

A woman with long brown hair, wearing a denim jacket, is sitting at a desk in a bright, modern office. She is holding a white mug in her right hand and typing on a laptop with her left hand. The desk is cluttered with various items, including a laptop, a mug, and some papers. A large window is visible in the background, letting in natural light.

# CASE STUDY

## HOW LEAD GENERATION CLIENT GOT 10X RETURN ON AD SPEND

### Results:

- Permanent Make Up Studio spent \$1488 over a month-long period which resulted in 31 qualified bookings (\$48/each), resulting in a 10X return-on-ad spend.
- This client has gone on to repeat the same results month after month and is still currently running ads.

# Summary

Our team created ads campaigns that generated a total of 31 call bookings over a 30 day period for our new client in the permanent makeup industry in Las Vegas. We have since duplicated the process in another location she set up in California. Client saw a 10X return on her ad spend and continues to experience success month after month.

## Goal

To successfully establish a reliable and consistent ads strategy that would generate quality call bookings for people interested in permanent makeup solutions (including brows, receding hairline, and more) for high-end permanent makeup services costing \$3000-\$5000.

## Accomplishments

Spent \$1488 over a month-long period which resulted in 31 qualified bookings for only \$48/booking, resulting in a 10X return-on-ad spend for a local permanent makeup studio. We also created and maintained these results in the months that followed, PLUS expanded the same campaigns to two other cities where the client had satellite locations.

## Challenges

We worked with this client to establish a funnel that not only booked calls, but booked quality calls with prospects who were able to invest in high-end permanent makeup solutions costing \$3,000 to \$5,000. With our proprietary onboarding and audit process, we identified where we needed stronger screening forms, and making this change provided higher-quality leads, plus focusing on the right ads messaging to attract the right kind of people.

# Take A Look at the Numbers:

Ad sets Updated just now

Search and filter

Campaigns 1 selected

Ad sets 1 selected

Ads for 1 Ad

+ Create Duplicate Edit A/B Test Rules View Setup

	Off / On	Ad Set	Attribution setting	Cost per result	Results	Amount spent
	<input type="checkbox"/>	scalp Pro las vegas broad	7-day click or ...	— Per Complete Registr...	— Website Completed ...	\$0.00
	<input checked="" type="checkbox"/>	scalp pro LV interests	7-day click or ...	\$48.03 [2] Per Complete Regl...	31 [2] Website Complete...	\$1,488.78
		Results from 2 ad sets ⓘ	7-day click or ...	\$48.03 [2] Per Complete Regs...	31 [2] Website Completed...	\$1,488.78 Total Spent

# Want to learn more?

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