



## PARTNER CASE STUDY

### AT A GLANCE

#### COMPANY

My Salon Suite

#### INDUSTRY

Beauty Services

#### CLIENT DESCRIPTION

My Salon Suite leases private suites to a variety of beauty and wellness professionals, including hairstylists, estheticians, massage therapists, and nail technicians. Each suite is fully equipped, allowing professionals to create a personalized space and manage their own schedule and clients.

*"Eulerity has been a game-changing partner. They've completely changed the way we approach our marketing, helping us stay ahead of the curve and our competitors. What stands out most is how the team takes the time to collaborate with us and our franchisees, developing new and exciting campaign concepts that are always goal-oriented and tailored to drive results. Their expertise in building a targeted keyword strategy and defining our audience segments helped us connect with the high-intent prospects we were looking for. With their creative ad builder and digital advertising suite, we've been able to develop more engaging image and video ads and continuously test new tactics. The implementation of Meta Lead Cards has been particularly impactful, and it's now a crucial part of our strategy to elevate both the quality and volume of our leads. We're excited for all that is to come!"*

#### JILL SULLIVAN

Director of Marketing, My Salon Suite

### CHALLENGES

My Salon Suite initially faced difficulties in generating a steady flow of qualified leads each month and sustaining high occupancy across advertised locations. A further challenge lay in effectively tailoring ad delivery to distinguish between prospective suite renters and individuals seeking salon services.

### SOLUTION & RESULTS

Through a carefully curated keyword strategy and precisely defined audience segments, Eulerity zeroed in on high-intent prospects most likely to rent a suite at My Salon Suite locations. Leveraging Eulerity's creative ad builder and digital advertising suite, the team developed more engaging image and video assets, collaborated on website enhancements, and continuously tested new tactics to elevate both the quality and volume of leads.

**+37%**

#### MORE LEASES PER LOCATION

Active Eulerity locations vs. inactive, Q1 2026

**+24%**

#### TOUR-TO-LEASE LIFT

After activating Meta Conversion Campaigns

**+5.6%**

#### OCCUPANCY YOY

Jan-Apr 2026 vs. Jan-Apr 2025, system-wide