

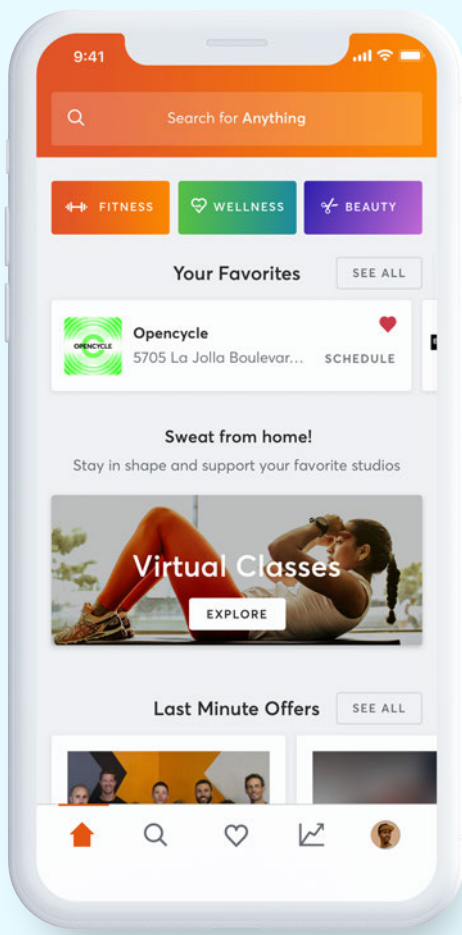
# Why Your Business Should Be on the Mindbody App

**1.92 million users**

The Mindbody app is a thriving community of over 1.92 million US consumers who actively search for and book fitness, beauty, and integrative health.<sup>1</sup>

**7.9 million bookings**

Each month, they book over 7.9 million US classes and appointments—that's over 5,000 bookings an hour.<sup>2</sup>



**127,000 new customers**

That means the Mindbody app brings a monthly average of 127,000 new customers to businesses on the app.<sup>2</sup>

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

Mindbody app user<sup>3</sup>

Average American<sup>4</sup>



work out more compared to before the pandemic

**Work out more.**



work out more compared to before the pandemic



expect to spend \$51 or more on fitness monthly

**Spend more on fitness.**



expect to spend \$51 or more on fitness monthly



expect to spend \$51 or more on salons monthly

**Spend more at the salon.**



expect to spend \$51 or more on salons monthly



expect to spend \$51 or more on wellness monthly

**Spend more on integrative health.**



expect to spend \$51 or more on wellness monthly

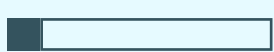
**\$122,000**

**Make more per year.**

**\$60,000**

## And Mindbody app users are looking for businesses like yours:

**11%**



of MB App users say they are looking for a new studio or salon to call home.<sup>3</sup>

**59%**



of businesses listed on the MB App found new loyal customers through the App.<sup>1</sup>

**Top 10%**



of studios on the MB App bring in over 50 new customers through the MB App per year.<sup>1</sup>

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

[Get on the App](#)

<sup>1</sup> "Looker." January 2022.

<sup>2</sup> "Looker." July 2021.

<sup>3</sup> "Mindbody App Consumer Survey." July 2021.

<sup>4</sup> "Wellness Index Pulse Survey." June 2021.