

ShearShare's Digital Transformation: From Data Silos to Revenue Intelligence



AT A GLANCE

Challenges

- Fragmented data across contact and company records
- Complex two-sided marketplace requiring precise user segmentation

Benefits

- +215% Campaigns Deployed
- +2.66% Average Time Spent on Page

THE CLIENT

ShearShare, the world's largest marketplace for salon space rentals, connects licensed beauty professionals with salon owners offering space by the day. Led by innovative Co-founder & COO Courtney Caldwell (Google Demo Day Winner, Fast Company World Changing Ideas honoree), ShearShare needed a sophisticated system to power their unique two-sided marketplace.

THE CHALLENGE

ShearShare, the world's largest beauty space rental marketplace, faced critical scaling barriers:

- Disconnected systems limiting visibility into user journeys
- Limited visibility into iOS application user behavior
- Limited email marketing capabilities hampering growth
- Inability to track and optimize revenue patterns
- No centralized system for revenue attribution
- Manual processes hampering growth potential

STRATEGIC SOLUTION

Marketing Performance

- Enabled hyper-segmented email campaigns
- Improved targeting accuracy through unified data
- Enhanced campaign performance through behavioral insights
- Reduced manual marketing operations
- Increased marketing ROI through automation
- Custom data architecture for marketplace dynamics
- Sophisticated segmentation between stylists and hosts
- Integrated app-to-CRM data flow

Operational Efficiency

- Eliminated manual data entry and reconciliation
- Automated customer journey tracking
- Streamlined reporting processes
- Enabled data-driven decision making
- Improved cross-team collaboration

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TRANSFORMATIVE RESULTS

Business Transformation

- **Enhanced User Engagement:** Precise targeting for both stylists and hosts
- **Revenue Intelligence:** Clear visibility into transaction patterns
- **Operational Excellence:** Streamlined marketplace operations
- **Data-Driven Growth:** Automated customer journeys

Website Intelligence

- Increased CTA views (↑22.6%)
- 3.5% conversion rate
- Automated customer journey tracking
- Data-driven decision making

Email Marketing Performance (2022 vs.

METRIC	BEFORE	AFTER	IMPACT
CAMPAIGNS	-	-	+215%
OPEN RATE	15.28%	19.06%	+24.7%
CLICK RATE	0.58%	0.75%	+29.3%
REPLY RATE	0.01%	0.04%	+300%

Transformation: In Their Own Words



"She single-handedly built out our HubSpot instance, auto responders, nurture and trigger campaigns newsletter, cadence sales snippets... everything. I recommend her without reserve and would use her for any business that I built."

Courtney Caldwell, Co-founder & COO, ShearShare