

BOULEVARD



Boulevard for Medspas: 12-Month Efficacy Study

New analysis reveals how medspas' key performance metrics improved after one year using Boulevard's client experience platform

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Introduction

When opening or managing a medspa, you have a lot of options to weigh and decisions to make right away. There's your location, equipment, staff, decor, branding, website, marketing, the list goes on. But an often overlooked (yet very important) decision is the glue that holds everything together: **your medspa software.**

The right software should make life easier for you, your clients, and your staff and serve as the control center of your business – a place where you can access all the tools you need to keep your clients coming back and your business running smoothly.

I chose to work for Boulevard because they built a comprehensive, easy-to-use client experience platform for medspas that does just that. It seamlessly connects your online booking with your client profiles, forms, back-of-house tools, payments, memberships, plus marketing and loyalty programs, all while elevating and complementing your high-end brand aesthetic.

In our new Medspa Efficacy Study, we take a closer look at how Boulevard is helping medspas like yours find success. As you'll see, the impact Boulevard has on medspas' performance is both immediate and dramatic. I hope you find this efficacy study helpful in weighing your options and making the best decision for your business.

Skya Jones

Medspa Education Manager,
Boulevard



Executive Summary

Boulevard offers the first and only complete client experience platform purpose-built for medspas.

This study addresses the key impacts Boulevard medspa customers experienced after one year of utilizing the platform. We analyzed internal data points and compared business averages year-over-year to come up with the final results. You'll find more on the methodology of how we came up with the results in the section highlighted below. The aim of this study is to outline the findings and offer suggestions on how medspas can implement similar strategies and best practices to impact their medspa business operations.

↑ **28%**
More
online bookings

↑ **24%**
More
service sales

↑ **175%**
More
membership sales

↑ **30%**
More
revenue

Methodology

We analyzed nearly 100 medspa locations from around the US and measured key performance indicators to gauge the overall impact Boulevard has had on their business year-over-year. In this efficacy study, we outline our key findings, why they're important, and how the Boulevard platform led to the results.



More online bookings

It's no secret that most people don't really want to book over the phone anymore. It's also been shown that people who book online have a higher client retention rate and are much more likely to schedule that second and third appointment.

With fast, seamless online booking that lives on your website and includes Precision Scheduling™, our proprietary appointment stacking technology that reduces unnecessary downtime, medspas improved their online bookings rate by 28%.

Boulevard self-booking is completely customizable, features your brand, can include service add-ons, and is optimized for both mobile and desktop. Boulevard also remembers key client details and payment information so returning clients can book even faster in the future.



14%

Fewer no-shows

No show rates vary from different practices and aesthetics providers, but the national average hovers around 18%. Patient no-shows can be costly and frustrating for medspa owners, especially if you've allocated staff and resources for the missed appointments.

Automated appointment reminders, clear cancellation policies, custom pre-appointment intake forms, and the option to take deposits have helped Boulevard-backed medspas avoid costly no-shows and late cancellations. Your time is valuable; the right platform will help you protect more of it and maximize staff productivity.



24%

More service sales

Unlike other self-care businesses, your medspa's success is not defined just by the number of clients you get through the door, but also by the number of services you provide to those clients. The success and sustainability of your business depends on you educating the market and making suggestions of other (or new) services you offer that clients might not even know you offer.

You want what's best for your clients. It's much easier to provide the best care and improve initial consults when you can gather all their important client information and history before their appointment. Our completely customizable, on-brand forms are a huge help. It makes the client feel more invested with you before their appointment even begins, and everything is stored and organized for you and your team in Boulevard's HIPAA-compliant Client Profiles.

It's also easier to upsell during their initial booking. That's why so many Boulevard customers utilize service or package add-ons and upsells during online booking to help maximize service sales. It's pretty easy when all they have to do is click a button. These best practices not only improved service sales, but they also led to an increase in the number of overall services performed by 25%.



31%

More retail sales

Selling products? Or looking to start? Boulevard makes it simple with seamless checkout, inventory management tools, and our Shopify integration that syncs your in-person storefront with your online sales. Boulevard also helps your staff upsell products during checkout by remembering your clients' past purchases and offering suggested products based on services performed.

Offering retail products is a great way to impact your bottom line and overall revenue. In addition to the 31% increase, retail spend with Boulevard increased by an average of 16% on a per-client basis.



36%

More package sales

Packages are more important to medspas than other self-care businesses. Similar to memberships, they offer your business creative sales and service bundling opportunities while exposing new and existing clients to all the services you offer. It's also a great way to increase sales and customer loyalty with holiday or birthday packages, special promotions, and limited-time offerings based on your clients' service history.

Boulevard's platform makes creating packages a breeze. It also makes advertising and selling packages more effective with automated marketing campaigns and one-off email promotions through Boulevard's built-in Marketing Suite. These capabilities have helped Boulevard customers increase package sales by roughly 36% on average.



★
175%

More membership sales

Memberships are a great way to lock in recurring (and more reliable) revenue while keeping your customers coming back. They provide creative sales opportunities, entice new customers, and lead to more repeat business from your existing clientele.

Boulevard offers fully customizable memberships with flexible settings and options, so you can create on-brand memberships or loyalty programs that make the most sense for your business and service offerings. Your clients will love memberships, and you and your staff will love the transparency and simple sophistication of Boulevard's custom membership features, back-end reporting, and automatic rebilling capabilities.



30%

More revenue

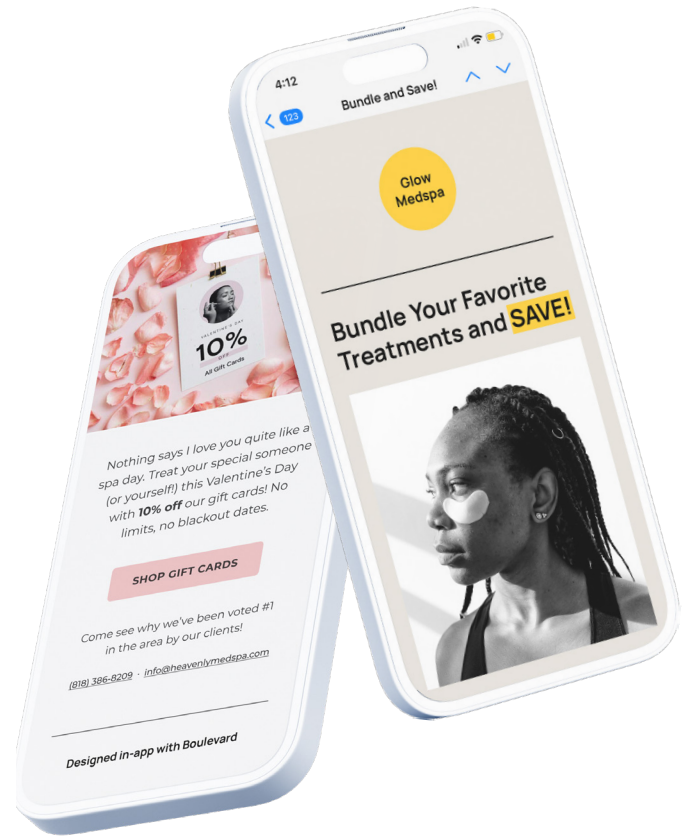
At the end of the day, what matters most is your bottom line. On average, medspas who switched to Boulevard and implemented our booking, client management, and marketing best practices increased their revenue by 30% on average after their first year. With powerful brand building tools at custom reporting at their fingertips, Boulevard-backed medspas are able to unlock the insights they need to make smarter decisions that drive sustainable growth.

They did all the heavy lifting, we just provided a few powerful tools and workflow hacks to help. And we're grateful to be able to contribute to their success.

Bonus!



15%



More revenue per location by using email marketing

If you're not leveraging email marketing to engage clients and sell deeper into your existing customer base, it's a huge missed opportunity. Our data shows an additional increase of 15% in revenue per location for all of our customers leveraging the Boulevard Marketing Suite.

Boulevard simplifies email marketing and gives you everything you need to send beautiful, on-brand emails. In addition to sending one-off email campaigns for news, events, or special promotions, Boulevard customers can also send automated email campaigns for timely birthday messages, rescuing lost clients, last-minute appointment openings, and more. It's a simple, effective way to keep clients engaged, deepen relationships, and improve your bottom line.

Wherever you are on your medspa journey, we wish you nothing but success and the best of luck in taking your business as far as you want to go.

XO, BOULEVARD

Helpful links:

[Learn more](#) about Boulevard for medspas

[Read](#) RUMA Aesthetics success story

[Contact Sales](#) to schedule a demo

Join our thriving community:



About Boulevard



Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses.

From initial booking to final payment, Boulevard's modern, easy-to-use platform empowers you and your staff to deliver personable, enjoyable experiences that keep clients coming back. Founded in LA in 2016, Boulevard has earned the trust of thousands of salons and medspas across the nation by delivering simple yet powerful technology and the best-in-class support they deserve.

Make a move on your margins with Boulevard:

28%

More online
bookings

24%

More service
sales

175%

More membership
sales

30%

More revenue

GET A FREE DEMO

*Average results of medspas one year after switching to Boulevard. These are estimated results based on aggregated customer data, and not guaranteed. Please keep in mind that actual results may differ based on a number of factors, including markets, client base, geography.