

# How Breathe Pilates Achieves **Extraordinary Client Acquisition and Retention** with Marketing Suite

## Challenge

Breathe Pilates, based in Perth, Western Australia, was founded with a vision to create a high-quality experience for clients. As a newer business, they were navigating how to create and sell memberships to foster client conversion and retention. As retention improved, and their new clientele grew, so have the diverse needs for personalised client connections to the business.

## Solution

Mindbody's Marketing Suite empowered Breathe Pilates to **achieve over a 90% client retention rate** for both existing and new customers, well beyond the industry average of 72%. The product's targeted, personalised messages—configured through 13 unique automations—helped them convert drop-ins and retain their clients. Mindbody's Certified Business Consultants coached them to refine their membership options, strongly impacting retention and recurring revenue. Despite hurdles, Mindbody has empowered them to grow at a rate that enables them to invest in additional locations.

## Results (October 2021)

**1.5K**

in revenue generated from package sales

**107**

new visits booked

**\$700**

visit revenue for all marketing

**3.4K**

email opens



"There has not been another service provider that can offer the same extensive value that Mindbody offers. I always know if I'm not sure about something or something's not working, I can contact somebody and get a pretty quick response."

**CHLOE BERTOLAMI***Owner & Instructor, Breathe Pilates*