

18 | 8 Fine Men's Salon

Health, Beauty & Wellness
Cincinnati, Ohio - Oakley Location



hownd®

Success Stories



60%

Conversion Rate

20%

Increase in new clients

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 help successful men transform themselves to look, feel, and perform at 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 Hownd plugin nudges them to purchase the offer by buying right there on the spot, creating a sense of urgency.”

Chris Brown
Owner

The Challenge

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

Along with the high number of webpage hits, however, came a high bounce rate, as many visitors did not book an appointment.

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

Chris knew 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 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, Hownd 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 the plugin was turned off, a total of nine conversions from a non-branded 18|8 Adwords campaign resulted in a 27% new client conversion rate.

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

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

The results showed Chris that Hownd 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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