



THE MINDBODY APP

People are using the MINDBODY app to find fitness, wellness and beauty businesses around the world. Whether in their community or on the go, the app helps them book their best day, every day.

THE HIGHLIGHTS



Featured on the App Store as one of the

BEST NEW APPS

between December 26, 2015 and January 7, 2016

EVERY
16
SECONDS
someone
downloads the app



EVERY
0.7
SECONDS
a class or appointment
is booked

On average, people have
2 FAVORITE
BUSINESSES



87%
of all bookings are
REPEAT VISITS



13%
are people trying
something new

18%
are people new
to the app

WHAT ARE PEOPLE DOING?

2.8
MILLION
total registered
users of the app



The number of accounts
created year over year has
INCREASED
99%



SEARCHES

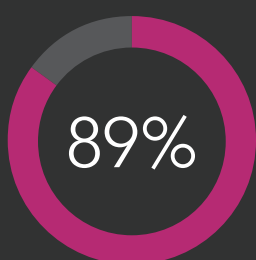
74% INCREASE YOY

FIRST-TIME VISITS
to a listed business

149% INCREASE YOY

PURCHASES

141% INCREASE YOY



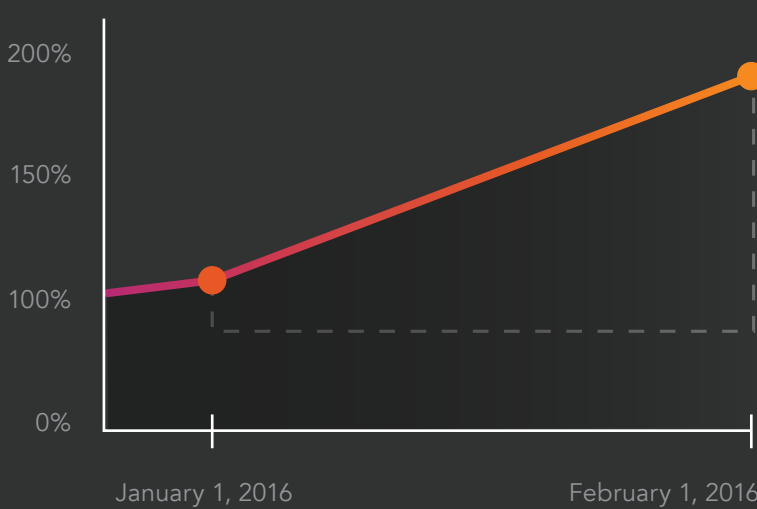
of purchases
are made by
**CLIENTS PAYING
FULL PRICE**

App users spend



2x MORE
MONEY

at businesses in the long term than
those who book through websites



January bookings
INCREASED YOY
91%

PEOPLE LIKE DEALS

20,136
OFFERS WERE PURCHASED



AVERAGE
DEAL PRICE **\$47**



50%
of people who buy an
intro offer become
FULL-PAYING CLIENTS