

JOANNA VARGAS

Case Study - Joanna Vargas

About The Brand:

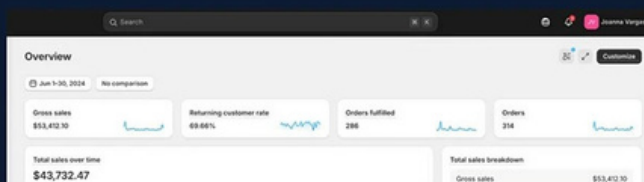
- Joanna Vargas is an it-esthetician for today's it-celebrities, & anyone who wants gorgeous, glowing skin that endures
- It is a US based luxury skincare and spa brand, renowned for combining plant-based ingredients with cutting-edge technology
- Offering premium spa services in NYC and LA, the brand is celebrated for its non-invasive techniques and highly effective products, delivering healthy, glowing skin for all
- This case study explores how we helped the brand overcome their marketing struggles and boost their revenue from \$50 k -> \$200 k a month with a 13:1 Return On Ad Spend



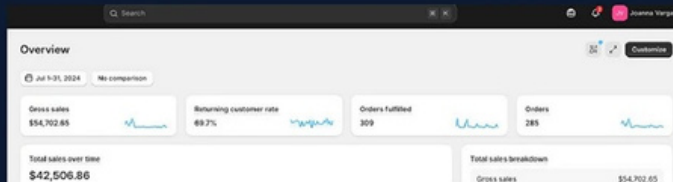
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The Challenge:

- The brand faced a significant hurdle with scaling & revenue growth, as sales had stagnated for several months
- Their campaigns across platforms struggled to attract new customers, leaving untapped potential in reaching fresh audiences and driving growth
- They had only bottom of funnel campaigns running on the google ads, mainly branded which were giving sales



Shopify: June'21



Shopify: July'29

My Solution

Meta Ads:

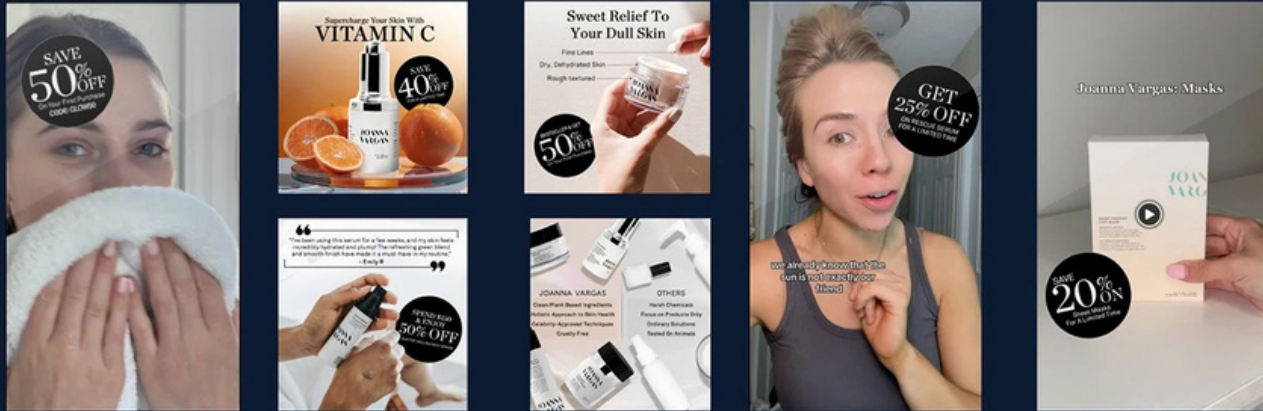
- I focused on prospecting campaigns and introduced a **50% OFF** offer on first orders using the code
- Throughout the month, I continuously tested various site-wide offers to identify which resonated best with the audience & gained the most traction

Google Ads:

- I focused on top of funnel campaigns, leveraging display & YouTube ads to build awareness about new customer offers and site-wide promotions. YouTube Shorts were uploaded as unlisted and tested to maximize visibility and engagement
- Shopping ads & Performance Max campaigns were also introduced, helping the brand gain more traction & better reach potential customers actively searching for skincare solutions

CREATIVES FOCUS

For creatives, we prioritized showcasing best-sellers like the Vitamin C Serum, Exfoliating Mask, & Daily Serum. Tailored creatives were developed around these products, resulting in ads that performed effectively in driving engagement & conversions.

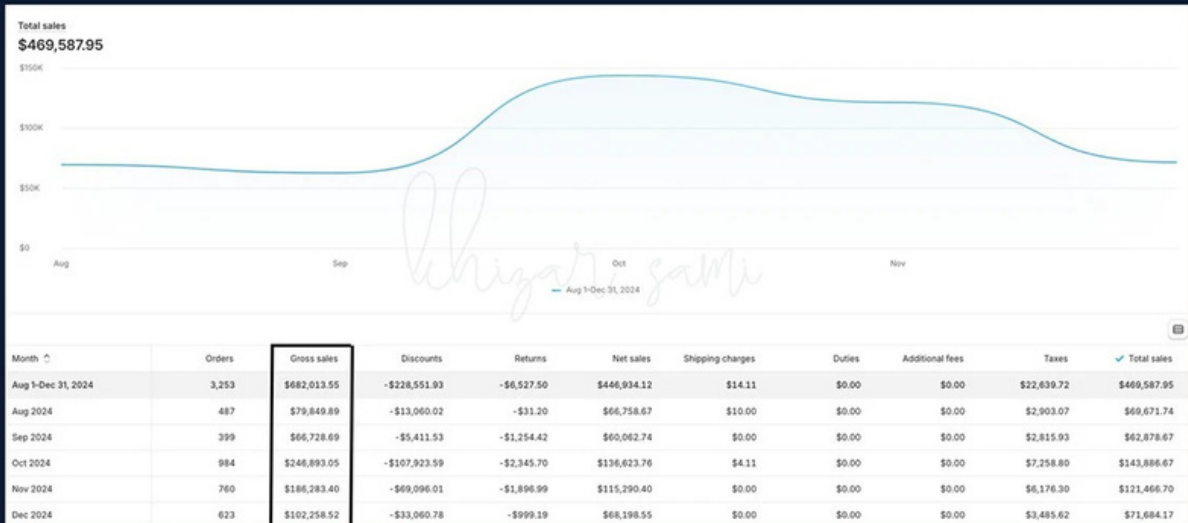


The Results are In!

Off/On	Campaign	Amount spent	Results	Result rate	Cost per result	Purchase ROAS (return on ad...)	Website purchase ROA...
☒	BES_Facebook_SPA_MOF_Schedule	\$631.44	10 ¹⁰ Website schedule	0.07% ¹⁰	\$63.14 ¹⁰ Per website sched...	4.71 ¹⁰	4.71 ¹⁰
☒	BES_SPA_LA_TOF	\$1,058.49	14 ¹⁴ Website schedule	0.04% ¹⁴	\$75.61 ¹⁴ Per website sched...	4.04 ¹⁴	4.04 ¹⁴
☒	BES_SPA_NYC_TOF	\$1,504.35	35 ³⁵ Website schedule	0.04% ³⁵	\$42.98 ³⁵ Per website sched...	7.07 ³⁵	7.07 ³⁵
	Results from 3 campaigns ¹	\$3,194.28	59 ⁵⁹ Total Spent Website schedule	0.04% ⁵⁹ Average	\$54.14 ⁵⁹ Per website sched...	5.60 ⁵⁹ Average	5.60 ⁵⁹ Average
Off/On	Ad set	Amount spent	Results	Result rate	Cost per result	Purchase ROAS (return on ad...)	Website purchase ROA...
☒	Booking Abandoners - NYC	\$511.34	8 ⁸ Website schedule	0.07% ⁸	\$63.92 ⁸ Per website sched...	4.84 ⁸	4.84 ⁸
☒	Spa Page Visitors - NYC	\$117.38	2 ² Website schedule	0.07% ²	\$58.69 ² Per website sched...	4.26 ²	4.26 ²

Meta Ads Spa Campaigns

The Results are In!



SHOPIFY MONTH ON MONTH GROWTH

The Results are In!

BEFORE

AFTER



NEW CUSTOMERS MONTH ON MONTH GROWTH