

# Eulerity

## PARTNER CASE STUDY

# spavia.

## AT A GLANCE

### COMPANY

Spavia Day Spa

### INDUSTRY

Health & Wellness

### CLIENT DESCRIPTION

Spavia Day Spa offers high quality, customized, affordable spa services in a relaxing atmosphere to alleviate stress and tension through massage, facial, and body treatments. They aim to serve as an escape where you can relax, recenter, and renew, all while being affordable.



## CHALLENGES

Spavia, a rapidly growing franchise with over 50 locations and a vision for further expansion, faced a significant hurdle: low adoption rates of their previous marketing partners. They sought a more cohesive and engaging solution that would empower franchisees and drive higher participation. In search of a perfect fit, Spavia found Eulerity – and a new era of marketing success began.

## SOLUTION & RESULTS

Eulerity's all-in-one platform transformed Spavia's marketing landscape. The national team creates blueprint campaigns with ready-made creatives, copy, and ads for various treatments. This empowers franchisees to easily choose and launch campaigns in seconds, saving them valuable time and effort.

Spavia leverages Eulerity's hyper-local targeting capabilities, insightful demographics, and comprehensive data reporting to make informed marketing decisions. This data-driven approach translates to real results:



**Increased Local Traffic: A remarkable 42% of all new users** on Spavia landing pages come directly from Eulerity ad clicks.



**Boosted Bookings: Eulerity drives a significant 20% of all booking actions** initiated on each location's landing page.



**Driving Gift Card Sales: Eulerity is the #2 source of gift card purchases**, contributing an average of 27% of all "Purchase Gift Card" clicks and 63 clicks per spa per month. Through this program, spas have **more than doubled the return on their investment** with Eulerity!