

CASE STUDY

Jumpstarting Demand for a Premium Wellness Brand in an Emerging Market

How Nobos Digital used a persona-based strategy to build awareness for an emerging wellness category and drive immediate and sustained booking growth through Meta advertising.

10.2x

Return on Ad Spend (ROAS)

*More than 2x the industry gold standard of 4x ROAS***\$95,068**

Tracked Booking Revenue from Meta

*generated from \$9,344 in ad spend in 4 months***3.5% → 48%**

Fri–Sun Days at 90%+ Capacity

from near-empty to consistently packed

CLIENT

Joon by Joe Bae

Luxury Head Spa — Bellevue, WA

INDUSTRY

Luxury Wellness

CHANNELS

Meta — Instagram & Facebook

REPORTING PERIOD

Nov 2025 – Feb 2026

Ads launched Oct 22, 2025

“Nobos Digital built a strategy around our highest-value customer profiles—what they value, how to position our brand and services, and how to reach and acquire them with the right message and channels. They immediately unlocked booking demand and made it sustainable, increasing Fri–Sun days reaching 90%+ capacity from 3.5% to 48%.”

— Joe Bae, Founder, Joon by Joe Bae

ABOUT JOON BY JOE BAE

Joon by Joe Bae is an award-winning luxury head spa located in Bellevue, WA — the first of its kind in the area. The business specializes in scalp health treatments using advanced devices and professional-grade products, offering a premium and elevated self-care wellness experience that is largely new to the U.S. market.

THE CHALLENGE

Despite offering an exceptional service, Joon was consistently underbooked — operating in the red on most days, even on peak weekends. Two compounding challenges made organic growth difficult:

- **Category awareness gap** — scalp wellness is well-established in Asia but largely unknown to U.S. consumers, requiring education but also the need to immediately increase bookings to stabilize cash flow.
- **High-ticket positioning** — at a premium price point, we needed to elevate the value of the service with the right audience while maintaining the luxury brand identity.

WHY NOBOS DIGITAL

Joe Bae chose Nobos Digital for their persona-first approach to paid social — building strategy from the ground up, starting with who the customer is, what they value, and what message will move them to act.

THE STRATEGY & APPROACH

0 1

Persona Development

Built tiered personas using qualitative and quantitative data to identify the highest-value customers and what drives them to book.

0 2

Brand Identity, Value Pillars, & Messaging

Defined the brand's unique value propositions, developed persona-aligned messaging framework connecting with what each persona values.

0 3

Persona-Based Campaign Architecture

Launched distinct Meta campaigns based on our personas, values, and messaging to target the right audiences with the right message and content.

0 4

Optimization & Scaling

Layering Meta's machine learning with hands-on optimization of creative, budget, and placements to compound results and maximize every dollar spent.

THE RESULTS

What followed was four months of sustained, compounding growth that fundamentally changed Joon's business.

10.2x

Return on Ad Spend (ROAS)

\$95,068

Tracked Booking Revenue

3.5% → 48%

Fri–Sun Days at 90%+ Capacity

Highly Effective, Persona-Based Campaigns

Campaigns returned over \$10 for every \$1 in Meta spend — driven by persona-based campaigns that matched the right message to the right audience.

\$9,344 In. \$95,068 Out.

\$9,344 invested in Meta ads returned \$95,068 in tracked booking revenue — a 10.17x return. Every dollar working harder than the 4x industry gold standard.

From Underbooked to Consistently Full

Before ads, just 3.5% of Fri–Sun days reached 90%+ capacity. Immediate, sustained shift to nearly half of Fri–Sun days consistently near or at full capacity.

THE NOBOS DIGITAL DIFFERENCE

We're more than an agency, we become your strategic partner. We fully invest in understanding your business, your customers, and what truly drives growth, then design a focused strategy that aligns marketing with real business outcomes.



