

HOW QQ NAILS & SPA RECOVERED **1,139 GUESTS** IN JUST OVER THREE MONTHS

The salon also found lost guests spent on average 4% more than others.

“We are absolutely overjoyed with the results. When I first heard of Zenoti’s Smart Marketing solution, I knew it would be great, but I never expected that in just over three months we would have recovered so many lost guests. I can’t wait to see what results we achieve next!”

Joey Fei

Founder & Owner of
QQ NAILS & SPA

The Challenge

QQ Nails & Spa identified an opportunity to reengage recent or lost guests in order to nurture relationships and boost revenue. The team didn’t have the time to manually reach out to these guests and was looking for an automated solution that would drive long-term results.

The Solution

With Zenoti Smart Marketing, QQ Nails & Spa targeted lost guests with personalized campaigns based on visit history and appointment availability. The solution uses analytics to assess daily bookings and automatically send relevant promotions that are more likely to convert into a booking.

Incentivize guests with personalized promotions

Upsell specific packages and generate additional revenue

Target and engage with audience based on visit frequency



For more
information visit
zenoti.com
or contact
sales@zenoti.com

\$149,620
revenue generated

1,139
guests recovered

18%
guests recovered

31%
of recovered guests made
at least one additional visit