

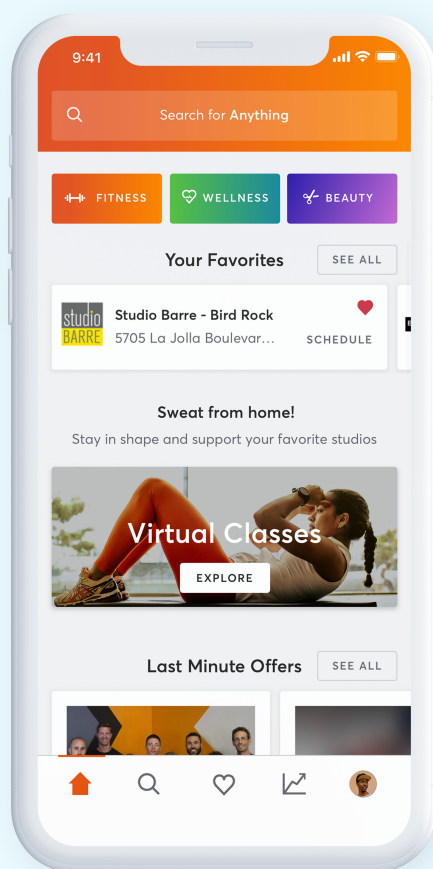
# Why Your Business Should Be on the Mindbody App

**1.3 million users**

The Mindbody app is a thriving community of over 1.3 million US consumers who actively search for and book fitness, beauty, and integrative health.<sup>1</sup>

**3.7 million bookings**

Each month, they book over 3.7 million US classes and appointments—that's over 5,000 bookings an hour.<sup>1</sup>

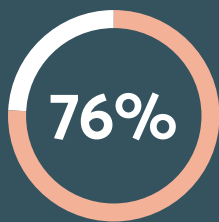


**145,911 new customers**

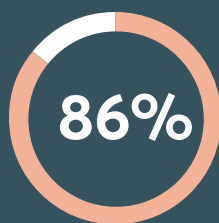
That means the Mindbody app brings a monthly average of 145,911 new customers to businesses on the app.<sup>1</sup>

## Mindbody app users are the customers you want, because they...

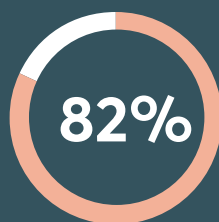
Mindbody app user<sup>2</sup>



work out three times a week or more.



join a weekly group fitness class.

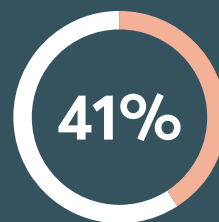


have booked beauty/spa appointments in the past six months—15% booked 10 or more appointments.

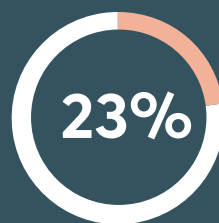
**\$108,000**

Fitness  
**\$102**  
Beauty  
**\$78**  
Wellness  
**\$65**

Average American<sup>3</sup>



work out three times a week or more.



join a weekly group fitness class.



booked at least three beauty services, and 36% booked at least three wellness services in the past year.

**\$56,000**

Fitness  
**\$21**  
Beauty  
**\$32**  
Wellness  
**\$22**

Work out more.

Love group fitness.

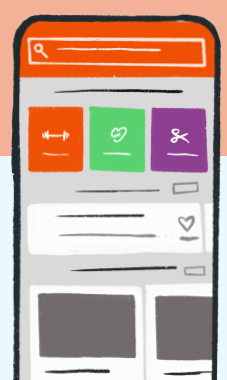
Book a lot of appointments.

Make more per year.

Spend more monthly.

Mindbody app users are booking classes and appointments now. Make sure they find your business.

Get on the App



<sup>1</sup>Data reflects monthly average Mindbody app usage in the US from October 1, 2018 through September 30, 2019.

<sup>2</sup>Mindbody. "App User Survey." June 2019.

<sup>3</sup>Mindbody. "Wellness Index Survey." November 2018.