



Case Study



Company Profile

www.mindbodyonline.com

MINDBODY serves over 16,000 clients and is the recognized industry leader in business management software for fitness with a focus on yoga and pilates.

Industry

POS

Adility Solutions

Adility Gateway™



"We are excited to deploy with this partnership an online-to-offline commerce platform that provides controlled online distribution of prepaid products and services, coupons and offers to our 16,000 MINDBODY merchants."

Robert Murphy
CMO, MINDBODY Online



Business Situation

MINDBODY merchants were inundated with requests by online publishers and deal sites to distribute coupons and deals.

The Problem

Merchants faced the problem for handling redemption in their stores for various deal distributors and online marketers. The redemption process was manual and required close attention and training for the staff at each merchant location. The set up of promotions was also time consuming and required sending agreements and advertising assets between a publisher and a merchant until the promotion was finalized.

Solution

MINDBODY Online connected to the Adility Commerce Network™ via the Adility Gateway™ and provided promotion redemption capabilities right from within their point of sales system used by 16,000 merchants. MINDBODY also leveraged the Adility Gateway™ to add offer creation to their system, allowing the merchant to pull SKU-level data right from the POS and use it to set up coupon and prepaid promotions.

Benefits

Merchants can instantly create promotions with the right data coming from their point of sale system. Redemption is handled the same way across multiple online publishing partners and deal sites and eliminates any additional training for a merchant's staff.

Once the Adility team added API functionality to integrate third-party SKU-level data to the offer creation, MINDBODY Online was able to integrate offer functionality within one development sprint of two weeks into their platform.