



**HALINA**  
spa + medical rejuvenation

# Halina Med Spa **CASE STUDY**

GROWTH99

# THE PROJECT

## *Halina Med Spa*

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At Halina Med Spa, the focus is on delivering an elevated experience for both body and mind. The spa's professionally trained aestheticians, nail technicians, and licensed massage therapists are educated beyond industry standards, ensuring top-level personal care for each client. For over 50 years, HALINA Spa has been at the forefront of scientific skincare, consistently staying current with the latest spa techniques. This approach combines European styles with the most recent advancements in technology, beauty, and wellness.



Location: 2713 Perseverance Dr, Austin, TX 78731

# THE CHALLENGE

Halina Med Spa offers a wide range of aesthetic services and is actively engaged in running lead-generation campaigns. These campaigns are designed to promote their spa services and attract potential clients to their clinic, enhancing their visibility and client engagement.



# THE SOLUTION

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In February 2023, Halina Med Spa began its partnership with Growth99, a seasoned expert in the field of medical aesthetics lead generation. Growth99 provided its professional expertise to assist Halina Med Spa in identifying key industry-specific keywords aligning them with the search patterns of its target audience.

The skilled paid media team at Growth99 also improved the performance of Halina Med Spa's Facebook ads. This included setting up targeted Facebook lead generation campaigns for various services such as microneedling, hydrafacials, fillers, and laser hair removal. Their efforts focused on enhancing these Facebook ads' performance to generate more leads, reduce cost-per-lead, and improve overall ad performance metrics, including impressions, clicks, click-through rates, and lead conversion rates.





## ***The Paid Media Team started with the basics, which include:***

- Competitor Research
- Keyword Research for writing ad copy
- Facebook Ad copy with high search volume keywords
- Creating appealing creatives/graphics
- Setting up Integrately (3rd Party CRM) for lead tracking



## ***Techniques that helped boost the campaign performance and made the ads are relevant and optimized include:***

- Closely monitoring each campaign's performance
- Changing creatives if needed
- Change the primary text and headline to get more traction
- Create a Look-alike audience campaign
- Customize Facebook campaigns to the client's needs







***The improvements Growth99 made above were just the beginning. As part of our monitoring process, the Paid Media Team continued to:***

- Closely monitor each campaign's performance
- Verify that the lead form is set up correctly
- Check the lead conversion tracking
- Verify that Integrately (3rd Party CRM) is set up correctly for tracking Facebook leads
- Cross-checking leads on Growth 99+ to ensure that all leads are going into the CRM correctly



# THE RESULTS

## *Clicks and Impressions*

Our ads' visibility and user interactions are measured by clicks and impressions. These metrics have consistently and gradually increased over time, demonstrating the effectiveness of our Facebook optimization strategy.

## *Click Through Rate*

Click-through rate (CTR) measures the percentage of people who click on a specific link or ad after seeing it on their news feed or timeline. It is calculated by dividing the number of clicks by the number of impressions and multiplying by 100. The click-through rate has been 2% or higher, showcasing the effectiveness of the Facebook Optimization Strategy.

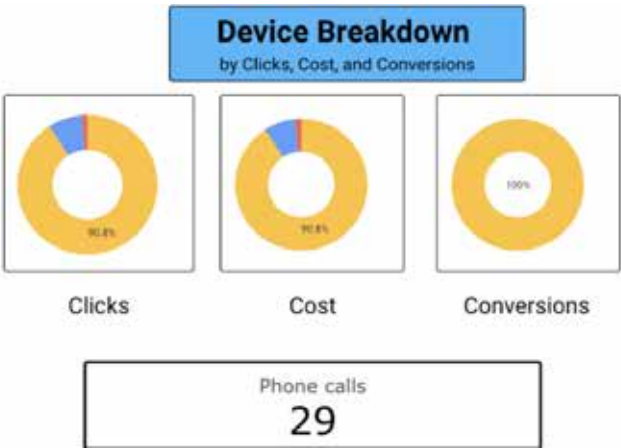


## *Lead Rate*

Lead rate on Facebook measures the percentage of people who have submitted their contact information or expressed interest in a product or service after clicking on an ad or landing page. The Lead Rate of the campaigns has been 5 or more, showcasing the effectiveness of our Facebook optimization strategy.

# Top Performing Campaigns

Top Campaigns			
by CTR, Avg. CPC, and Cost / Conv.			
Campaign	CTR ↑	Avg. CPC	Cost / conv.
1. Halina Spa   Brand	30.83%	\$1.45	\$19.82
2. Halina Spa   IPL Photofacial	7.21%	\$1.24	\$554.39
3. Halina Spa   Microneedling	5.54%	\$2.38	\$399.06
4. Halina Spa   Hydrafacial	5.51%	\$2.27	\$0
5. Halina Spa   Fillers	4.55%	\$1.83	\$0
6. Halina Spa   Laser Hair Removal	4.36%	\$3.91	\$398.96
7. Halina Spa   Botox	2.31%	\$2	\$187.86
8. Lina's	0%	\$0	\$0







# THANK YOU

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