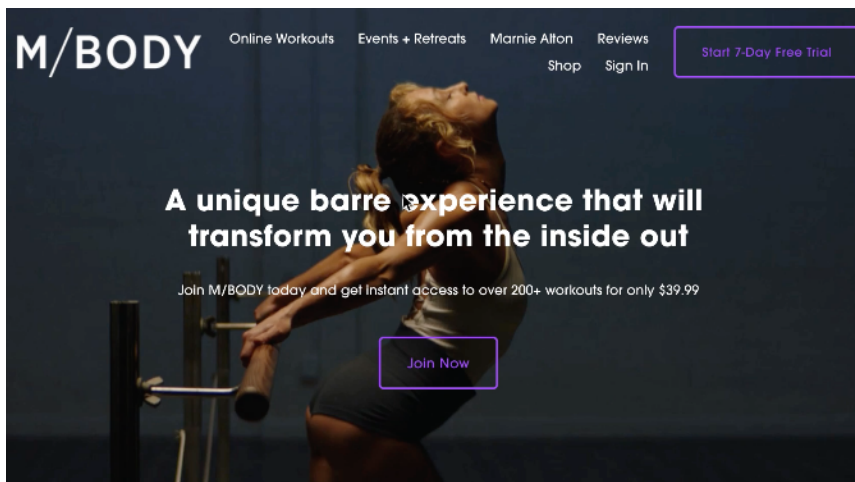




USCREEN SUCCESS STORIES

How Marnie Alton Grew M/BODY from LA Fitness Studio to Global Platform with Live Streaming



\$40k+
MONTHLY REVENUE

62%
APP USERS

81%
VIEWER GROWTH
(PAST 3 MONTHS)



“We can expand and scale the business without expanding our workload - plus, we can touch more people, be a part of more lives, and have a more profitable business.”

Meet M/BODY

M/BODY combines barre, dance and yoga techniques into a fitness program that benefits both body and mind. Founder Marnie Alton spent years building a close community around these workouts - so when she shifted online in 2020, she was determined to offer the same vibrant energy and personal connection that her destination LA studio was known for.

After launching her membership platform with Uscreen, she started livestreaming her signature workouts. Soon, amazing feedback started pouring in from members, and Marnie realized that M/BODY offered the same energy as her in-person classes to a much larger global community.

Lives streaming is a better way to maintain her business financially while serving the clients she loves.



Live Streaming: Better for Members *and* the Membership Business

→ Provides the real-life class feel members want.

The livestream format is easy for Marnie to film and produce, and her members love the live energy vibe - **M/BODY livestreams consistently see 100+ viewers.**

"From feedback we get, people still prefer to watch the live class versus the polished produced video," Marnie said. "People felt closer to us because they were seeing real things happening in real time."

→ Simplifies the content creation process.

M/BODY films 95% of their content live, and afterwards, Uscreen automatically uploads it to the content library for people to watch later. This streamlines Marnie's operation by automating the upload process and reducing the amount of video editing and production her team has to handle.

→ Increases customer satisfaction and retention.

With the live chat feature, members can connect directly with Marnie and each other. They come early to talk and hang out afterwards, while Marnie's team can answer questions about workout modifications in real time.

This sense of connection brings the M/BODY community closer together, which has created loyal long-term customers.

The Results

Live streaming helped M/BODY scale their business to \$40k+ a month and expand to a global audience.

Live streaming helped her save time and money as a more efficient way to create her product. She only spends about 40% of her time filming, which means she has more energy to focus on the parts of the business she loves.

And she doesn't have to pay huge studio overhead costs or deal with the day-to-day challenges of in-person ownership.

By moving her business online with Uscreen, Marnie was able to grow M/BODY, stay true to her values, and create a sustainable long-term business model.