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VAGARO CUSTOMER CASE STUDY

How Anodyne Spa Turned Off Its Ad Spend and Added $19,000 in Revenue in Under 60 Days with Vera Fill My Books





Anodyne Spa, a full-service wellness spa in Mt. Pleasant, Wisconsin, replaced its paid ad spend with Vagaro's AI booking assistant, Vera...and started seeing clients on tables instead of just clicks.

$19,000+

in new revenue generated by Vera in 60 days

10+ hours

saved every week that were once spent on manual marketing

$0

now spent on Meta and other ads — both were fully turned off

100+

new customers acquired through Vera in 60 days

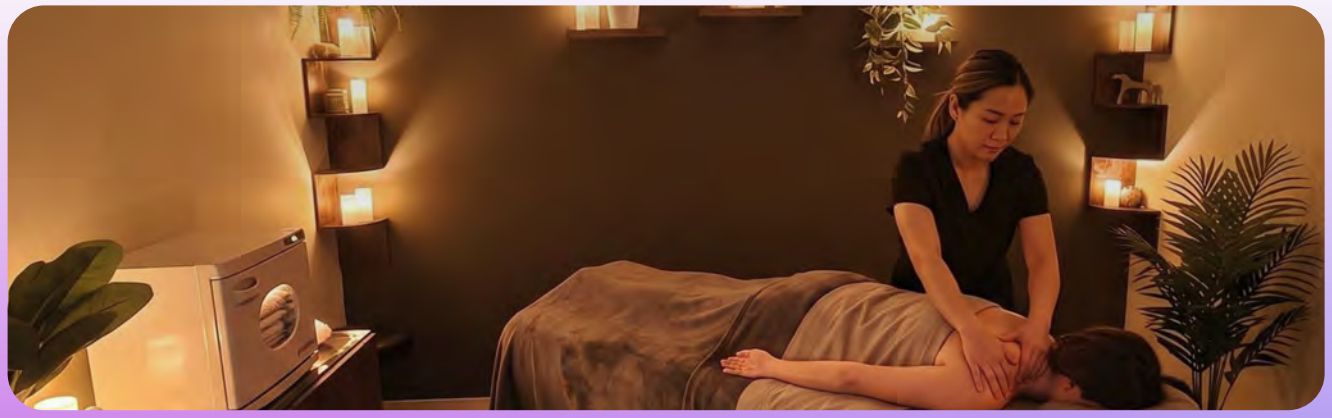
At a Glance

Business	Anodyne Spa (Anodyne Massage)
Owner	Desiree Lazcon
Location	Mt. Pleasant, Wisconsin
In Business Since	2019
Services	Massage therapy, facials, waxing, assisted stretch sessions, yoga, acupuncture, scalp spa treatments, and a membership program
Vagaro Feature Used	Vera Fill My Books — "Find New Clients"
Previous Marketing Spend	Paid ads like Meta Ads ($65–$100 every other day), plus email and text marketing

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A One-Stop Wellness Destination

Desiree Lazcon opened Anodyne Spa in 2019 with a vision of building a full-scale wellness destination rather than a single-service studio. Today, the business offers massage therapy, facials, waxing, assisted stretch sessions, a yoga studio, on-site acupuncture, and its popular scalp spa treatments, plus a popular membership program that provides recurring, predictable revenue. Desiree has reinvested heavily in the business every year since launch and has doubled revenue along the way, with her sights set on owning her own building once her current lease ends.



The Challenge: Paying for Clicks, Not Clients

Before turning on Vera, Desiree relied on a mix of email marketing, text campaigns and Meta ads to keep her calendar full and fill last-minute cancellations. The paid ads were a steady drain on both her budget and her time. She was being charged roughly $65 to $100 every other day on her business credit card for Meta ads alone, on top of running other ads and building her own promotional graphics and email campaigns from scratch.

The bigger problem wasn't the cost; it was the uncertainty. Traditional ad platforms could tell her how many people clicked "book now," but not how many of those people actually showed up. Cancellations and no-shows meant she was often paying for interest that never turned into a paying client in her chair.

> “I needed to be at a certain capacity to get my ROI and I was spending so much money on these ads that weren’t filling my rooms.” — Desiree Lazcon, Owner, Anodyne Spa

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The Solution: Vera Fill My Books

Desiree turned on Vera's "Find New Clients" option and has kept it running ever since. Vera automatically creates a daily deal, promotes Anodyne Spa to Vagaro's network of customers, and books appointments directly into open slots, without Desiree having to build an ad, write a promotional email, or design a social post. Vagaro collects a percentage fee only when Vera actually delivers a completed booking, and the built-in deposit requirement means clients have already committed a card to the appointment before they walk in the door.
Rather than running Vera across her entire staff, Desiree uses it strategically. She keeps it off for herself and for her most established therapists, whose books are already full of returning regulars, and keeps it on for newer therapists and anyone with open capacity, including brand-new hires who haven't had time to build a client base yet.

> "There's no big learning curve... I thought, 'OK, this is working, so I'm just going to leave this feature on. And It's always on." — Desiree Lazcon, Owner, Anodyne Spa

Getting New Therapists Booked From Day One

One of the clearest wins has been onboarding new massage therapists. Clients are loyal and typically rebook with a service provider they are comfortable with. It can be a major challenge for therapists, especially those just out of school and beginning their careers in a brand-new setting, to build a client base and stay consistently booked. When a new hire named Trista started, Desiree added her as a Vera provider, and Trista had a full week of bookings before she had even finished moving into the area.
Desiree plans to apply the same approach to new hires joining her team, including a male massage therapist she plans to position for sports and athletic massage, a niche she's had a harder time promoting through traditional channels.

> "When I tell you this girl graduated from school, moved from across the state of Wisconsin, and had a full week of bookings before she even dropped her suitcases here, I mean it. This works." — Desiree Lazcon, Owner, Anodyne Spa

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The Results

$19,000+ in New Revenuein Under Two Months

After turning it on July 1, 2026, Vera generated nearly $20K in revenue for Anodyne Spa—in 60 days. Desiree has since turned off her paid ad campaigns entirely, choosing to rely on Vera alone to fill open slots and attract new clients.



She's also found that the math holds up even when a new Vera client comes in on a smaller deposit. A 20% fee on a new client booking that reliably shows up, she explains, beats an ad platform charging $65–$100 every other day with no guarantee that the click ever turns into a client on the table.

> "I don't even care about the 20%. When I measured the money I spent on my own ads in a month against the money that Vera has brought me in, there was no comparison." — Desiree Lazcon, Owner, Anodyne Spa

Revenue Beyond Booking: The Lifetime Value of Vera

In those two months, Vera brought 102 new clients through her doors. That's 102 new names now in her marketing ecosystem—clients to which she can re-market, build relationships with, and turn into regulars.

And she has. Some of those first-time bookings are already repeat clients, illustrating the real value of Vera beyond initial revenue. It keeps paying out.

Double-Digit Hours Saved Every Week

Vera has also given Desiree and her spa coordinator back significant time. She no longer builds weekly "openings" posts for social media, compiles availability across every therapist's calendar by hand, or drafts promotional emails, tasks that used to eat into hours she now spends on higher-value ownership work.

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> “It's saving into the double digits of hours every week between the both of us.” — Desiree Lazcon, Owner, Anodyne Spa

A Better Return Than Paid Advertising

Desiree is candid about why she'd recommend Vera over paid ad platforms to any spa or salon owner weighing the fee against the alternative: with paid ads, you're gambling on whether the ad ever converts into a real client; with Vera, you only pay when someone actually books.

> “Run a campaign online, pay to boost it, and see what happens. With Vera, you can actually see results. When I do the return on investment for Vera, it wins every time.”
> — Desiree Lazcon, Owner, Anodyne Spa

Looking Ahead

Freed from hours of manual marketing work, Desiree is redirecting her time toward the ownership side of the business, including pursuing formal business classes through the state of Wisconsin and preparing a pitch deck for potential investors. Her goals are ambitious: reach $1,000,000 in annual revenue by the end of 2027 (up from a projected ~$700,000 this year), and own her own building by 2029, when her current lease expires.

> “Knowing that this feature already added $17,000 of revenue to my business is a huge plus. It's going to give me a big perk for my pitch deck.” — Desiree Lazcon, Owner, Anodyne Spa

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The Bottom Line

For Anodyne Spa, Vera Fill My Books replaced a marketing routine built on guesswork and recurring ad spend with a system that only charges for results and delivered $17,000 in new revenue, dozens of hours back each month, and a faster ramp-up for new therapists joining the team.

> "This has been the most awesome feature that we've had so far. I wake up to full bookings and the knowledge that my therapists are going to have a great week. That's what I like to see." — Desiree Lazcon, Owner, Anodyne Spa

Learn more about Vera Fill My Books at vagaro.com/pro/business-ai



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