

We're bringing customers back, up to 2x more!

Proven Retention Booster—FREE

For over 8 years, we've been working with our partner Nift to help over 1,400 studios retain their customers and boost repeat visits by up to 2.2x. (Yep, more than double!)

65 million thank-you emails later, we know this boosts retention. That's why we're upgrading qualifying accounts, for FREE.

What is the Nift Mindbody Retention Booster?

When clients book with you they'll be thanked with a free \$30 Nift gift card they can use to try new products and services—like new workout gear, music, local restaurants, and more, without paying full price—all at no cost to you.

Does this require any work for studios?

No. Automatic thank-you emails will be added to your purchase flow. When you say, "Thanks for your business," your clients appreciate it—and they come back.

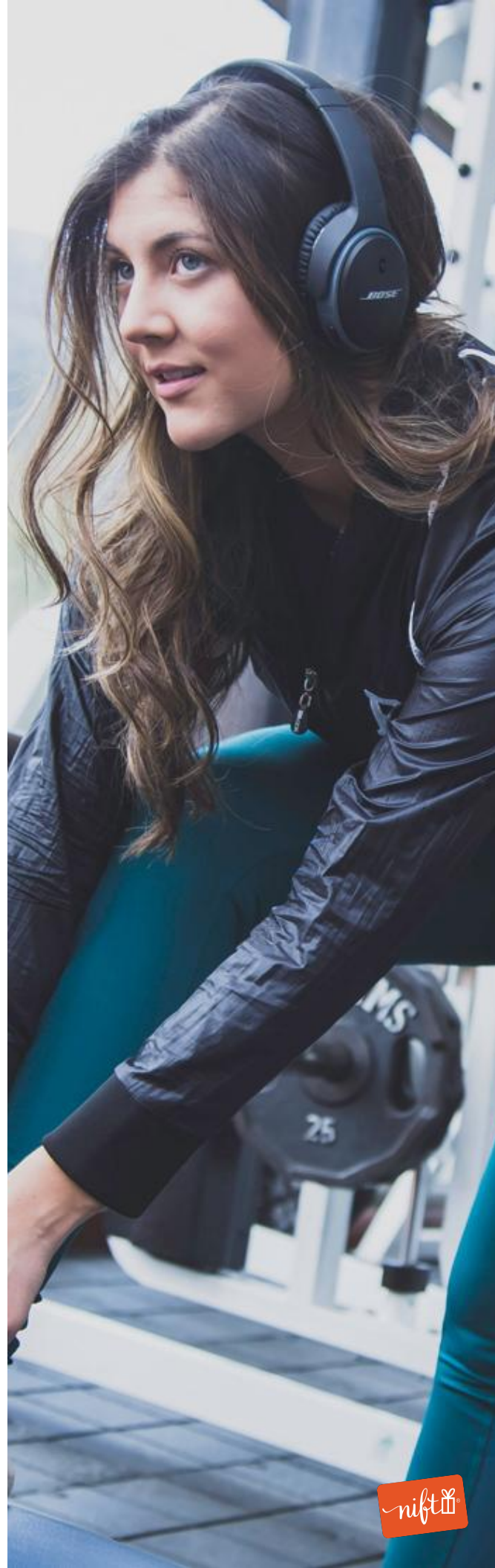
Are these thank-you gifts to my business?

No. Nift gift cards, which are free for Mindbody members to give, can only be used to select gifts at GoNift.com. To date, over 6.5 million thank you emails have been sent by Mindbody- powered studios and their happy customers have enjoyed over \$11.6M in gifts.

Will it always be FREE to use this service?

Yes. This is a free service for all Mindbody members. There is no cost associated with giving \$30 Nift gift cards.

"Over the last 6 months, our locations gave over 94,000 gifts to customers to thank them for being members. That's \$2.7 million in gifts without location owners spending a dime. The best part is these members come back—contributing to long-term success for the studios and the members themselves."— Kevin Smith, senior franchise operations manager at ILoveKickboxing



Over 6.5 million thank you emails have been sent by Mindbody-powered studios. Their happy customers have enjoyed over \$11.6M in gifts.

Saying thanks with Nift brings Mindbody customers back—up to 2.2x more.

What can people get with Nift gift cards?

When people use a \$30 Nift gift card, they're matched with exclusive high-value gifts you'll only find on Nift—like \$115 to try HelloFresh. There are many wellness-related gifts including footwear, activewear, protein shakes, nutritional supplements and healthy foods. You'll find fun things too, like wine, music, and highly-rated local restaurants and bars.

How long do people have to use a Nift gift card?

Gift cards typically expire within 30 days. When people use their gift card to select a gift, they agree to receive emails from Nift and the selected Nift member business. These reminders help to ensure that people don't forget their gift.

Why do my clients only see limited gift options?

The gifts available through Nift are exclusive and limited in quantity. Customers tell Nift what kinds of products, services and places they'd like to try, and Nift matches them with the best available gifts that suit their preferences.

Why is it free for Mindbody businesses?

Nift-member businesses, such as Gaiam, Hello Fresh and Verb Energy, trust Nift's matchmaking technology to connect them the right new customers. That's why they cover the full cost. They know that people who try their business and like it, will spend more and come back.



Have questions?
mindbody@goNift.com

