

Growth you can put a number on.

Case studies 2026. Seven clients, measured in revenue, margin and hours.

+12%

Average revenue growth across clients in 2026

140%

Average first-year return on what clients spent with us

78%

Of clients saw a measurable result within 90 days

15%

Of staff time handed back to clients, on average

At a glance

Seven clients. One question: what did it do for the business?

Operations: run the business on less effort

01	+17%	Wholesale e-commerce Wholesale revenue in the first 90 days
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02	12%	Salon software Of lapsed clients won back in 60 days
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03	15%	Professional services Of partner time handed back
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Growth: win more customers for less

04	+48%	Beauty Booked appointments from ads
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05	+55%	Insurance Close rate, from 11% to 17%
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06	+70%	Legal Consultation requests a month
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07	+62%	Senior care New leads a month
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Case study 01 · Wholesale e-commerce

17% more wholesale revenue from a catalogue stylists can actually shop

Professional hair extension brand · United States · sells to licensed stylists only

Stylists can now find and reorder what they need in three clicks, at the right price every time, and they are ordering more often.

Business impact

+17%

Wholesale revenue in the first 90 days

First revenue lift within 6 weeks

+9%

Average order value

+23%

New stylist accounts

100%

Of prices matching the brand's price list

Before and after

	Before	After
Stylist reorder rate	31%	38%
Orders with a pricing error	4%	0%
Stylists who find a product in three clicks or fewer	52%	81%

The problem

Stylists could not find the colour and length they wanted to reorder, so they ordered less or bought elsewhere. Prices lived in two spreadsheets that disagreed, which meant margin given away by mistake every month.

What we changed

- One catalogue that matches how stylists order: type, then colour, then length.
- One source for prices, so what a stylist sees is always what the brand set.
- Live products updated in place, so no ads, links or saved carts broke.

Case study 02 · Salon software

12% of lapsed clients won back, and 6% more repeat revenue per salon

Salon software company · United States · beta with 10 salons

Salons now see which regulars are drifting the week it starts, and win them back automatically instead of noticing months too late.

Business impact

12%

Of lapsed clients won back in 60 days

+6%

Repeat-visit revenue per salon

-80%

Front-desk time spent on follow-up

120%

Return on the subscription in the first quarter

First rebooked clients within 2 weeks of switching on

Before and after

	Before	After
Lapsed clients followed up	15%	100%
Lapsed clients who rebook	4%	12%
Clients flagged before they lapse	0%	70%

The problem

A regular who stops coming takes years of repeat visits with them, and most salons only notice when it is too late to win them back. Chasing every lapsed client by hand takes front-desk time salons do not have.

What we changed

- Every salon sees which clients are drifting, and how much repeat revenue is at risk.
- Win-back messages go out on their own over text, phone and Instagram.
- It plugs into the booking system the salon already uses, so nothing changes at the front desk.

Case study 03 · Professional services

15% of partner time back, and 9% more revenue per client in one quarter

Management consulting firm · United States · 25 people

Client follow-ups now go out the same day, proposals go out 35% faster, and partners spend more of their time selling instead of searching.

Business impact

15%

Of partner time handed back

Time saved from the first week live

+9%

Revenue per client from expansion work

35%

Faster proposal turnaround

90%

Of client calls followed up the same day

Before and after

	Before	After
Client calls followed up the same day	20%	90%
Proposal win rate	32%	38%
Partner time spent finding information	18%	6%

The problem

What the firm knew about each client was scattered across call recordings, chat threads and four AI tools. Follow-ups slipped, proposals were rebuilt from memory, and expansion opportunities were missed because nobody had the full picture.

What we changed

- One place that knows every client, available in the tools the team already uses.
- Call recaps and next steps sent automatically after every client meeting.
- Proposals start from everything the firm already knows about the client.

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.

Case study 05 · Insurance

Close rate from 11% to 17%, with 30% fewer sales calls

Independent insurance advisors · Philippines · 20+ advisors

Advisors now spend their week talking to people who are ready to buy, and the ad budget goes towards finding more of them.

Business impact

+55%

Close rate, from 11% to 17%

-24%

Cost per qualified lead

-30%

Sales calls per policy sold

18%

Of advisor time freed every week

Close rate up within the first production cycle

Before and after

	Before	After
Close rate	11%	17%
Leads that were not buyers	55%	32%
Advisor time spent on dead-end calls	60%	38%

The problem

Lead ads brought in plenty of form fills, but over half were people who were never going to buy. Advisors spent most of their week on calls that went nowhere, and the ad platform kept finding more of the same people.

What we changed

- Five questions up front separate buyers from browsers before anyone picks up the phone.
- The ad platform is trained on qualified leads only, so it finds more of them.
- Ready buyers go straight to checkout; calls are kept for people with real questions.

Case study 06 · Legal

Consultation requests up 70% from search, with no ad spend

Elder law and estate planning firm · Louisiana, United States

Families now find the firm when they start planning for a parent's care, and book a consultation, instead of finding a competitor.

Business impact

+70%

Consultation requests a month

Consultation requests up within 3 months

+95%

Organic search traffic

32%

Of consultations becoming paying matters

0%

Of new clients paid for with ads

Before and after

	Before	After
Enquiries that come from search	10%	31%
Visitors who request a consultation	1.2%	1.6%
Consultations that become matters	25%	32%

The problem

An attorney with decades of experience was invisible in search. Families researching nursing home costs and Medicaid planning found other firms first, and every one of them was a high-value matter that went elsewhere.

What we changed

- The site now leads with the problem most callers have: protecting a parent's home and savings.
- Content built around the searches families make when they are ready to act.
- Every page that already ranked kept its position through the rebuild.

Case study 07 · Senior care

62% more leads a month, and a 180% return on ad spend

Geriatric care management practice · California, United States

The practice now reaches families while they are still planning, instead of waiting for referrals after a crisis, and it can repeat the campaign in days.

Business impact

+62%

New leads a month

180%

Return on ad spend

11%

Of leads becoming long-term care clients

-45%

Time to launch each new campaign

First new clients within 30 days

Before and after	Before	After
New clients from referrals alone	100%	78%
Registrants who book a call	0%	18%
Leads followed up within a day	30%	85%

The problem

Almost every client arrived through a referral after a hospital stay had already forced the decision. By then the family had fewer options and the practice had no way to grow beyond its referral network.

What we changed

- A free class on protecting savings from care costs brings families in early.
- Every registrant is followed up until they book a call or decide not to.
- The whole campaign is reusable, so each new run costs a fraction of the first.

What would these numbers look like for your business?

Thirty minutes, online. Tell us what is costing you money today, and we will show you what we would change, what it would cost, and how we would measure the result. Engagements start at ₱50,000, and the price of every tier is on our website.

Book a walkthrough at sanghaya.org

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