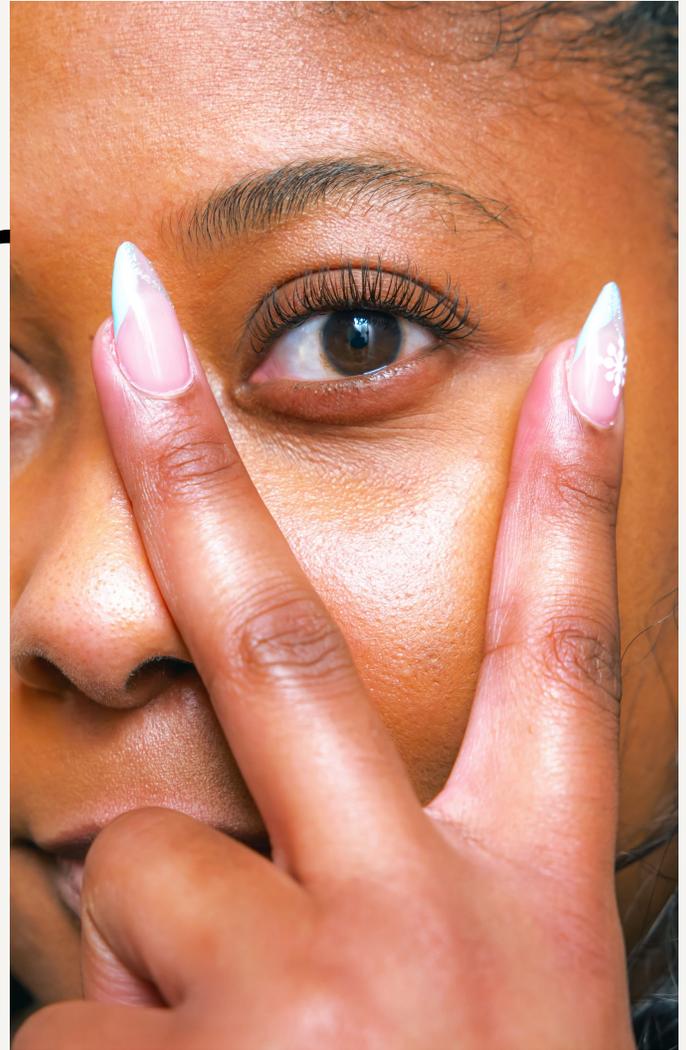


The new standard for nail salon software

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 buy memberships directly from your website, Google Search and Google Maps, and your social media accounts.*



Precision Scheduling™

Optimize your day and get more quality client time with our Precision Scheduling™ software. Keep your calendar stacked, eliminate appointment gaps, and boost 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 with SMS text marketing and automated email campaigns. Turn every visitor into a lifelong client with powerful, customizable loyalty programs.



Powerful Reporting

Measure what matters most with customizable reports. Analyze your business 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 beauty business, not storefronts or cafes. Your clients and 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 need help? Find answers fast in our Support Center or message us via Help Chat. Our industry expert support team is available to help you within minutes, not days.

Visit joinblvd.com/nail-salon-software to get a demo →

*Facebook and Instagram only with our Book Now integration.

[GET A FREE DEMO](#)

About
Boulevard

Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses. Ready to grow your business with Boulevard? Get a free demo at joinblvd.com.

