mindbody

Top 5 Metrics to Track Your Fitness Brand's Success

Are you tracking your success?

Big goals need clear numbers. Whether you're opening a new location or launching a new offering, understanding what your data is telling you is key.

Not long ago, tracking performance meant pulling reports, juggling spreadsheets, and trusting your gut when the data wasn't clear. Experience still counts, but real growth comes from metrics that show you exactly what to do next.

That's where Mindbody's Analytics 2.0 comes in. It goes beyond raw data to deliver real-time, actionable KPIs plus the tools to act on them. It also helps engage employees across every location to stay focused on your brand's goals. When your team is aligned, performance and profit grow together.

Here are five "power metrics" every fitness brand should watch, and how Analytics 2.0 makes them easy to track.

1 Class capacity

What percentage of spots are filled across your schedule?

Class capacity utilization shows how efficiently your schedule is performing —and where you have the biggest opportunity to grow revenue without adding overhead.

High utilization signals strong demand. Consistently full or waitlisted classes may indicate it's time to expand your schedule, increase capacity, or adjust pricing. Low utilization can uncover opportunities to reschedule classes, test new formats, or run targeted promotions during slower times.

Questions to consider across your locations:

- Which days and times consistently reach high utilization?

- Could underperforming classes be rescheduled or reworked?

- Where could small schedule changes drive revenue gains?

Use utilization trends to optimize your schedule around real client demand, not assumptions.

2 Intro offers sold

Are your intro offers converting into first visits?

Intro offers are often a client's first interaction with your brand. Tracking how many intro offers are sold helps you understand how effectively you're turning awareness into action.

This metric goes beyond raw foot traffic to show how compelling your first-touch experience really is—from pricing and promotions to booking flow and staff follow-up.

Questions to consider across your locations:

- Which intro offers convert best?

- Are certain locations or instructors driving stronger conversion?

- Do intro clients continue engaging after their first visit?

Strong intro offer performance is a leading indicator of sustainable growth.

3 Most popular membership type

Which membership option do clients choose most often?

Knowing your most popular membership type reveals what clients value most—whether that's flexibility, unlimited access, or price point.

This insight helps simplify your offerings, sharpen your messaging, and focus sales efforts on the memberships most likely to convert and retain clients.

Questions to consider across your locations:

- Which membership drives the most consistent recurring revenue?

- Do top-performing locations promote one membership better?

- Are underperforming memberships adding unnecessary complexity?

Use this metric to align pricing, promotions, and staff conversations around what actually sells.

4 Most popular visit type

How are clients choosing to engage with your business?

Visit type data shows whether clients prefer classes, open gym sessions, workshops, or specialty offerings—giving you a clearer picture of how your brand is used day to day.

Understanding visit preferences helps you optimize scheduling, staffing, and programming to match real demand.

Questions to consider across your locations:

- Which visit types drive the most engagement?

- Are certain offerings underutilized or overscheduled?

- How can you better promote high-performing visit types?

Use this metric to align pricing, promotions, and staff conversations around what actually sells.

5 Autopay percentage

How much of your revenue comes from recurring autopay?

Autopay percentage is one of the strongest indicators of revenue stability and long-term retention. A higher percentage means more predictable income and deeper client commitment.

This metric helps you evaluate how effectively you're converting drop-ins and package buyers into long-term members.

Questions to consider across your locations:

- How does autopay percentage vary by location?

- Are staff promoting memberships at the right moments?

- What perks or incentives encourage clients to commit?

Many successful fitness brands aim for autopays to account for **50% or more** of total revenue.

Autopay conversion

From first visit to autopay

Tracking how quickly new clients convert to autopay reveals the strength of your onboarding experience. High conversion rates indicate strong first impressions, clear value, and effective follow-up.

Next Steps

Once you've nailed down your numbers, make them easy for everyone to rally around. With Analytics 2.0, you can turn key metrics into trackable goals—so progress is clear and coaching is faster. Managers can spot performance trends and coach in the moment, while employees stay motivated by goals they can see.

mindbody

See first-hand how Analytics 2.0 can support your business.

SCHEDULE A DEMO