboard metrics refer to "NSIs Booked" and "NSIs Showed": these metrics indicate how many of these consultations have been booked, and how many actually took place (i.e., when the lead showed up).

Opportunity

An opportunity represents the inquiry status of a contact in Gym Lead Machine. A new "opportunity card" is created when a lead shows interest in the business services, for example, by filling in a form. Opportunities can also be manually added to the Pipeline, for use cases such as Walk-Ins. Individual opportunities are tracked within the Opportunities Dashboard in Gym Lead Machine, in the relevant Pipeline (see Pipeline). The opportunity cards will move through the pipeline stages depending on the appointment status (i.e., if the lead has booked an appointment, and whether they show up or not) and the opportunity status itself (Open, Won, Lost, or Abandoned). Some of these movements will be automated, but the card can also be manually moved by the user. Refer to Manual GLM Actions to identify which updates to Opportunities are automated, and which are manual.

Packages

Packages refer to structured pricing models that offer different levels of access to gym classes, services, and amenities. Gyms may sometimes refer to packages as "membership options." These packages typically vary in terms of credits and validity periods, and can include services (e.g., group classes, personal training sessions, nutrition coaching). See Building Packages in Kilo for more information.

Pipeline

A pipeline is a visual representation of the stages that leads move through in the process of becoming clients. It is used to track the progress of Opportunities as they advance through various stages of the sales process, including appointment booking. Gym Lead Machine is set up with pre-made Pipelines for your business' core services (e.g., Fitness Pipeline, Nutrition Pipeline). See How to Review Your Pipeline.

Proration

Proration is available for monthly memberships, which typically bill on the 1st of the month. See Prorate Initial Monthly Payment.

Rollover Credits

Rollover credits can be enabled in the package settings, which allows flexibility on how and when the credits should expire. When an Athlete does not use all the credits available in a package, and the rollover setting is enabled, these sessions will move to a new package with its own validity period. See Utilizing Rollover Credits in Kilo for additional information.

Sales Portal

The Sales Portal in Kilo GMS, when enabled, allows you to sell selected packages on your website, provide links to members and leads, and set up social platforms for sales. See The Sales Portal article for more information.

Snippets

Snippets are a type of email or SMS template or "canned response" which can be used on a one-off basis when communicating with contacts.

Stop on Response

Stop on Response is a workflow setting, meaning the workflow will end if the contact replies to communication from that specific workflow. Typically, all lead campaigns have this feature turned on as standard, so that the gym owner can "take the wheel" when a lead responds to the automations. It is important to note that the workflow will not stop if the contact replies to a message from another workflow, or a manual message. See Understanding the "Stop on Response" Setting for Campaigns.

Tag

In Gym Lead Machine, a tag is a digital label used to categorize and identify different groups of contacts. Tags are most commonly used to differentiate between Leads, Clients, and Alumni, but will also help track the lead source and appointment status of a lead. Gym Lead Machine is set up with a number of pre-determined tags, but it is also possible to create your own tags for specific purposes. Review Tags Explained for more information.

Trigger

The word "Trigger" is used in Gym Lead Machine for an event that initiates further actions within a workflow. For example, a contact submitting a particular form might trigger a specific workflow, which may include actions such as an email being sent to the contact. Or, a contact clicking the unsubscribe link will trigger a workflow that updates the contact to DND status.

Twilio

Twilio is the third-party provider of the phone number in your Gym Lead Machine software. Depending on your business' location, a digital number is usually linked to your Gym Lead Machine account and provides a communication tool via phone and SMS messages to and from the gym. See Conversations in GLM for various articles relating to calls and messaging.

Uncredited Reservations

Uncredited Reservations occur when an Athlete has been reserved for a Class or Appointment, and the number surpasses the amount of credits the Athlete has available. Uncredited Reservations can only be added internally. Athletes do not have the ability to reserve without available credits.

User

A User is the person logging in and using Gym Lead Machine; i.e., the gym owner or a staff member.

Validity

Validity refers to the duration a membership package is valid for. A package will expire at the end of the validity period. For example, a three-month membership has a three-month validity period, and any associated credits will expire after this period. Check out Building Packages in Kilo and Rollover Credits for more information.

Website

The "Website" refers to the live online site. All Kilo clients will have a Kilo website as part of their subscription. Some may have additional services, such as Gym Lead Machine and Kilo's Gym Management Software.

Won

"Won" is an opportunity status in Gym Lead Machine, reserved for leads who decide to sign up for the gym's services and become clients. This status must be manually updated by the user by dragging and dropping the Opportunity card to "Won." Users should do this as soon as a lead says "yes" and agrees to proceed.

Workflow

A workflow is a sequence of actions. The actions might be system-based (such as adding a contact tag), contact-facing (such as an email or SMS to the contact), or user-facing (such as a notification to the assigned user). Usually the workflow is linear, but it may include some conditions which cause the workflow to branch off into multiple different routes, depending on whether certain conditions are met. See Workflows and Campaigns for a full tour of the Workflow Builder in Gym Lead Machine.

If you have questions about any of these terms, our Support team is happy to help. Reach us at

hello@usekilo.com.

- Tags
- Resources