

Nationwide Personal Care Shop Chain

Scaling Bookings Across Multi-Location Markets

The Results (Under 60 Days)



7,000+
bookings generated



\$300,000+
Booking Revenue



Ad spend
delivered a 750%
ROAS (7.5x return)

The Challenge

A nationwide chain of personal care service shops was experiencing declining performance across multiple locations. Their legacy strategy relied heavily on Google Ads and Meta, but rising CPMs and CPAs were steadily eroding efficiency.

At the same time, limited visibility into location-level performance made it difficult to determine which shops were truly driving bookings and revenue. Without clear attribution or a unified audience strategy, scaling efficiently across markets became increasingly challenging.

The brand needed a solution that could unify targeting at the national level while still supporting localized growth across its large geographic footprint.

The Solution

Unified Audience + Geo-Fenced Competitive Targeting

PULSE rebuilt the strategy around precision audience intelligence and location-based targeting.

- Unified customer audiences across markets
- Geo-fenced competitor targeting to capture high-intent shoppers
- Cross-channel execution across programmatic + Meta
- Meta optimized for prospecting, programmatic for reinforcement

The Impact

The brand moved from fragmented local campaigns to a scalable performance engine. The unified framework continues to drive consistent bookings while improving efficiency across additional markets

Key Takeaways

- Unified audiences improved multi-location performance
- Competitive geo-fencing captured nearby demand
- Cross-channel execution increased bookings without raising CPA

Ready to get started?

Contact Now

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