



Cote d'Azur is a holistic healing center in a spa environment offering natural, organic, indigenous elements from around the world to every treatment from artisan professionals—a one-of-a-kind experience. Their passion for their customers' health and well being is a strong attraction to gaining new customers and building loyalty with their already dedicated clientele.

FetchRev is easy to use and gives me complete control of the offers, discounts, copy, images, and terms. I couldn't be happier. It's simple to use and I know exactly how much I am making with FetchRev. The return is fantastic.

Carolyn, Owner
COTE D'AZUR

THE CHALLENGE

Like many local businesses, Cote d'Azur started their marketing efforts through email and a website. They soon outgrew emailing directly and invested in a more robust email marketing tool. As they grew, they began to realize the limitations of this approach as well.

As a business with clients that come from around the country to enjoy their services, they wanted to sell products to their clients who were either too far away to come to the spa, or to those people who shopped after hours or preferred the convenience of online shopping.

Carolyn, founder and owner of Cote d'Azur, was looking for a more robust marketing platform that could help scale her business, keep her in contact with her clients, get the right message to the right client (at the right time), and add the ability to sell products on her website. And it had to be easy to use, intuitive, and provide measurable results.

Cote d'Azur

Beauty Spa

PASADENA, CALIFORNIA

THE SOLUTION

FetchRev was able to satisfy Carolyn's marketing challenges on several fronts. First, it's easy to use. FetchRev's "cut and paste," "drag and drop" interface allows Carolyn to create professional-looking ads and offers that she delivers to her customers through email.



One feature in particular that FetchRev offers that her email provider didn't is the ability to capture clients' birthdays and send them special offers on their special day. Because of her savvy business sense, Carolyn knows that taking care of those who know your business and providing them special offers and updates on new products and services is a great way to earn loyal customers.

Carolyn has been able to add eCommerce to her website with FetchRev's web plugin that takes care of the landing page, credit card payment, verification, redemption, and deposit of revenue back to Cote d'Azur. This has opened a new stream of income for Carolyn and a new way to please her customers who love her products but can't always get to the store.

Additionally, with FetchRev, Carolyn has been expanding her marketing efforts into Facebook. As easily as it is to create a professional-looking offer to send to her existing clients, Carolyn can create ads that are targeted at new clients on Facebook who are also local to her spa and have the same lookalike characteristics as the clients she already sells to.



RESULTS

Cote d'Azur has generated over **\$32,000** in revenue with FetchRev.

Carolyn's results have come through a winning approach to providing a unique and valuable service to her local community while investing in technology to help her scale her business through winning **new customers**, taking **care** of the ones she already has, and optimizing her online **reputation**.

With her more recent emphasis on expanding marketing efforts to **Facebook** and Google, Carolyn is confident her return on marketing investment will only continue to improve.

QUESTIONS, COMMENTS?

That's what we're here for. Contact us today via email or phone.



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