

CASE STUDY



**Calm.
Connected.
Converting.**

How endota boosted spa bookings
and franchise engagement with
a personalised, data led campaign



endota's Success with Taguchi's Distributed Customer Engagement Platform



As Australia's leading wellbeing brand and largest day spa network, endota exists to help people care for their wellbeing through purposeful, immersive experiences. With 110 locations across Australia, New Zealand, and Thailand, they deliver more than 870,000 treatments annually,


powered by a passionate workforce of over 2,000 staff, including 800 therapists across 52 franchise spas.

Guided by the values of intent, connect, truth, and balance, endota blends spa, retail, and digital offerings to support holistic wellness in everyday life—at home, work, and beyond.


THE CHALLENGE

In preparation for the holiday season, endota sought to increase bookings while strengthening relationships across its franchise network. The ambition was clear: deploy a scalable national campaign that maintained deep local relevance—empowering each spa to customise offers to their unique market conditions while ensuring therapist wellbeing and operational efficiency.


The key challenges included:




Driving franchise participation



Managing campaign complexity



Improving the customer journey



Increasing return on investment

THE SOLUTION

A personalised, multi-channel campaign with franchise control

Launched in September 2024, the campaign ran through November 2024, strategically positioned ahead of the Christmas peak. The theme: unique, limited-time wellness offers, curated for local relevance and customer appeal. The execution married data-driven planning with deeply collaborative franchise involvement.

Tailored treatment offers for local markets

A suite of 10 curated offers was developed in collaboration with cross-functional teams including marketing, operations, and therapists. The offers ranged from 45 to 90 minutes and bundled high-value treatments like facials and massages with top-performing add-ons such as LED therapy, hydro-microdermabrasion, and body scrubs.

Each spa selected the offer that best suited its staffing, treatment mix, and local market preferences. Franchisees had flexibility in determining price points (approved by Operations), which helped ensure commercial alignment with therapist capacity and revenue targets.



A DEEPLY PERSONALISED CAMPAIGN

The campaign was delivered via a multi-channel strategy:

Email Marketing: Personalised, segmented emails were sent to endota's email subscribers using Taguchi. A new campaign template reduced the number of email activities from 60+ to 10, streamlining production while maintaining spa-level customisation. Each email featured a deep-linking CTA that led directly to the spa's booking page, with offer and location pre-selected—reducing booking friction by 4 clicks.

SMS Retargeting: SMS messages were tailored based on loyalty, purchase history, and geography. For example, Airport West customers who had spent over \$100 in the past year received a targeted reminder about their local offer.

Website Integration: Spa-specific landing pages highlighted the selected offer with a unique promo code and sticky banners across the booking flow.

POS & In-Spa Communications: Walk-in customers were informed through A-frames, posters, flyers, and digital displays—all reflecting the national creative theme while showcasing local offers.

Local Area Marketing: Franchisees could amplify campaign reach through shopping centre ads, digital directories, and partner emails. This reinforced digital messages with physical presence.



RESULTS

A balanced campaign that delivered on all fronts

Commercial Impact

Compared to the previous quarter (June–August 2024), the campaign delivered:

**+3% INCREASE
IN BOOKINGS**

**+20% INCREASE
IN REVENUE**

Email Performance

The restructured email setup resulted in significant time saving and fewer errors, creating a more scalable and future-proof approach to campaign delivery. Email metrics are comparing against previous period, ie July – Aug '24 vs Sep – Oct '24.

**60%
FASTER
CAMPAIGN
SETUP TIME**

**+30%
INCREASE
IN UNIQUE
CLICKS**

**+52%
INCREASE
IN VALUE
PER EMAIL
SENT**

Franchise engagement

Early collaboration between franchisees and BDMs played a crucial role in selecting the most effective packages and price points, leading to more confident local executions.

**>70% SPA
PARTICIPATION**

**+10% INCREASE
IN OFFER
SUBMISSIONS**

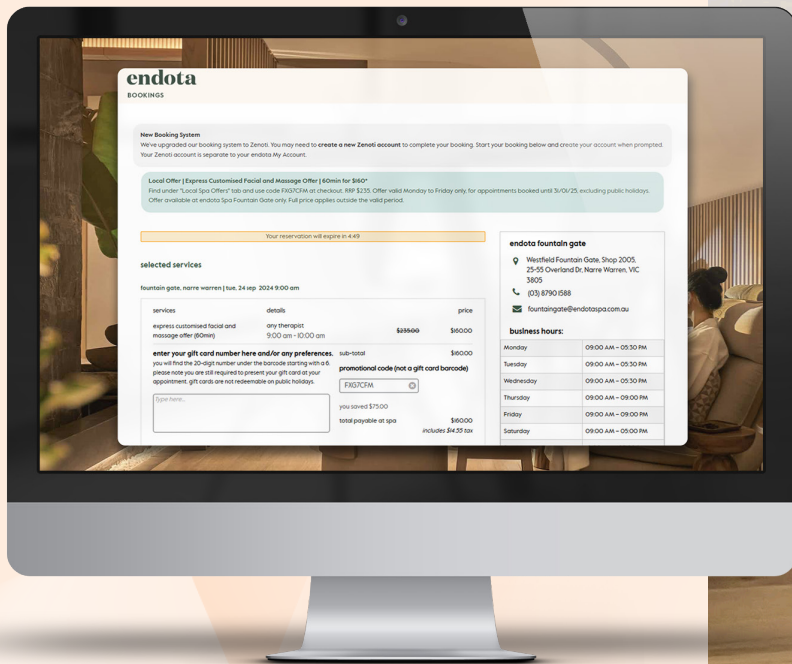
Customer Feedback

A total of 614 reviews were received during the campaign, with an average rating of 4.8 out of 5 stars. Customers praised the relaxing environment, staff professionalism, and high value of the packages. Some standout feedback:

“My first massage and facial since having my twin boys... I felt so relaxed and welcomed. Thank you so much!”

“A perfect way to reset midweek—beautiful treatment, lovely therapist, incredible value.”

“Jess at Northland Spa knew exactly what I needed. The whole experience was divine.”



CLAIRE AUSTIN, CHIEF MARKETING OFFICER, ENDOTA

"This campaign was a perfect blend of insights, process, and people. By applying data in smart, efficient ways— and aligning closely with our franchisees—we created a campaign that scaled nationally while still feeling personal to every spa and customer. Taguchi were an instrumental component of this campaign's success, showcasing the power of collaboration and streamlined execution."

"a perfect blend
of insights,
process, and
people"



 **TAGUCHI**[®]
Distributed Engagement Platform

CONCLUSION

By moving away from one-size-fits-all campaigns and reducing manual workload, endota was able to implement a smarter, more scalable approach to personalisation, without compromising brand consistency. The impact was clear: with a more seamless and tailored customer journey, endota saw a 20% increase in revenue and a 60% improvement on email build time. It was a strong validation that when you combine strategic automation with thoughtful personalisation, you don't just improve efficiency—you drive meaningful results for both the business and its customers.

For more information about Taguchi and how we can help your business, visit [Taguchi.com.au](https://taguchi.com.au).



taguchi.com.au