TUBR

HAIR SALONS

How to increase product sales with TUBR, your partner in predictive data

Since the rise in specialised beauty practitioners, hair salons are having to rely more and more on product sales to increase revenue. Working with a group of three salons, TUBR implemented its modelling across their historical data to understand how to increase the chance of a purchase.

**Point-of Sale:** What have clients bought and what might they buy?

Bookings: Services, dates and times, and the clients themselves

Products: Product knowledge is trained alongside historic data

TUBR generated predictions on "likely to buy" and made suggestions on the types of products, providing stylists with tailored guides on how to increase the chance of a sale.

The pilot saw up to **30-60% increase in product sales,** resulting up to **75% increase in revenue**

Now you can turn every stylist into a natural salesperson, giving clients what they want, without compromising their creativity or authenticity.
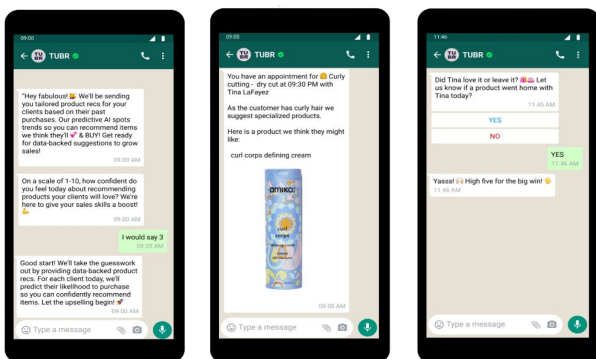
"I'm really enjoying the product. The messages remind me to keep products top of mind while I'm with a client. This is going to be so useful for stylists"

NovaLux

Ready to learn more? Book a call by **clicking here**