



# CASE STUDIES



OUR CLIENT:

EuroEyes 

EuroEyes Hong Kong

# EUROEYES HONG KONG

## Part of the Award Winning EuroEyes group

EuroEyes clinics are located in many countries around the world, with eye centers located in Copenhagen, London, Frankfurt, Munich, Beijing, Shanghai, Shenzhen and Hong Kong. We helped our client adjust efficiently with minimal losses



# THE BRIEF

EuroEyes Hong Kong approached us to help them with conversion rates, digital marketing policy issues and a fresh brand presentation

## Newly Established

A fresh presentation of the brand with a website redesign. The website needed to be multilingual.

## Policy Hurdles

Comply with Hong Kong health policy, redevelop creatives that comply with the policy. We had to consider the health policy for all Facebook ads and creatives

## Conversion Rates

Low conversion on information events

# STRATEGY

Build a new website, create a Whatsapp campaign for events, and a lead generation campaign for enquiries. Revise creatives to comply with policy guidelines.



# CUSTOMER JOURNEY

## Social Ads

Opportunity fills in the lead form, and is entered into the CRM as a lead

## Consultation Booking

Client seamlessly books a consultation on the clinic calendar

## Whatsapp & Email reminders

The client is reminded of their appointment, decreasing no shows

## No show lead nurture

No shows are automatically added to a nurture sequence

## Live chat notifications

A notification is sent to a senior team member for live chats initiated



# RESULTS



**Leads Generated**

246



**Ad Spend**

€ 10,000



**Cost Per Lead**

€ 30

# READY TO CHAT?

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**TWO THIRDS  
DIFFERENT**

OUR CLIENT

EUROEYES LASER  
EYE CLINIC LONDON

**EuroEyes**  
LASER EYE CLINIC  
LONDON

# LEC LONDON

## Award Winning Eye Laser Surgery

The EuroEyes Group opened its new Eye Clinic, Laser Eye Clinic (LEC) – London in Knightsbridge, its second cutting-edge eye clinic in London. LEC-London is member of the EuroEyes Clinic Group – an International award winning Eye clinic group with flagship clinics in some of the most prestigious locations: Berlin – Beijing – Copenhagen – Düsseldorf – Frankfurt – Hamburg- Hong Kong – Munich – Shanghai – Shenzhen.

Two Thirds Different came recommended.



# THE BRIEF

EuroEyes approached us for a new website, a brand overhaul and social ads to increase their revenue

## Newly Established

The clinic was a newly established branch in an international group, with flagship clinics in some of the most prestigious locations. The surgery needed a fresh new look, with a brand new multilingual website, and a logo.

## Generate Revenue

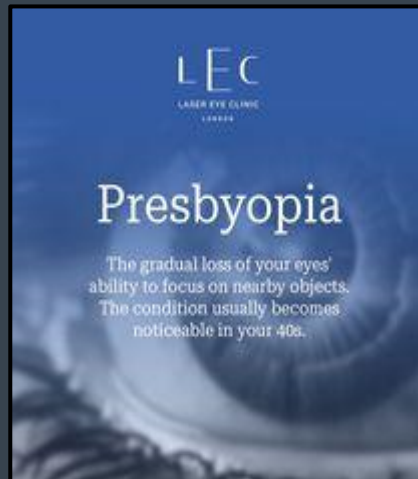
It was imperative to increase the client base of the clinic, as well as create brand awareness

## Customer Journey

A smooth customer journey, as well as a smooth journey for the clinic staff, was an important part of the brief. Create a WhatsApp automation for customer communications

# STRATEGY

We set up Google and Facebook ads to increase client acquisition and brand awareness, created a new website, created a new logo, a complete CRM and set up a sales process and automation



# CUSTOMER JOURNEY

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# RESULTS



## Leads Generated

Leads - over 1k leads on average per month

## Ad Spend

Ad spend - €40,000



## Revenue Generated

£100k+

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**TWO THIRDS  
DIFFERENT**

**OUR CLIENT**

**MERLIN LASH & BEAUTY**



**EVERY DREAM  
BEGINS WITH A LASH**

# MERLIN LASH & BEAUTY

## Most recommended eyelash extension supplier in the UK

Among lash artists, Merlin Lash & Beauty are the UK's number 1 most recommended professional eyelash extension supplier.

MLAB is a client with a large e-commerce store, containing multiple products and various categories. They also provide accredited training and beauty services.



# THE BRIEF

Merlin approached us for a functional e-commerce website and an enhanced client experience

## E-commerce website

Website was non functional, and all communications were being handled manually

## Tech Stack

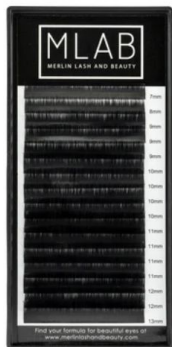
Transfer their e-commerce business to a new platform, rebuilt their site from scratch, and modernised their business tech stack to lower costs and increase efficiency

## Automations

Centralised customer data in a CRM and began to communicate with customers through automations using the newly centralised CRM infrastructure

# WINS

The old site was non functional and costing over £800 a month in AWS fees. We cut this down to £100 in hosting and infrastructure costs. All while the client was facing high operating costs, the loss of management, and knowledge limitations for the necessary outcome



0.03 Mega Volume Lash Extensions

£12.49 GBP

Choose options



Sold out

Foam Tape Standard - Merlin Lash And Beauty

£0.00 GBP

Sold out



Sold out

Magic Tweezer - Merlin Lash And Beauty

£0.00 GBP

Sold out

# CUSTOMER JOURNEY

## Training & e-commerce

Leads and clients separated into respective categories

## New Leads

Internal notification sent to staff, welcome email with CTA for bookings and join the community sent to leads

## New Bookings

Appointment reminder sequence set in place for new bookings

## Website Contact Form

An internal notification is sent to the team with lead contact details

## Course Invitations

Training course invitations are set up for new course intakes

# DELIVERABLES



Enhanced  
Customer return rate



Improved AOV  
Per customer



Implement recapture mechanics  
Abandoned Cart

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**TWO THIRDS  
DIFFERENT**

**Our Client**

**The Creation Station**



# THE CREATION STATION

## The UK's most recommended arts & crafts activity company

The Creation Station is the UK's most recommended arts & crafts activity company. Offering award-winning classes, parties, clubs and events for all ages, r.



# THE BRIEF

Creation Station approached us to streamline their data and customer communications, and social advertising

## Fragmented Data

Fragmented customer data

## Extensive Processes

Extensive processes across many stakeholders that needed to be adapted whilst managing changes

## Gradual Changeover

A slower migration to manage changes

# STRATEGY

Incremental change,  
introducing parts of their  
processes into the new CRM.  
We are now at the stage where  
the majority of their business  
processes have moved from  
marketing to new franchise  
training. Ad campaigns



# CUSTOMER JOURNEY

## Franchise Pack

A free franchise information pack is sent to the lead, as well as an sms and email follow up sequence

## International Leads

International leads receive a free international franchise pack, with an email and WhatsApp follow up

## Initiate Chatbot

A sequence is set in place to initiate chats via chatbot enquiring from the website

## Discovery Meetings

Booking and follow up sequences set in place for potential franchisees

## Multiple Sequences

Multiple response and prompt sequences in place for allocated areas, signed proposals, deposits paid and payments received

# RESULTS & DELIVERABLES



## **Business Operations**

Smoother and more  
manageable processes



## **New Ad Campaigns**

CPL decreasing steadily



## **Centralised Customer Data**

Improved Customer  
Experience

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**TWO THIRDS  
DIFFERENT**

**OUR CLIENT  
LIFESTYLE BLINDS**



**LIFESTYLE  
BLINDS**

# LIFESTYLE BLINDS

## Made to order e-commerce blinds

Lifestyle Blinds is a 20 year old brand, and curates an enormous collection of blinds, in varying colours, sizes and styles. Products are sourced from BBSA-accredited factories across the United Kingdom and beyond. Top of mind was a website with a seamless customer experience. Their fragmented data was an obstacle to overcome with this project, and their multiple CRM messaging automations and emails had to be rebuilt to work with the central CRM



# THE BRIEF

Lifestyle Blinds approached us to assist with an e-commerce website for their complicated quoting process, and to streamline customer experience

## Multiple CRMS

Customer data split across multiple crms, with different automations firing. Some data was also stored on spreadsheets

## Automate quoting

A system to automate their complicated quoting process based on the width and height of a window to deliver a price

# STRATEGY

We centralised the CRM into the system and formulated a custom app add on for the CRM to handle the quoting process. We redesigned their customer automation engagement and introduced an after sale engagement process to improve lifetime AOV and review engagement



# CUSTOMER JOURNEY

## Jotform Ingest

Leads from Jotform are added to campaign workflow

## Notifications

Live chat and missed call notifications in place to secure all leads

## New Website queries

New website queries segmented into categories for all sample requests, part sample requests and no sample requests

## Review Request

An email is sent four weeks after a purchase to request a review via email and WhatsApp

## TikTok Ad response

An email and a WhatsApp follow up is sent to leads inquiring on TikTok

# DELIVERABLES



**Growth**

Lifetime AOV



**Consistent Growth**

New Purchases



**Marked Increase**

Customer Reviews

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