



4051 Broad Street Suite 220
San Luis Obispo, California 93401

1.877.755.4279 | MINDBODYONLINE.COM

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MINDBODY Media Contact: Georgia Suter
georgia.suter@mindbodyonline.com
Phone: 805.419.2856

MINDBODY Launches New, Automated Marketing Platform

MINDBODY Reach designed to improve client retention for health, wellness and beauty businesses

San Luis Obispo, CA – September 17, 2014 – MINDBODY, a leading, global provider of web and mobile business management solutions for the combined health, wellness and beauty industries, has released a new marketing platform, MINDBODY Reach™, which provides the company's software subscribers with fully automated retention tracking, reporting and marketing tools.

MINDBODY Reach combines automated email and SMS messaging to help health, wellness and beauty businesses retain clients by reducing class and appointment no-shows, maintaining engagement with active clients and winning back lost clients. The platform also provides an automated reporting capability that tracks client retention, triggering email and SMS messaging at specific times after a client's last visit.

"Every business can benefit from more bookings, fewer no shows and better retention," said Rick Stollmeyer, MINDBODY's Co-Founder and CEO. "MINDBODY Reach is designed to do just that – with the potential to help businesses retain up to hundreds of thousands of dollars in revenue in the process."

MINDBODY's aggregate booking data indicate that nearly a third of consumers, on average, don't return to a business within a year of their first visit. MINDBODY Reach is specifically aimed at winning back those lost clients through automated, nurturing tools with built-in offers. To date, MINDBODY Reach has won back thousands of clients for participating subscribers, helping those businesses generate significantly more revenue over time.

MINDBODY subscribers who participated in the company's Early Adopter Program were able to test MINDBODY Reach before it was released publicly. These subscribers reported receiving twice as many appointment confirmations due to the SMS messaging feature, which also cut their time calling to confirm appointments in half. One business won back 75 clients in just two weeks as a result of their MINDBODY Reach email campaigns, and another increased sales 6.5% in just a six-day period after using MINDBODY Reach.

MINDBODY subscribers interested in purchasing the MINDBODY Reach platform can learn more at mindbodyonline.com/apps/mindbody-reach.

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About MINDBODY

MINDBODY has led the health and wellness industry in software development since its founding in 2001. The company was the first to offer multi-location desktop management software, online booking and a fully web-based SaaS business management system. MINDBODY entered the beauty industry in 2010 and is now the fastest-growing SaaS business management solution for both beauty and wellness worldwide. Its mobile business management app, *MINDBODY Express™*, was released in 2012 and its consumer booking app, *MINDBODY Connect™*, launched in 2013. *MINDBODY Exchange™*, the company's workplace wellness product, was released in 2014, expanding MINDBODY's customer base across an even broader array of markets. MINDBODY has been listed on the Inc. 500/5000 list as one of the fastest-growing companies in the U.S. for the past seven consecutive years. mindbodyonline.com.

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