

CASE STUDY • META ADS • SPA SALON • DUBAI

# Dream Valley SPA

1,705 leads for a spa salon in Dubai in 3 months with a budget of AED 2,500 (~\$680). CPL — AED 1.47 (~\$0.40)

Meta Ads → Instagram Direct → Chatbot → Booking an Appointment

Meta Ads

Instagram Reels

Messages Campaign

Retargeting

Chatbot

Dubai

**1,705**

Leads  
messages in Direct

**AED  
2.5K**

Budget  
~\$680 over 3 months

**-80%**

Qualified leads  
after chatbot filtering

**\$0.40**

CPL  
cost per lead

PROBLEM

# Business Bottlenecks

## No promotion strategy

The salon had no systematic approach to advertising and lead generation. There was no stable flow of clients.

## Dependence on word of mouth

The entire client flow depended on referrals and organic Instagram reach. No control over the number of leads.

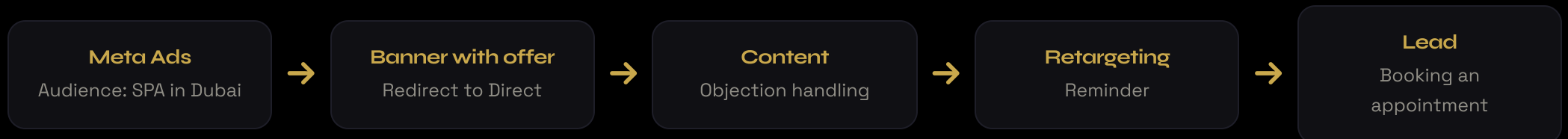
Client	Dream Valley SPA, Dubai
Services	Massage, skincare treatments
Target audience	Residents & tourists, premium
Channel	Instagram, Meta Ads
Budget	AED 2,500 (~\$680)

## Goal

Launch a completely new social media promotion strategy, increase the number of clients, and start consistently generating leads through advertising.

FUNNEL

# Acquisition Strategy



Multi-step funnel:

- 1 Messages campaigns**  
Ads with an offer leading directly to Instagram Direct
- 2 Retargeting**  
Campaigns targeting those who interacted with the account, ads, or sent messages
- 3 Branding**  
Reach campaigns to increase awareness and "warm up" the audience

# Hypothesis Testing

## Hypothesis 1 Static banners

We started with simple static banners featuring a call-to-book and a first-visit discount.

Conclusion: static banners fail to convey the salon's atmosphere and do not evoke an emotional response. A fundamentally new hypothesis was needed.

## Hypothesis 2 Professional filming + Reels

We suggested the client conduct a professional video shoot and create a series of motion videos (Reels) with high-quality editing.

**Idea:** showcase the aesthetics and real atmosphere of the salon — a unique space where clients will come. Instead of a dry offer — a visual immersion into the experience.

- ✓ Organized a professional video shoot at the salon
- ✓ Created a series of Reels videos with professional editing
- ✓ Launched ad campaigns with video creatives
- ✓ Kept the same audience and funnel, changing only the format

# Integrating a Chatbot

After launching video creatives, the volume of leads grew so much that the client physically could not respond to all Direct messages in time.

## What the chatbot delivered

- 1 Automatic lead qualification (filtering out non-target leads)
- 2 Instant responses 24/7 — clients don't wait
- 3 Reduced workload on salon staff
- 4 Increased conversion from message to booking

# -80%

qualified leads  
after chatbot integration

# Meta Ads — Ad Account

<input type="checkbox"/>	<input checked="" type="checkbox"/>	WGG_Reels_WhatsApp_fix	34,958	1,815	0.29	538	0.98	3.05%	526.92
<input type="checkbox"/>	<input type="checkbox"/>	WGG_Feed&Stories_WhatsApp_...	1,828	190	0.82	49	3.17	6.82%	155.39
<input type="checkbox"/>	<input type="checkbox"/>	WGG_Feed&Stories_WhatsApp	3,849	485	0.70	135	2.50	6.98%	337.90
<input type="checkbox"/>	<input type="checkbox"/>	WGG_STeaser_re	597	56	1.46	15	5.44	8.20%	81.63
<input type="checkbox"/>	<input type="checkbox"/>	WGG_Test	3,174	405	0.78	95	3.33	8.81%	316.45
<input type="checkbox"/>	<input type="checkbox"/>	WGG_Reels_WhatsApp	12,211	1,918	0.07	830	0.17	9.47%	138.77
<input type="checkbox"/>	<input type="checkbox"/>	WGG_Reels_new	256	24	0.48	4	2.86	9.27%	11.45
<input type="checkbox"/>	<input type="checkbox"/>	WGG_Reels	1,055	151	0.22	32	1.04	13.68%	33.40
<input type="checkbox"/>	<input type="checkbox"/>	WGG_STeaser	286	30	0.46	7	1.99	10.17%	13.91
Results from 29 campaigns ⓘ			251,481	5,813	0.43	—	—	1.51%	2,504.87
Accounts Center ac...				Total	Per Click			Per Impressions	Total Spent

Full statistics: 29 campaigns, 251K reach, 5,813 clicks, AED 2,504 budget

SUMMARY

## Results over 3 Months

**1,705**

Messages received in Direct

**AED 2.5K**

Ad budget ~\$680

**-80%**

Qualified leads after chatbot filtering

**96K**

Ad impressions

**5,000**

Ad clicks

**\$0.40**

CPL cost per lead

**29**

ad campaigns launched and tested

**251K**

audience reach accounts center

**AED 0.43**

cost per click CPC

**Key takeaway:** CPL ~\$0.40 — an extremely low cost per lead for the Dubai market. Switching from static banners to professional Reels dramatically increased conversion. The chatbot raised lead quality to 80% qualified and relieved the staff workload.