

Eulerity

PARTNER CASE STUDY

REGIS

AT A GLANCE

COMPANY

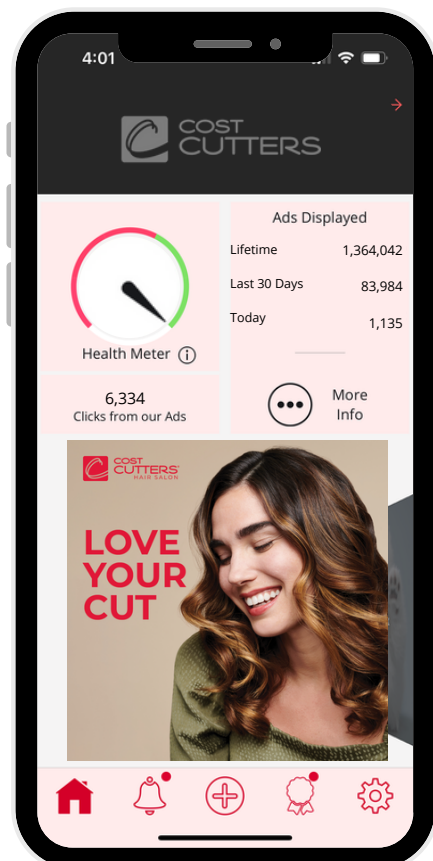
Cost Cutters

INDUSTRY

Beauty Services

CLIENT DESCRIPTION

Cost Cutters offers full-service salon services that give you the look you want for a whole lot less. Their salons carry a wide assortment of salon quality professional products so customers can maintain their fresh cut and incredible color.



CHALLENGES

As a trusted partner for many of the Regis Corporation brands, including Cost Cutters, we understand the challenges of navigating a shift from centralized marketing to a franchisee-driven approach. When Cost Cutters transitioned to a model where franchisees managed their own digital marketing efforts, they encountered a complex marketing landscape.

This decentralization required an efficient and unified solution to empower individual franchisees. They needed a tool that balanced franchisee control over local marketing initiatives with maintaining brand consistency.

SOLUTION & RESULTS

Eulerity's platform empowered franchise owners to effectively manage their local marketing initiatives while adhering to brand guidelines.

Here's a glimpse of the impact:



Increased Local Traffic: Eulerity ads drove an average of **over 265 new users per month** directly to each participating location's landing page, accounting for more than 50% of new user traffic!



Boosted Bookings: With an average monthly spend of under \$600, Eulerity directly generated **23 bookings per month per location**, while indirectly influencing many more.



Cost-Effective Marketing: The platform proved highly cost-effective, with an average **cost per click of only \$0.86**.



Streamlined Marketing: Franchisees not only tackled local digital marketing but gained a partner platform that automates and amplifies their individual messages while maintaining brand consistency.