

# HOW THE WAXING STUDIO **BROUGHT BACK HUNDREDS OF GUESTS**

With automated marketing doing the hard work, management didn't have to.

## The Challenge

The Waxing Studio needed an easy way to connect with guests who had not visited in more than three months and bring them back for appointments. This required a marketing solution to make that connection and help the business increase bookings and revenue – without a big investment of time and effort.

## The Solution

The two-location brand used the automated power of Zenoti Smart Marketing to encourage guests to return and spend more on appointments. Smart Marketing artificial intelligence analyzes guest and appointment data to build and send automated email and SMS campaigns to the right guests at the right time. A consultant manages the creation and maximizes results.

The Waxing Studio now has an effective, end-to-end marketing solution that has successfully brought back hundreds of previously lost guests.

Using personalized promotions, the campaign recovered 436 guests

21 percent hadn't visited in more than a year

16 percent have now visited at least twice

“We love helping our guests feel great, and a big part of this is being able to provide them with regular and consistent treatment. Smart Marketing enables us to quickly and easily connect with guests to nurture relationships and remind them to book an appointment.”

**Jodi Holtz**  
CEO



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**\$69,028**  
revenue generated

**436**  
unique guests recovered

**13%**  
of revenue from returning guests