18|8 Fine Men's Salon

Men's Hair Salon
CINCINNATI, OHIO - OAKLEY LOCATION

At 18|8 Fine Men's Salons, stylists and barbers are experienced in the art of men's haircuts/styling, straight-razor shaves, and grooming services. Their mission and vision is to is to help successful men transform themselves to look, feel and perform their best.

Located in the upstart Oakley neighborhood of Cincinnati, 18|8 owner Chris Brown seeks to tap the pulse of an area rich with young professionals in search of a modern, stylish look.

There are so many people that visit my site, but once they get there, very few stay for long. My FetchRev plugin nudges them to purchase the offer by buying right there on the spot, creating a sense of urgency.

CHRIS BROWN, OWNER
18|8 FINE MEN'S SALONS CINCINNATI

THE CHALLENGE

18|8 Fine Men's Salon in Cincinnati never had an issue with website traffic, receiving a steady stream of visitors every day thanks to a strong Google AdWords campaign.

However, along with the high number of webpage hits came a high bounce rate, as many prospects who visited the site did not follow through and book an appointment, either through the online booking system or by calling the salon directly.

Owner Chris Brown's top goal—as well as the collective goal of 18|8 salons nationwide—has always been to bring new patrons through the door and foster long-term customer relationships.

He knew that he'd need to sweeten the deal if he was going to convert casual website visitors into guests sitting down for a haircut and shave. It was just a matter of *how*.

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THE SOLUTION

Creating an offer directed toward new clients, a purchasable offer was built valid for *Two Haircuts for the Price of One* ($40 Total, $80 Value).

To take advantage of this offer, the user clicks on the view deal button upon visiting the site to access the landing page where a simple 3-step purchasing process securely completes the transaction. After entering their contact and credit card information, the new client is then sent an email confirming their purchase with instructions to show to the Director of First Impressions (DOFI) at check-in.
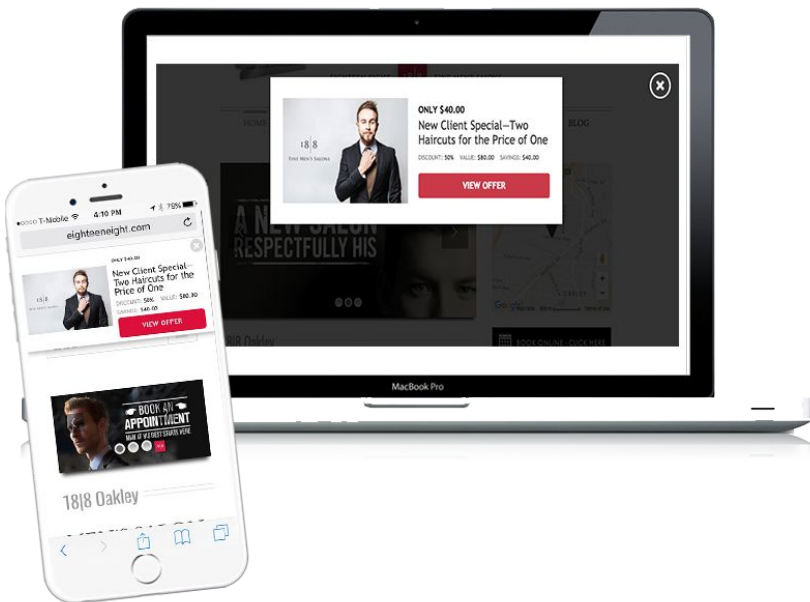
Tested over eight weeks, FetchRev worked with Chris to schedule a two-week off-and-on cycle during this period to compare results.

• 2/14 - 2/28 - PLUGIN INACTIVE
• 3/1- 3/15 - PLUGIN ACTIVE
• 3/16 - 3/21 - PLUGIN INACTIVE
• 4/1 - 4/17 - PLUGIN ACTIVE

THE RESULTS

During the weeks that the plugin was turned **off,** a total of **9 conversions** from a non-branded 18|8 adwords campaign resulted in a **27% new client conversion rate**.

During the weeks where the FetchRev plugin was turned **on**, **66 conversions** from non-branded adwords campaign resulted in a **60% new client conversion rate**.

In summary, when active the **FetchRev plugin was nearly 6X as effective** in pushing potential clients to convert or book an appointment.

The results showed Chris that FetchRev is effective in driving a **20% increase in new clients** through the action of enabling a website plugin.

QUESTIONS, COMMENTS?

That's what we're here for. Contact us today via email or phone.

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