

## 260 Guests Recovered in 3 months

### The Problem

Trifecta Med Spa + Wellness offers beauty and wellness services at four locations in New York City. With its top-tier customer service, it saw a steady influx of visitors—until COVID-19. After four months of a lull in services, Trifecta reopened and wanted to regain as many regular customers as possible. To make up for losses incurred during lockdown, they also needed to generate revenue through upselling and cross-selling services. Trifecta needed a marketing approach that would reach just the right customers at just the right time with customized messages, rather than a mass blast of one-size-fits-all messaging.

### The Solution

Zenoti's Smart Marketing feature helped Trifecta launch almost a dozen simultaneous marketing campaigns to nudge particular segments of their customer base back for services. Smart Marketing segmented Trifecta's customers by purchasing behavior, identifying who used which service, and most importantly when. Trifecta then automated campaign messages through email and SMS messaging. A total of 46,000 emails went out to Trifecta customers over the course of three months.

### We want you back!

- Trifecta sent reminders to loyal customers to integrate Trifecta's services back into their daily routines post-COVID.
- Customers received messages customized with information about their favorite services.

### Try something new.

- Utilizing Smart Marketing's data on customer buying history, Trifecta advertised services to former customers who might want to try something new.
- Customers received offers for services similar to their most frequent treatments.



### Results

\*August-October 2020



**260**

guests recovered through campaigns



**30%**

revenue influenced by campaigns



**30X**

ROI on Trifecta's investment in Zenoti software

“Smart marketing has been a real game changer for our brand. Due to the implications of COVID-19 and the related shutdowns, it was imperative we get customers back into the salon and generate revenue as fast as possible. With Zenoti it was quick and easy to implement, and most importantly, successful. Most software can't handle one targeted marketing campaign, let alone 12!”

### About the Brand

Trifecta Med Spa + Wellness is the number one recommended med spa in New York. They offer a range of aesthetic treatments for the body and face, including CoolSculpting, Botox, Juvederm, Laser Hair Removal, IPL Photofacial, and many more. They also offer mental health solutions such as treatments for addiction, anxiety and depression, and ADHD. Trifecta prides itself on delivering superb service with customized treatments using cutting-edge technology.