

INSIGHTS

Top 5 Metrics to Track Your Fitness Brand's Success

Membership Revenue

\$590,661.81

50.53% YoY



You've got goals. No matter how ambitious they are—from launching a new offering to a new location—it's vital to understand what your numbers are actually saying. And you can't achieve those goals alone. How do you get your team truly invested in your growth?

In the past, knowing your numbers meant running lots of reports and building lots of spreadsheets. If the numbers alone didn't point to a clear course of action, you may have had to go with your gut on how best to make a move. Your experience and intuition are no doubt valuable, but meaningful data beats opinion every time.

Now you can get the knowledge behind the numbers, because **Mindbody Insights** is designed to do more than provide raw data. It gives you real-time, actionable KPIs and metrics—plus the tools to act on them.

And Insights helps you engage employees across all your locations to meet your brand's goals and really invest in what matters. When your whole team is empowered, their performance (and your profit) only rises.

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Success starts with identifying your key metrics

Here are our five favourites—
what we call “power metrics” for
fitness brands. Insights gives you
instant visibility into these key
data points (and many others).



ONE

Class capacity

What's the percentage of spots filled for any given day?

Class utilisation is a key indicator of success. If your schedule is optimised, you'll see full classes on a regular basis. If that's the case or you're seeing regular waitlists, it may be time to expand your schedule or increase your pricing.

Mindbody's **Dynamic Pricing** feature helps harness the power of supply and demand, so you make more money from every class. Based on your settings, Dynamic Pricing adjusts the drop-in rate to increase as class fills up. Have empty spots? The feature helps fill those too, which means more revenue in your pocket.

Questions to consider across your locations:

- Are certain days of the week more popular than others? If so, how can those times be best optimised?
- Will simple shifts on your schedule help fill empty spots? Or is there a shift in staffing, marketing, or client experience that might help?

Look at trends at both the organisation and individual level to determine what's working and what can be improved.

TWO

New customers

How many new customers are visiting your brand? And is that number increasing?

New customers are a sign of growth, and everyone's responsible for this one. Not just driven through efforts from your top-level marketing, your instructors or trainers and support staff have an undeniable impact on retention—they form the backbone of your client experience.

Questions to consider across your locations:

- How can you rally your entire organisation behind increasing this number?
- Are there goals you can set to drive new client acquisition?

Consider how you might motivate your employees to hit your growth goals.

THREE

Membership sales

What percentage of total sales comes from membership fees?

Memberships mean recurring revenue and better retention. When clients visit more often, they can have a better experience, build a better relationship, and increase their brand loyalty.

To improve, brands can look at their pricing and sales process first. Review attendance habits and price memberships around monthly class averages. Next, create sales targets for staff and incentivise membership sales.

Questions to consider across your locations:

- Which of your locations has the highest percentage of membership sales? What's the key to their success?
- Does this location offer unique membership perks?
- Do they have a specific process in place to upsell customers who regularly buy drop-ins or class packages?

See what's driving those higher-than-average membership numbers so you can share strategies with the rest of your team.

FOUR

Repeat customers

How many customers are returning to your brand?

Building brand loyalty and establishing strong connections is a lifeline for your business. If you're not converting new customers, something might be off—be it your sales process or client experience. This metric will help you evaluate and pivot if needed.

Fitness brands can encourage retention with more personalised workouts as well as **automated email marketing** and easy booking experiences—either through an AI receptionist like **Messenger^[ai]** or online.

Questions to consider across your locations:

- What tactics are used across your locations to stay connected with clients after they walk out the door?
- Is your staff following up with first-time visitors with automated emails or text? Personal outreach?
- Which previous retention efforts were most successful?

Brainstorm with your team and find ways to stay connected with every client at every location. The goal: keep your brand top of mind and customers coming back.

FIVE

Product sales

How's retail performing?

To increase product sales, many brands lean on their instructors and trainers to make recommendations to clients. Educate your team on the various features and benefits of your products so they can relay the information to the rest of your community. Also, have them wear or use your retail products while in your space—providing ample opportunities to upsell.

Questions to consider across your locations:

- Which location(s) consistently sells a lot of retail? What's the key to their success?
- Do they educate and upsell retail products at the front desk? Have instructors and trainers spread the word about new additions?
- Is retail promoted regularly across their social media and email marketing efforts?

Talk to your top performers to see what might be making the difference—and can be implemented across your organisation.

BONUS

First visit to autopay conversion count

How many new customers have converted to an autopay within the first 30 days of their first visit?

This bonus metric is especially telling of your new client experience. Review by location and staff member to identify who's making a great first impression. If clients are converting to memberships, it's a sure sign your team is doing something right. Looking to improve? Consider outreach efforts to connect new clients to your community and regular follow-ups via text and email, too.

Growth comes when your team invests in your business goals

Once you've nailed down your numbers, make it easy for everyone to rally around these metrics. With Insights, you don't stop at data, or the meaning behind the data. You set trackable goals. And not just general goals—you can set daily, weekly, quarterly, or annual goals at the organisation, location, and individual level.

The opportunity? Engagement like never before. While managers can see employee performance and coach them to success at each location, employees are motivated and engaged by personal goals they can see and track themselves. That transparency leads to a sense of ownership and a clear path to success.

"You can't improve what you can't measure"

- PETER DRUCKER



These five best practices help connect the numbers to the people who drive them forward.

01. Share your key KPIs with your team

Once you've chosen your most important metrics, provide a one-stop-shop for monitoring and tracking them with dashboards that highlight what's most important to your business.

02. Set goals with each team member

We all know that engaged staff are happier at work. Happier employees are not just more likely to stick around, they're more productive. When employees log into the Insights app, the first thing they see is their goal progress.

03. Motivate and reward with contests aligned to business goals

Need to increase gift card sales? Pushing for more product sales? Boost business exactly where you need it most by setting up targeted contests with real prizes—get creative!

04. Recognise success

When you recognise your top performers, you help foster a culture of achievement and satisfaction. It's easy to reach out and offer praise in the moment with messaging built right into the Insights app.

"People leave when they don't feel appreciated. That's why we've made recognition a really high value. Our business is people-capability first; then you satisfy customers; then you make money."

- DAVID NOVAK, AUTHOR AND CEO

05. Dive deep into outliers

We tend to focus on averages, but your outliers—good or bad—have something to teach you. When you catch one, don't dismiss it, but ask questions. If something's going right, you could learn something new to teach others. If something's missing the mark, you need to know why to turn it around.



With these key metrics and best practices in your toolkit, you can say goodbye to spreadsheets and hello to dashboards. You can experience unprecedented engagement thanks to flexible, detailed goal setting. And most importantly, you can put your numbers to work instead of working to understand your numbers. Insights makes it easier than ever.

To see first-hand how Insights can support your business, schedule a demo today at mindbodyonline.com/en-gb/enterprise.

