

**BOULEVARD**

# Meet the new standard for nail salon software

**No more missed manis and pedis.**  
From seamless scheduling to automated marketing and contactless payments, Boulevard's easy-to-use nail client experience platform delivers everything you need to manage, market, and grow your nail salon – all while keeping you in the driver's seat.

## Make a move on your margins

\*Average impact +90 days after switching to Boulevard



**16%**

more  
services booked



**71%**

fewer no-shows  
& late cancellations



**18%**

more  
retail sales

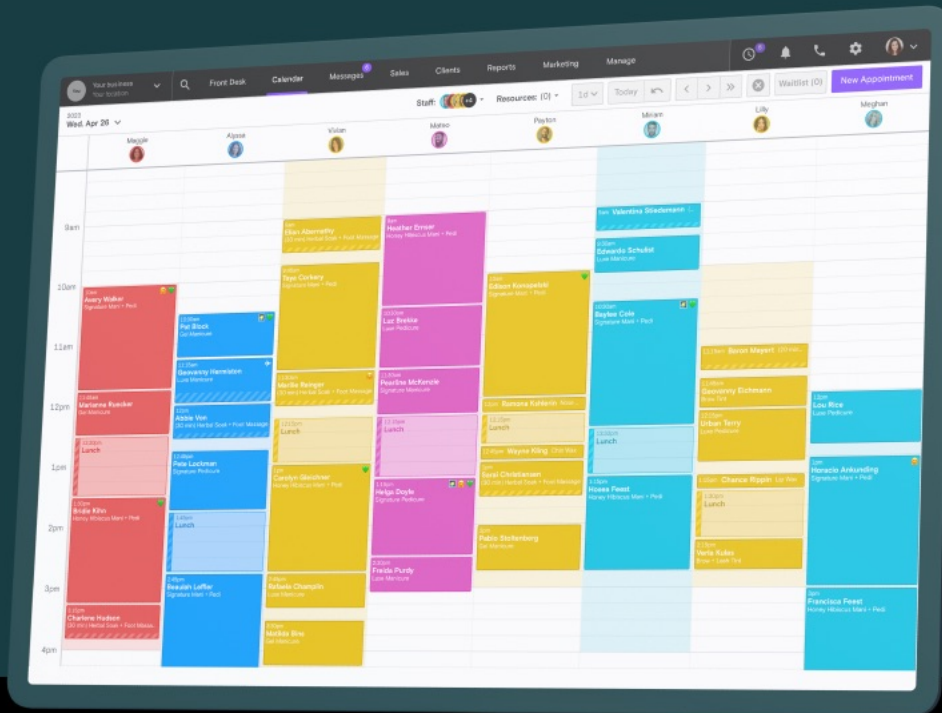


**24%**

more gratuity  
from clients



# One platform - everything you need to manage, market, and grow



## Seamless Self-Booking

Make it quick and easy for clients to book appointments and purchase memberships directly from your website, Google Search & Google Maps, and your social media accounts.\*



## Intelligent Calendar

Optimize your day and get more quality client time with our Precision Scheduling™ feature that keeps your calendar stacked, eliminates appointment gaps, and boosts staff productivity.



## Detailed Client Profiles

Personalize every appointment with client profiles. You can save notes, view past visits and purchases, access social media profiles, and keep track of any forms or attachments.



## Marketing & Loyalty

Build your brand and send beautifully branded emails with the Boulevard Marketing Suite. Turn every visitor into a lifelong client with powerful, customizable loyalty programs.



## Powerful Reporting

Measure what matters most with customizable reports. Analyze your salon's performance, align on staff & company goals, and make smarter decisions that drive sustainable growth.



## All-In-One Payments

Consider payments covered. Boulevard gives you a best-in-class modern checkout experience that's optimized for salons, not storefronts or cafes. You, your clients, and your staff will love it.



## Streamline Setup

Switching platforms doesn't have to be difficult. We'll help you migrate appointments, move over contact lists, and be by your side from day one to give you a fresh, productive start.



## Expert Support

Have a question or just want a quick check-in call? Don't worry about crazy hold times. Our industry expert support team is available to help you within minutes, not days.