

Innergize | 2024
The Beauty and Wellness Summit LAS VEGAS

13 - 15 OCTOBER

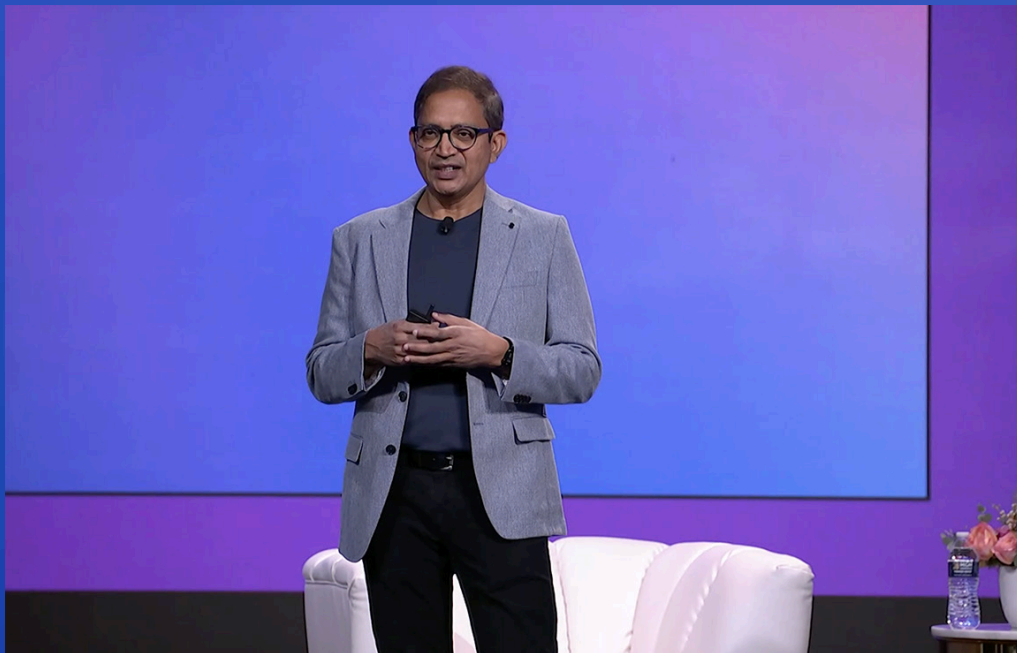
FLASHBACK

to three amazing days





Focused on industry insights, benchmarks, and emerging AI innovations, Innergize 2024, the beauty and wellness summit hosted by Zenoti, was packed with inspiring keynotes, workshops and panel discussions. The highlight was industry professionals making time to meet and mingle with peers, adding richness and depth.

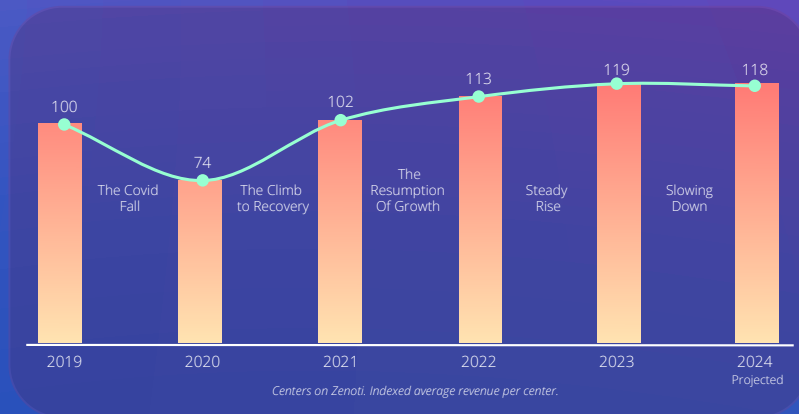


Insights, innovations and inspiration to turbo-charge the industry's growth.

The opening address by Sudheer Koneru, CEO, Zenoti, set the tone perfectly for the entire event. He touched upon several powerful details that make both Innergize and Zenoti deeply relevant to growth-oriented businesses.

Some of the key industry trends in 2024

Growing, but slowing



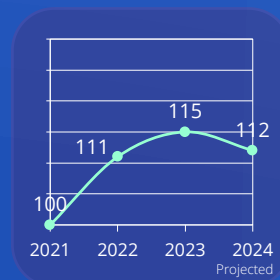
Across the board



Salons



Spas



Medspas

Centers on Zenoti. Indexed average revenue per center.

Revenue tapering in spite of increasing price/ticket-size

Competitive pressure driving price down



Salons



Spas

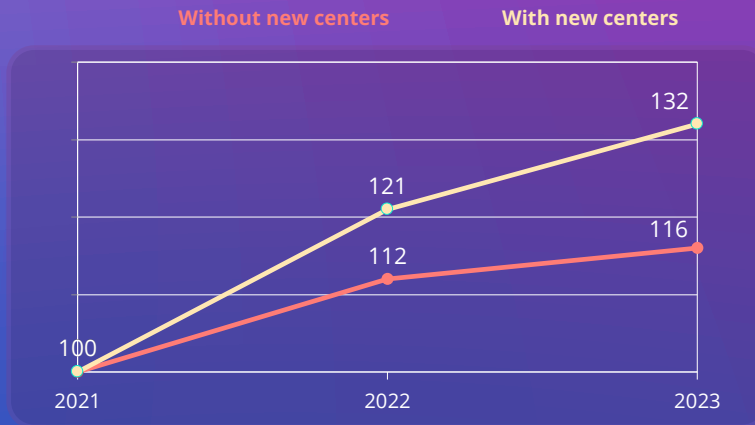


Medspas

Centers on Zenoti. Average ticket size.

Growing Brands

Focus on center expansion



Centers on Zenoti. Average revenue.



Salons

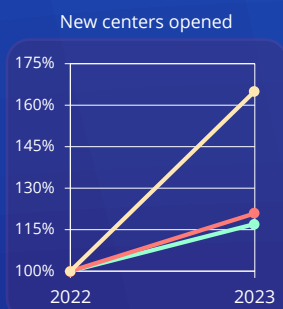


Spas

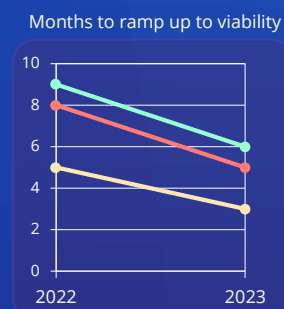


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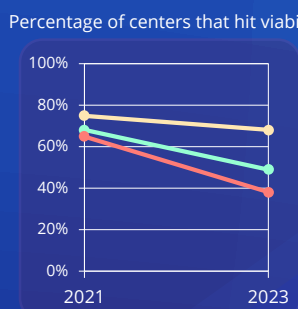
New centers are hitting viability faster



New centers opened



Months to ramp up to viability



Percentage of centers that hit viability

—●— Salons —●— Spas —●— Medspas

Viability: When a center reaches 75% of the brand's average revenue per center

Growing Brands

Explore every single avenue for growth

Industry revenues decreased by 1% in the same period.



Low adoption of growth features

Revenue

High adoption of growth features

Star growth features



\$2700

Referral Marketing



\$1280

Real-time Recommendations



\$1135

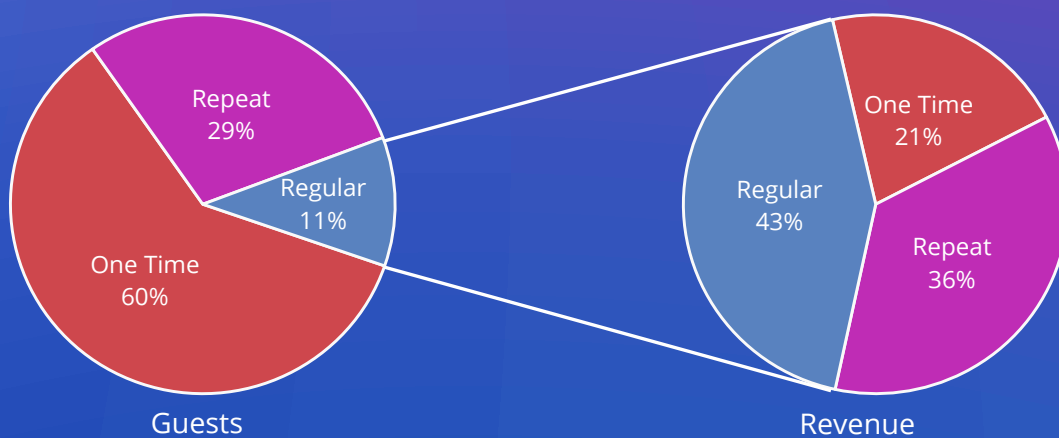
Automated Waitlist

Each total represents average additional revenue per month per center for businesses using the feature.

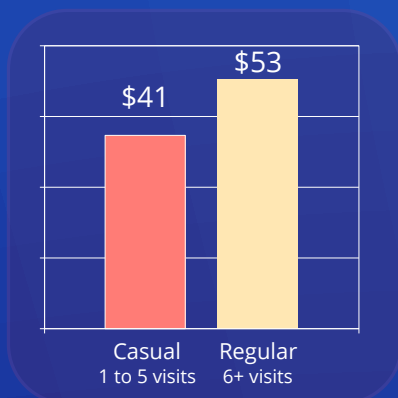
Growing Brands

Earn Customer Love

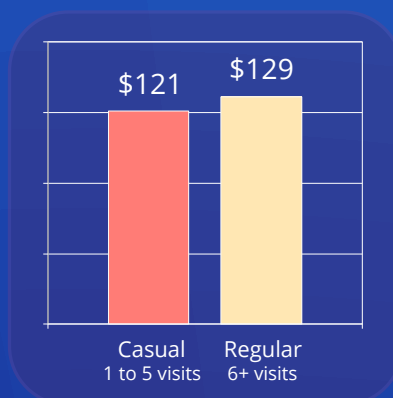
Regular customers (6+ visits per year) contribute a disproportionate amount of revenue



Regular customers visit more – and spend more each time



Salons



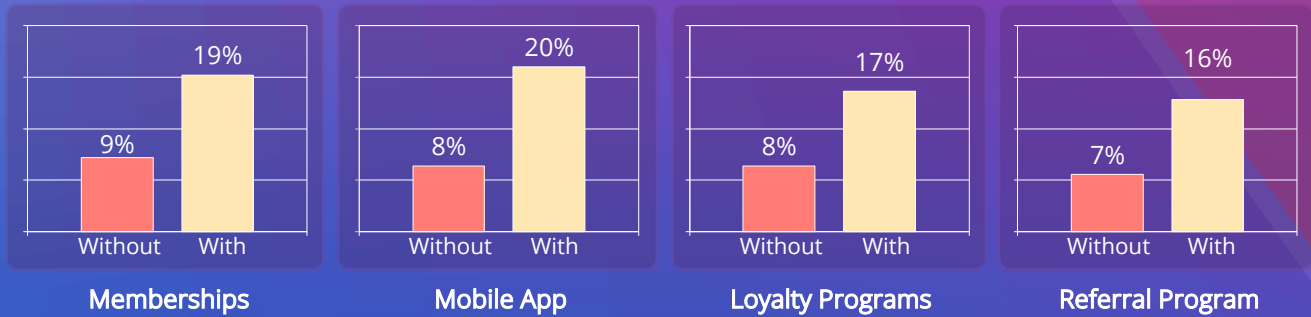
Spas



Medspas

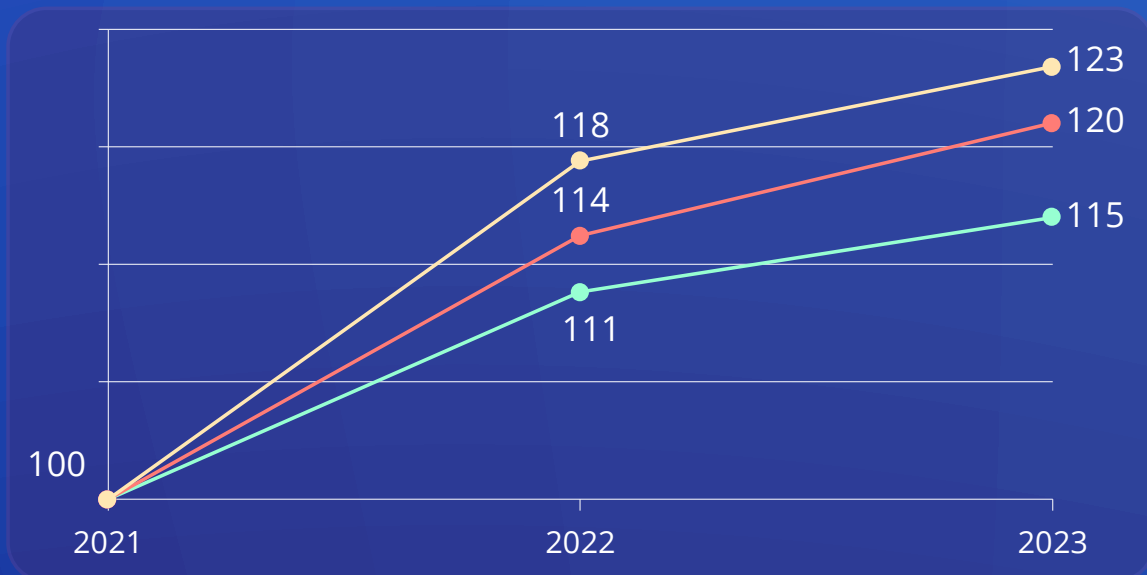
What keeps customers coming back?

Percentage of regular customers



Growing Brands Leverage Data Effectively

Revenue Growth



Low data-leverage

Medium data-leverage

High data-leverage

Basis: Reports accessed each month

High: >900

Medium: 300 - 900

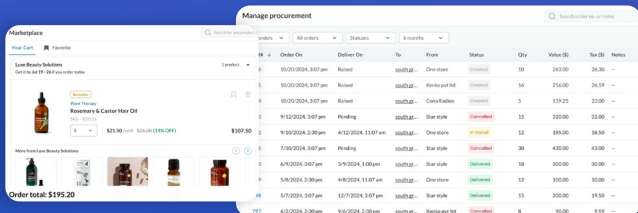
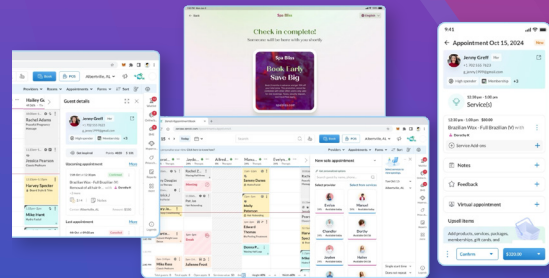
Low: <300

Zenoti adds power features

Attendees got a sneak preview of exciting updates from Zenoti at Innergize 2024

UX Refresh

A streamlined operating interface offers instant access to a variety of information, helping you personalize customer experiences.



Zenoti Inventory Management

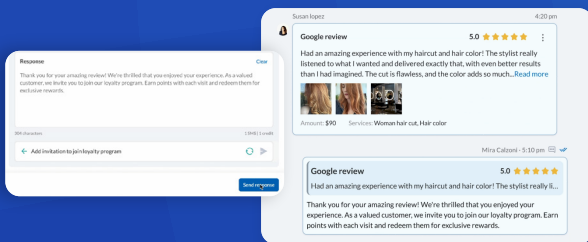
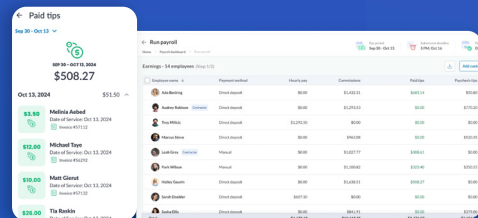
A sleek, easy-to-use interface to manage and view all your orders. Track, send, modify every purchase order with any of your vendors, effortlessly.

[Find out more about Zenoti Inventory Management](#)

Zenoti Integrated Payroll

Manage employee payments from a single screen. From timesheets and appointments to tips, commissions and reimbursements, do everything quickly and seamlessly.

[Find out more about Zenoti Integrated Payroll](#)

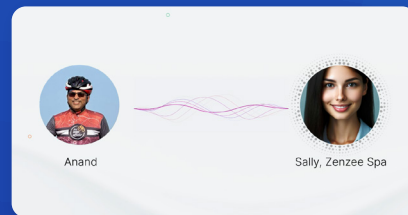


Google Reviews in HyperConnect

Craft the perfect responses to your customers' Google reviews.

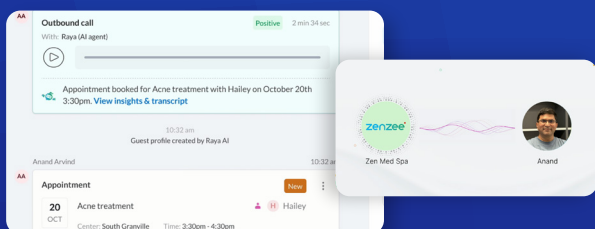
Your AI Receptionist

Frees up front desks so staff can focus on delighting guests. The 24-hour AI receptionist manages customer interactions, no-shows, cancellations, upselling and much more.



AI Agent

Turn every lead into a confirmed guest. The AI agent follows up with every potential customer who visits the website, interacts with them and helps complete the booking.



DEEP END



Deep End winners

Dr. Staci Blume and Dr. Lacey Book
Well Infused

A unique franchising competition with a **\$50,000** top prize

Three finalists took to the stage to pitch their business expansion ideas for a top prize of \$50,000. A powerhouse jury put the contestants through their paces.

Golden Hands Awards

Celebrating the true
stars of the industry



During the Golden Hands celebration, industry leaders recognized the very best providers across 8 categories.

[See the full list of winners here](#)



Maxwell Snow

Stylist of the Year - Luxury Salon
Van Michael Salon



Alisha Shuweb

Provider of the Year - Medspa
It's A Secret Med Spa

The 'loud and proud' party at Hakkasan



A high 'innergy' affair - the party at the Hakkasan was a colorful, fun way to bond, network and celebrate the beauty and wellness industry.

Innergize comes back home

After the resounding success of Innergize at Las Vegas, the event will be hosted next in Zenoti's home city, **Seattle, September 14-16, 2025**. Here's to an even bigger and better event next year!

[Sign up for Innergize 2025](#)

Register today to take advantage of the Early Bird pricing!





Shape the Next