

classpass

Wellness Case Study

Glow Facial Bar

Location

Denver, CO

Joined ClassPass

May 2018

In 1 Year as a ClassPass Partner

1.3k

*total number of
ClassPass reservations*

\$61.9k

*total incremental revenue
from ClassPass*

800

*total number of unique
ClassPass users*

Background

Nestled in the buzzing Cherry Creek neighborhood of Denver, Glow Facial Bar touts a unique 'open concept' setup, maximizing both real estate and availability. The calm and community-minded atmosphere invites locals and visitors alike to let themselves glow. But no matter how inviting the setting, filling open appointments is a challenge for nearly all wellness venues. Beyond marketing and word-of-mouth, how do you keep the brand relevant — and keep the appointments flowing?

Karin Palmer, owner of Glow Facial Bar, says increased selection and competition are among the hurdles her business has faced. "We partnered with ClassPass because we saw it as a great opportunity for exposure and to fill open times," recalls Palmer.

Working with ClassPass

Wellness treatments, like the experiences offered at Glow Facial Bar, are naturally appealing to the ClassPass audience of health enthusiasts. Palmer agrees the partnership has helped drive traffic to her business. "We love that clients can book appointments with us as a part of their ClassPass membership," she says. "And it's an easy way of filling our empty appointment slots."

Glow Facial Bar can now tap into a new segment of customers, as well as monetize unbooked appointments. "We have seen a significant increase in bookings and re-bookings," recounts Palmer. "ClassPass users have a tendency to schedule facial appointments more frequently than other clients."

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– Karin Palmer, owner of Glow Facial Bar



Looking Ahead

"We believe spa quality facials should be available at a fair price," says Palmer, "and convenient enough to fit into the busiest of schedules." With access to advanced data and tools on the ClassPass platform, Glow Facial Bar can spread its glow even further. "It's a simple concept really, everyone deserves beautiful skin."

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