

CASE STUDY

How We Generated 205 Treatment Registrations for a Miami Med Spa with Meta Ads

Client: Confidential med spa (name withheld) · Locations: Doral & Miramar, FL ·
Channels: Facebook & Instagram Ads · Period: May 10 – Oct 21, 2026

205 Treatment registrations	\$23.02 Avg. cost per registration	\$13.68 Launch-month cost per registration	5.06% Click-through rate
21,345 Local women reached	90,507 Impressions	\$1.03 Cost per click	\$4,718 Total ad investment

Source: Meta Ads Manager. Registrations are completed sign-ups on the booking page, not confirmed paid sessions.

The challenge

A med spa serving Doral and Miramar, Florida needed a steady flow of new clients for one signature treatment: **facial carboxytherapy combined with facial radiofrequency**, at an introductory price of \$129. The audience was very local (women 25–65 in or near Doral and Miramar) and all messaging had to be in Spanish. The goal was trackable registrations, not likes or followers.

Our strategy

1. Conversion-focused campaign built on the pixel

A Meta Leads campaign optimized for completed website registrations, so the algorithm looked for women likely to book. Anyone who had registered in the previous 30 days was excluded, so the budget never paid twice for the same lead.

2. Hyper-local targeting by intent

Four audience tests around Doral, Miramar and Coral Gables: facial-care interests, beauty and brow interests, Meta's Advantage+ audience, and a broad audience of women 25–55.

3. Spanish-first video with a real specialist

Short vertical videos for Reels and Stories, with the spa's own specialist speaking to camera. The copy led with a clear offer: no needles, no pain, no downtime, radiofrequency included at no extra cost, \$129.

4. Structured creative testing

Three messaging angles on the same offer: **"The Secret"** (curiosity), **"The \$129 Price"** (direct offer) and **"The Reset"** (transformation).

Campaign results in Meta Ads Manager

Screenshots taken directly from Meta Ads Manager on October 21, 2026. The client's account and brand names are blurred for confidentiality.

The screenshot shows the Meta Ads Manager interface. At the top, there's a navigation bar with 'Campañas' selected. Below it, a filter bar shows 'Entrega de la campaña es Activo'. The main table displays campaign data for 'CARBOXY + RADIOFRECUENCIA'. The table has columns for 'Act...', 'Campaña', 'Entrega', 'Resultados', 'Costo por resultado', 'Monto gastado', and 'Impresiones'. The data row shows the campaign is active, with 205 results, a cost per result of \$23.02, and a total spend of \$4,718.12.

Act...	Campaña	Entrega	Resultados	Costo por resultado	Monto gastado	Impresiones
☐	CARBOXY + RADIOFRECUENCIA	Activa	205	\$23.02	\$4,718.12	90.507

Campaign level: 205 registrations at \$23.02 each, \$4,718 invested.

This screenshot continues the table from the previous one, showing additional metrics for the 'CARBOXY + RADIOFRECUENCIA' campaign. The table has columns for 'Act...', 'Campaña', 'Alcance', 'Frecuencia', 'CTR (todos)', 'CPC (todos)', and 'CPM (costo por mil...)'. The data row shows 21,345 reach, 4,24 frequency, 5.06% CTR, \$1.03 CPC, and \$52.13 CPM.

Act...	Campaña	Alcance	Frecuencia	CTR (todos)	CPC (todos)	CPM (costo por mil...)
☐	CARBOXY + RADIOFRECUENCIA	21.345	4,24	5,06%	\$1,03	\$52,13

Campaign level (continued): 21,345 accounts reached, 5.06% CTR, \$1.03 CPC, \$52.13 CPM.

Results by audience (ad sets)

Conjuntos de anuncios B 77 Puntuación de ... Descartar borradores Revisar y publicar (8)

Todos los anuncios Anuncios activos Acciones Con entrega + Ver más Crear una vista

Entrega de la campaña es Activo Describe lo que buscas Borrar

Campañas Conjuntos de anuncios Anuncios 10 may 2026 - 21 oct 2026

+ Crear Duplicar Editar Prueba A/B Más Filtrar 1 Columnas Impresiones Costo Monto Resultados Entrega Conjunto de anuncios Act...

	Act... ↑↓	Conjunto de anuncios ↑↓	Entrega ↓	Resultados ↑↓	Costo por resultado ↑↓	Monto gastado ↑↓	Impresiones ↑↓
☐	☒	General Doral + Miramar - Woman 25-55 - Spa	● Aprendizaje limitado	14 Registro completado ...	\$16,46 Por registro complet...	\$230,44	5.834
☐	☒	Advantage+	● Aprendizaje limitado	44 Registro completado ...	\$22,23 Por registro complet...	\$978,26	19.678
☐	☒	Facial	● Activa	78 Registro completado ...	\$22,60 Por registro complet...	\$1.763,16	31.811
☐	☒	Microblading	● Activa	69 Registro completado ...	\$25,17 Por registro complet...	\$1.736,96	32.928
☐	☐	LAL 1% - Complete Registration + View Landing	● Desactivado	— Registro completado ...	— Por registro completa...	\$9,30	256
Resultados de 5 conjuntos de anuncios ⓘ Ver resultados							

Ad sets: the facial-care audience led on volume (78 registrations at \$22.60); the broad audience had the lowest cost (\$16.46).

Conjuntos de anuncios

77 Puntuación de ...

Descartar borradores

Revisar y publicar (8)

Todos los anuncios

Anuncios activos

Acciones

Con entrega

+ Ver más

Crear una vista

Entrega de la campaña es Activo Describe lo que buscas

Borrar

Campañas

Conjuntos de anuncios

Anuncios

10 may 2026 - 21 oct 2026

+ Crear

Duplicar

Editar

Prueba A/B

Más

Filtrar 1

Columnas

Act... ↑↓

Conjunto de anuncios ↑↓

Alcance ↑↓

Frecuencia ↑↓

CTR (todos) ↑↓

CPC (todos) ↑↓

CPM (costo por mil...) ↑↓

☐	☒	General Doral + Miramar - Woman 25-55 - Spa	2.862	2,04	3,58%	\$1,10	\$39,50
☐	☒	Advantage+	7.410	2,66	4,77%	\$1,04	\$49,71
☐	☒	Facial	11.132	2,86	5,08%	\$1,09	\$55,43
☐	☒	Microblading	13.573	2,43	5,47%	\$0,96	\$52,75
☐	☐	LAL 1% - Complete Registration + View Landing	218	1,17	7,03%	\$0,52	\$36,33

Resultados de 5 conjuntos de anuncios ⓘ

Ver resultados

Ad sets (continued): reach, frequency, CTR, CPC and CPM by audience.

Results by ad

Anuncios B 77 Puntuación de oportunidad ▼ Descartar borradores Revisar y publicar (8) ... 

Todos los anuncios Anuncios activos Acciones Con entrega + Ver más Crear una vista ...

Entrega de la campaña es Activo X Describe lo que buscas Borrar

Campañas Conjuntos de anuncios Anuncios 10 may 2026 - 21 oct 2026

+ Crear Duplicar Editar Prueba A/B Más Filtrar 1 Columnas Desglose

☐	Act... ↑↓	Anuncio ↑↓	Entrega ↓	Resultados ↑↓	Costo por resultado ↑↓	Monto gastado ↑↓	Impresiones ↑↓
☐		 Carboxy V1-Secreto GEN-Doral...	Activa	37 Registro completado ...	\$24,28 Por registro complet...	\$898,53	16.92
☐		 Carboxy V3-Reset GEN-Doral+...	Activa	56 Registro completado ...	\$21,84 Por registro complet...	\$1.223,14	20.909
☐		 Carboxy V1-Secreto GEN-Doral...	Activa	22 Registro completado ...	\$24,49 Por registro complet...	\$538,72	10.872
☐		 Carboxy V1-Secreto GEN-Doral...	Activa	32 Registro completado ...	\$25,94 Por registro complet...	\$830,03	15.767
☐		 Carboxy V1-Secreto GEN-Doral...	Aprendizaje limitad	5 Registro completado ...	\$6,56 Por registro complet...	\$32,81	786
☐		 Carboxy V2-Pracio129 GEN-Dor...	Aprendizaje limitad	43 Registro completado ...	\$22,46 Por registro complet...	\$965,90	19.416

Resultados de 27 anuncios ⓘ

Ads: the "Reset" angle produced the most registrations (56 at \$21.84). Ad names and creative thumbnails with branding are blurred.

Anuncios B 77 Puntuación de oportunidad ▼ Descartar borradores Revisar y publicar (8) ... 

Todos los anuncios Anuncios activos Acciones Con entrega + Ver más Crear una vista ...

Entrega de la campaña es Activo Describe lo que buscas Borrar

Campañas Conjuntos de anuncios Anuncios 10 may 2026 - 21 oct 2026

+ Crear Duplicar Editar Prueba A/B Más Filtrar 1 Columnas Desglose

☐	Act... ↑↓	Anuncio ↑↓	Cancela ↑↓	Frecuencia ↑↓	CTR (todos) ↑↓	CPC (todos) ↑↓	CPM (costo por mil...) ↑↓
☐	☒	 Carboxy V1-Secreto GEN-Doral...		9.042	1,87	5,18%	\$1,03 \$53,10
☐	☒	 Carboxy V3-Reset GEN-Doral+...		8.243	2,54	4,61%	\$1,27 \$58,50
☐	☒	 Carboxy V1-Secreto GEN-Doral...		6.072	1,79	6,01%	\$0,82 \$49,55
☐	☒	 Carboxy V1-Secreto GEN-Doral...		8.122	1,94	5,83%	\$0,90 \$52,64
☐	☒	 Carboxy V1-Secreto GEN-Doral...		664	1,18	4,83%	\$0,86 \$41,74

Resultados de 27 anuncios ?
Ver resultados

Ads (continued): CTR stayed between 4.6% and 6.0% on the top-spending ads.

The ads, as people saw them on Instagram

Real Instagram feed previews generated by Meta for the three top-spending ads. Account name and logo are blurred.



"The Reset" angle

56 registrations · \$21.84 each



"The \$129 Price" angle

43 registrations · \$22.45 each



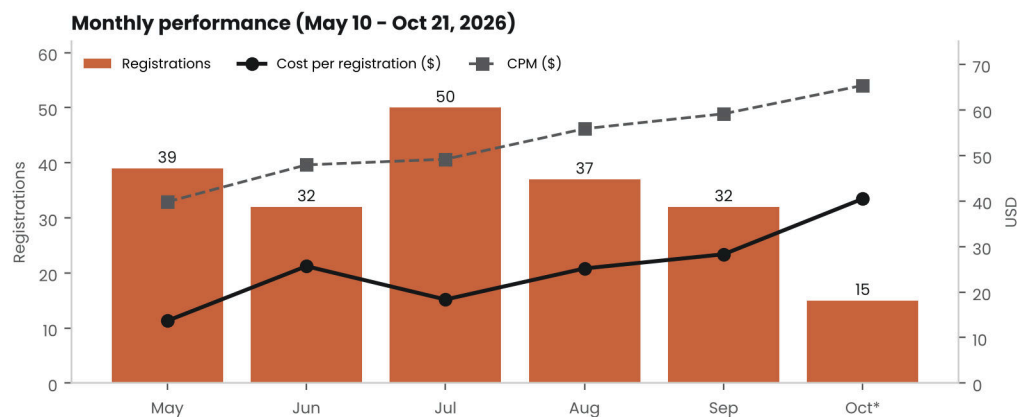
"The Secret" angle

37 registrations · \$24.28 each

The results

In just over five months the campaign generated **205 treatment registrations at an average of \$23.02**, reaching **21,345 local women** in the spa's service area. The launch month came in at **\$13.68 per registration**, and the campaign held a **5.06% click-through rate**: about one in twenty people who saw an ad clicked through to the booking page.

Performance over time



*October covers Oct 1-21. Built from Meta Ads Manager data.

Key takeaways for med spas

- **Lead with one treatment and one price.** A specific offer (\$129, radiofrequency included) is easier to act on than a generic "book a facial."
- **Show the specialist, not stock photos.** Spanish-language, face-to-camera video kept campaign CTR above 5%.
- **Optimize for registrations, not clicks.** Pixel-based conversion optimization put the budget behind women likely to book.
- **Test angles, not just images.** The transformation angle ("Reset") delivered the lowest cost per registration among the top ads.

Want results like these for your med spa?

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