

# GAS CASE STUDY

## SALON A

Salon A is a 30-column salon, located in Surrey. It has a total of 1,176 clients in June, of which 13 were generated by GAS. The salon offers £15 off the new and existing clients next service.

This Month (0 Texts Sent)		This Year (134 Texts Sent)		Life Time (21677 Texts Sent)	
Clients	13	Clients	35	Clients	998
Gross	£1,863.75	Gross	£4,273.90	Gross	£805,650.37

## SALON B

Salon B is a 18-column salon, located in Buckinghamshire. It has a total of 490 clients in June, of which 19 were generated by GAS. The salon offers £20 off the new and existing clients next service.

This Month (171 Texts Sent)		This Year (2144 Texts Sent)		Life Time (9121 Texts Sent)	
Clients	19	Clients	137	Clients	467
Gross	£6,725.90	Gross	£78,623.50	Gross	£451,008.71

## SALON C

Salon C is a 13-column salon, located in Surrey. It has a total of 792 clients in June, of which 13 were generated by GAS. The salon offers 25% off a Cut and Blow-dry for new and existing clients.

This Month (244 Texts Sent)		This Year (2583 Texts Sent)		Life Time (7508 Texts Sent)	
Clients	13	Clients	76	Clients	226
Gross	£1,246.25	Gross	£12,379.35	Gross	£63,457.90

## SALON D

Salon D is a 8-Column salon, located in Oxfordshire. It has a total of 538 clients in June, of which 34 were generated by GAS. The salon offers 50% off the new and existing client's next visit.

This Month (58 Texts Sent)		This Year (59 Texts Sent)		Life Time (27249 Texts Sent)	
Clients	34	Clients	281	Clients	2715
Gross	£2,325.54	Gross	£29,530.42	Gross	£525,786.62

## SALON E

Salon E is a 6-Column salon, located in Yorkshire. It has a total of 302 clients in June, of which 4 were generated by GAS. The salon offers 50% off the new and existing client's next haircut.

This Month (8 Texts Sent)		This Year (40 Texts Sent)		Life Time (3049 Texts Sent)	
Clients	4	Clients	33	Clients	288
Gross	£378.44	Gross	£3,976.93	Gross	£96,047.27