

Med Spa & Aesthetics - Marketing Cheat Sheet 2026

\$17B+

Industry revenue reported by AmSpa

81%

Of the wider market is single-location

930+

Known active locations in this cohort

8

Active multi-location systems mapped

THREE OPERATING MODELS, THREE DIFFERENT JOINS

Corporate command center

Milan Laser · LaserAway

Unit of account: Market, clinic, provider capacity, treatment line

Franchise growth system

VIO Med Spa · 4Ever Young

Unit of account: Franchisee, territory, fund, campaign, clinic P&L

Premium platform

SkinSpirit · OVME · Ever/Body

Unit of account: Service line, membership, cohort, contribution margin

BUDGET EVIDENCE LADDER - KEEP THE DENOMINATOR ATTACHED

Not found

Category-wide Google + Meta budget or CPL

Calculate these from the operator's own media, scheduler, treatment, and...

Total mktg.

AmSpa 2024 study signal

Useful as directional category context only; do not republish the percentage as...

System only

Franchise local-marketing obligation

Model local obligation and brand fund as separate fields before comparing franchise...

No defensible public benchmark exists for a universal Google + Meta budget, CPL, consultation rate, show rate, or treatment CAC. Calculate those from your own accounts, CRM, scheduler, and revenue records.

MEASUREMENT HAS TO SURVIVE SEVEN STEPS

01

Demand

02

Offer

03

Lead

04

Booked

05

Attended

06

Treated

07

Retained

THREE TAKEAWAYS

01 A lead is an intermediate event. The commercial outcome is an attended, profitable treatment joined to campaign, offer, clinic, and provider capacity.

02 The enterprise cohort is the exception: 81% of the market is single-location. Do not generalize its playbook - or its benchmarks - to the median practice.

03 Public budget figures use different denominators (total marketing, local ad obligations, brand funds). Blending them into one benchmark is how categories get misread.

WHAT THE DATA MODEL NEEDS

Join campaign, offer, clinic, appointment status, service line, collected revenue, and repeat care before optimizing to a blended lead number.

improvado.io/solutions/multi-location-healthcare