Shortcuts - Latin America

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.softwareshortcuts.mx

SHORTCUTS Salon & Spa Solutions

GOALS:
- Increase amount of conversions by 25%
- Optimize sales funnel drop-off rate
- Budget shouldn't be increased more than by 15%

APPROACH:

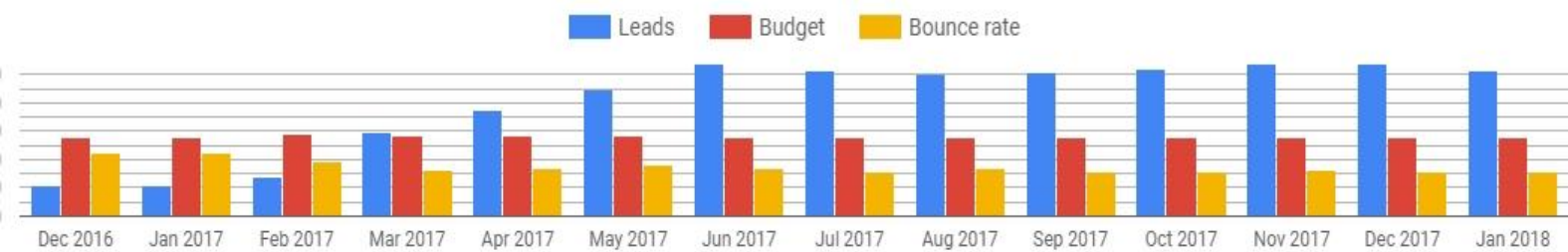Google Analytics · CRO · Google AdWords · Facebook

- Marketing research and analyzing existing campaigns
- Developing and executing marketing plan:
  - Designing new concepts of ads creatives
  - Analyzing and excluding non-relevant traffic (negative audience & keywords & negative remarketing) to save budget
  - Applying multi-level segmentation by geo, devices and interests
- Implementing a Lead Generation campaign
- Setting up Heatmap tracking and launching CRO split tests and applying results on the website

RESULTS:
- Increase lead generation by 933%
- Decrease rate of funnel drop-off by 45%
- Budget increasing +0%

We got a task to increasing the number of leads, while the budget should stay almost the same. The marketing campaign which the customer made up before was outdated.
After analysis of the market we created new audiences groups and excluded users who are not interested in our product. Also we designed new banners with WOW call-to-actions and segmented them by targeted audiences. It brought us good **costs per acquisition, it was decreased approximately by 45%** according to last year. Thus we got over half of total budget for testing purpose. With so huge testing budget we did dozens of test and figured out new targetings and audience which helped extend monthly **leads generation approximately by 930%!** Final result, we kept previous marketing budget and increased leads by 8 times! Continue optimization!

Chart legend: Leads (blue), Budget (red), Bounce rate (yellow). Months: Dec 2016, Jan 2017, Feb 2017, Mar 2017, Apr 2017, May 2017, Jun 2017, Jul 2017, Aug 2017, Sep 2017, Oct 2017, Nov 2017, Dec 2017, Jan 2018

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

OPTI|MOZG