



PARTNER CASE STUDY



AT A GLANCE

COMPANY My Salon Suite
INDUSTRY Beauty Services

CLIENT DESCRIPTION

My Salon Suite leases private suites to a variety of beauty and wellness professionals, including hairstylists, estheticians, massage therapists, and nail technicians. Each suite is fully equipped, allowing professionals to create a personalized space and manage their own schedule and clients.

"Eulerity has been a game-changing partner. They've completely changed the way we approach our marketing, helping us stay ahead of the curve and our competitors. What stands out most is how the team takes the time to collaborate with us and our franchisees, developing new and exciting campaign concepts that are always goal-oriented and tailored to drive results. Their expertise in building a targeted keyword strategy and defining our audience segments helped us connect with the high-intent prospects we were looking for. With their creative ad builder and digital advertising suite, we've been able to develop more engaging image and video ads and continuously test new tactics. The implementation of Meta Lead Cards has been particularly impactful, and it's now a crucial part of our strategy to elevate both the quality and volume of our leads. We're excited for all that's to come!"

JILL SULLIVAN
Director of Marketing, My Salon Suite

CHALLENGES

My Salon Suite initially faced difficulties in generating a steady flow of qualified leads each month and sustaining high occupancy across advertised locations. A further challenge lay in effectively tailoring ad delivery to distinguish between prospective suite renters and individuals seeking salon services.

SOLUTION & RESULTS

Through a carefully curated keyword strategy and precisely defined audience segments, Eulerity zeroed in on high-intent prospects most likely to rent a suite at My Salon Suite locations. Leveraging Eulerity's creative ad builder and digital advertising suite, the team developed more engaging image and video assets, collaborated on website enhancements, and continuously tested new tactics to elevate both the quality and volume of leads.

As part of this effort, Eulerity also implemented Meta Lead Cards to streamline the inquiry process and capture prospects directly within the platform, an approach that has generated an **average of 13 new leads per location**, with an **average Cost Per Lead of \$52**.

Locations running Meta Lead Card campaigns saw a **~60% cheaper CPL** than locations that did not have an active Meta Lead Card campaign.



64%

AVG. EULERITY DRIVEN WEBSITE TRAFFIC



58.7%

AVG. IMPRESSION SHARE



5.51%

AVG. SEARCH CTR