

PERSONAL CARE PLATFORM CASE STUDY

Turning Everyday Banking into Brand Discovery

About The Brand

Aims to transform beauty & wellness by making leading salon, spa and dermatology services instantly accessible.

Its intuitive app lets users seamlessly browse, compare and book top-rated providers-offering unmatched convenience and control at the tap of a button!

Challenges

- Difficulty reaching **qualified audiences**
- **Low conversion** from brand discovery to action, impacting app sign-ups
- **Poor engagement** on traditional marketing channels
- **Rising CACs** via conventional performance marketing

Result



CUSTOMERS
ENGAGED
105,829



WEBSITE
VISITS
4,312



NEW CUSTOMERS
ACQUIRED
512



TOTAL
IMPRESSIONS
140,194

*Campaign Duration: 1.5 months

How Nuclei Helped



50L+ MAUs

Enabled access to 50L+ MAUs through trusted partner banks



Sign Ups & Conversions

Boosted app sign-ups & conversions via exclusive brand visibility in banking apps



Lower Costs

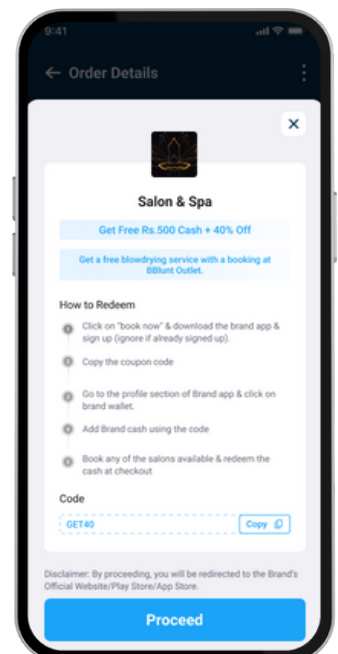
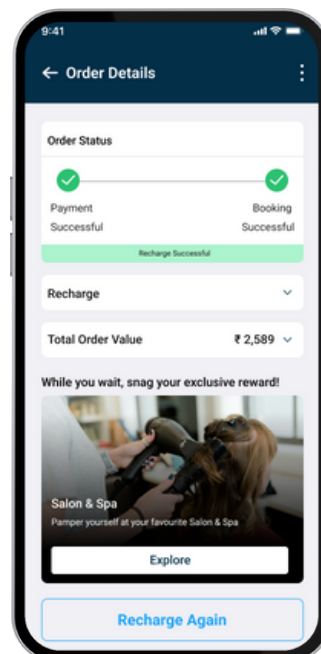
Reduced CACs with performance-based pricing model



Actionable Insights

Delivered real-time insights for measurable, data-driven outcomes

Brand Visibility



25+ Partner Banks



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