



Case Study: Filling Appointment Whitespace

Ella Bliss Beauty Bar
Denver, CO

Challenge

Ella Bliss offers a wide range of beauty and wellness services, from nails and blowouts, to massages and facials. They needed an efficient way to market available appointment slots for the various services to minimize idle schedule capacity and maximize technician utilization and revenue.

Solution

Ella Bliss sent highly personalized messages designed to generate bookings for the available appointment slots to their clients through their mobile app using LighthousePE. Leveraging the geotargeting capabilities of LighthousePE, Ella Bliss was able to target notifications based on the proximity of their clients to each store. They also took advantage of the integration with their scheduling platform to further create specific offers for each client based on their past service history and the length of time since their last visit.

Results



minutes to set up



week campaign



targeted push
notifications sent



return on
investment



Key takeaway

Because the LighthousePE platform synthesizes real time location and schedule data along with customer preference history, Ella Bliss was able to market unfilled appointment slots to the right clients and maximize staff utilization. The authentic personalization that only LighthousePE can deliver enabled Ella Bliss to achieve 1,200% return on marketing spend for a campaign that took 15 minutes to create, blowing away even the highest-performing email campaigns.

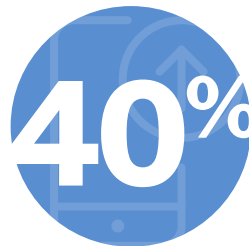
About LighthousePE

LighthousePE drives revenue, loyalty and retention like no other mobile marketing technology. This simple, secure, easy-to-use platform transforms your mobile app into a powerful player engagement tool, delivering personalized messages based on real-time location and behavior data that create authentic one-to-one relationships at a scale never before possible.

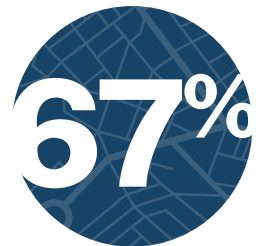
The fact is, no other tool engages customers and increases loyalty like Proximity Engagement. And with LighthousePE, restaurants of any size can leverage this powerful technology to stay far ahead of the competition regardless of market conditions.



Higher sales for businesses that excel at personalization (Gartner)



Annual increase in app usage vs 2019 (App Annie)



Consumers willing to share location for personalized communication and offers (Forbes)

See how quick and easy it is to put LighthousePE to work for you. Schedule your personal demo today: info@lighthousepe.com or [602.926.1010](tel:602.926.1010)