

Case study 04 · Beauty

48% more booked appointments from ads, at 22% less per booking

Full-service beauty salon · United States

The salon now spends its ad budget only on offers that fill chairs, books leads in minutes instead of the next day, and loses fewer of them to no-shows.

Business impact

+48%

Booked appointments from ads

-22%

Cost per booked appointment

260%

Return on ad spend

-15%

No-shows after automated reminders

Cost per booking down within the first month

Before and after

	Before	After
Ad spend on ads that never booked	30%	12%
Leads booked within 10 minutes	10%	55%
No-show rate	18%	15%

The problem

Leads were coming in, but a third of the budget went to ads that never produced a booking, and every lead waited for someone to call them back. Text reminders were blocked, so booked clients were not showing up.

What we changed

- Weekly decisions on what to pause and what to scale, based on bookings rather than clicks.
- New clients book themselves in minutes; returning clients go straight to online booking.
- Appointment reminders approved and running, cutting no-shows.