

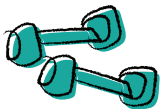
Case Study

**IM=X +
Mindbody**

About the Business



Headquartered in
Connecticut



Industry: Fitness



Number of locations: 34

How Mindbody helps IM=X make marketing decisions

CEO Elyse McNergney, who founded IM=X (Integrated Movement Xercise), developed its fitness formula in the late '90s.

Armed with a Master of Education in exercise physiology from Columbia University in New York City, McNergney created the IM=X method. It includes an array of updated Pilates workouts aimed at building "strong hips, legs, and an extremely tough core."

The method paid McNergney's own education forward, as she not only instructed clients but also taught instructors how to teach it.

With such rigor and distinct differentiation in workout instruction, it's no surprise that IM=X wanted to begin franchising.

However, McNergney and other experienced instructors wanted to make a point of providing continuing education to franchisees in order to ensure the brand would maintain this level of rigor across all locations and continue to grow.

"It was born as a program," said IM=X President Lauren Fakete. "It's a method Elyse created, that worked, and was backed by science. We needed to take it to the masses."

In order to scale, it was important IM=X had a reliable infrastructure to build a scalable foundation on. IM=X recognized Mindbody could be a partner early on to help with its reporting, and it began using the software in 1999.

The Problem

Staying Up-to-Date with a Changing Market

IM=X has taken an inclusive approach to enticing both clients and franchisees. To bring in clients, the company expanded on its core offerings.

"We offer more than just our power version of Pilates," Fakete said. McNergney also created cutting edge programs such as IM=X Tower/Barre and IM=X Cycle/Tower, plus the company has unique personal training, yoga, and back exercise programs.

"More and more people who want to do Pilates also want cycling, want to go to yoga class, and may also keep a gym membership to do strength training," Fakete added. "Having that all combined under one roof is our main differentiator [from the competition]."

IM=X's philosophy of continuing support and education for their instructors is a big selling point for the company, Fakete said.

"We take a lot of pride in our certification system and education system, in general," she said. "Part of our franchising package is essentially unlimited continuing education, tuition free."

In addition to a passion for teaching themselves new fitness practices and techniques, IM=X's team turns to Mindbody's software to learn more about the business.

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—Lauren Fakete, IM=X President



The Solution

Using Analytics to Drive Business Decisions

Assistance for franchisees extends beyond just working with the instructors.

Fakete and the team frequently check in on them using Mindbody's acquisition dashboard, which clearly displays how a particular franchise is doing and what intro offers might be most effective at bringing new clients in and keeping them as members.

"We'll take a look at their numbers over the last 30-60-90 days. It's a really nice at-a-glance look to see how a particular studio is doing," Fakete said. It also informs what sort of assistance they might need, she added.

Beyond that, the data helps to provide benchmarks for how new franchisees are performing compared to other new studios in similar markets, she added. Successful intro offers and marketing campaigns can then be duplicated to offer support.



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The Results

Seamlessly Booking New Customers Across the New Organization

If a franchise is doing a good job of getting leads, but having a hard time converting them into members, they may need extra help with instruction. Conversely, if they're struggling to get good leads, but converting the clients they do see into members, they might need more help in marketing. In either case, the data proves useful to IM=X.

Where the leads come from is something Fakete monitors, too.

"It's really informative to see how many leads come in through the Mindbody app," she said. "Because that's essentially free marketing, right?"

And, with a goal of expanding "to every city, coast-to-coast," as Fakete said, bringing Mindbody along to offer franchisees is a huge incentive.

From adjustments in instruction to gleaning helpful tips from their data, it seems the IM=X team never stops growing.

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—Lauren Fakete, IM=X President



Story Summary

IM=X uses Mindbody software to manage their growing fitness franchise, including the acquisition dashboard to get a quick, at-a-glance look into their performance metrics.

By combining these metrics with the Mindbody app, IM=X has a marketing engine to offer introductory offers to new members and track conversion rates. This allows the business to make data-driven decisions to help the business grow and scale.



IM=X attracts new customers with the Mindbody app



Promoted introductory offers drive business



As the company grows, the IM=X team can review key metrics across all locations