



Shortcuts - Spain

Shortcuts is the leading global standard in salon technology, working with more than 30,000 customers worldwide. Shortcuts solutions are adapted to the needs of their customers - from large franchise chains to single-company companies, be they hairdressers, aesthetics or spas. Shortcuts is currently used in 45 countries around the world.

ABOUT:

- Founded in 1997
- Based in Spain/Australia/USA
- CRM (Customer Relation Management) for spas and salons
- <https://www.shortcuts.es>



GOALS:

- Increase amount of leads and ROI
- Decrease costs of conversions
- Increase targeted traffic to website

APPROACH:

- Marketing research, KPI defining, website analysis
- Net-profit tracking, Call-tracking setup, CRM-integration, Email-tracking, full data-driven approach
- Create marketing strategy and start execute it:
 - Collecting semantic core, designing ad concepts, CTAs, images for ads
 - Separating target audience by geo & interests, affinity index, behavior
 - Set up Remarketing, Leads ads, Video ads, Mobile ads, SKAG for search ads, Competitors ads, Instagram ads
 - Landing pages optimizing, A/A testing
 - Collecting and analyze tracking results & A/B testing of new ideas
 - Making result prediction by Bayesian models
- Creating ROI, net-profit reports



RESULTS:

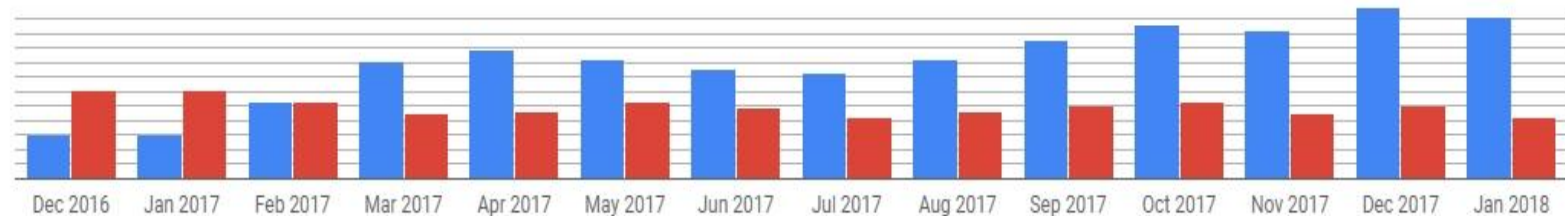
- Increasing leads by ~80%
- Decreasing costs per lead by ~17%

Since start in January 2017 the client had ~50 leads per month and low ads effectiveness. We performed deep analysis of the market and after that we created a strategy plan which was agreed with the client. It included:

- Ways to increase targeted audience and list of new countries/targetings with good sales potential. It gave good **growth of lead approximately by +55%** in the first three months
- List of optimizations for decreasing cost per lead. In the first two months, it brought **drop down price per lead approximately by 14%**

As result, Shortcuts has had ~90 leads per month in the end of year without increasing marketing budget.

Leads Costs



Attention! All our projects are under NDA. No exact data, Numbers illustrate trends!