

GLOWBAR

**Glowbar increased total views
by 100,000+ in 3 months with
Map Labs.**

**Results achieved year-over-year Jan 2024-Mar 2024 vs Jan 2025-Mar 2025*



ABOUT THE BUSINESS

Glowbar is a U.S.-based skincare studio brand with 19 locations—and counting, across New York, New Jersey, Connecticut, and the greater East Coast. The studios focus on 30-minute, membership-friendly facials that fit easily into a lunch break or commute, **making professional skin care part of a regular routine rather than an occasional splurge**. Every visit begins with clients cleansing at a wash bar so licensed estheticians can spend the full

appointment on targeted treatments—dermaplaning, gentle peels, extractions, LED light therapy, or whatever the skin needs that day. Flat, transparent pricing keeps the experience consistent from one studio to the next, encouraging repeat visits and measurable results. By combining speed, personalization, and standardized quality, Glowbar is redefining facials as practical maintenance for everyday people instead of a luxury reserved for special occasions.



THE GOAL

- **Boost studio bookings and overall visibility**
- **Grow visibility for non-branded searches**
- **Streamline review management**



Glowbar set out to make every location busier and easier to find through three tightly aligned goals. First, boost studio bookings by turning more local searchers and first-time visitors into confirmed appointments at every location. They also aimed to grow **non-branded awareness so that people typing broad queries like “facial near me” discover Glowbar even if they are not familiar with the brand**. Map Labs helped Glowbar streamline review management by replacing labour-intensive, manual one-by-one responses with an automated system that monitors feedback and handles replies, freeing staff to focus on the in-studio experience. Together, these objectives aim to fill treatment chairs, widen the brand’s reach, and save valuable time behind the scenes.

RESULTS

Through the **Map Labs Software + Coaching program**, Glowbar achieved the following results for 19 of their New York locations:

*Comparing year-over-year Jan 2024-Mar 2024 vs Jan 2025-Mar 2025.

+160%
(+ 22K)

Website Visits

+50%
(+ 7.3K)

Direction Requests

+93%
(+ 11K)

Phone Calls

+48%
(+ 110K)

Total Views

+54%
(+ 89K)

Mobile Views

+64%
(+ 40K)

Map Views

270 Five Star Reviews Responded
(review response rate of 95%)



Yoha Vega

7 reviews · 6 photos

★★★★★ 4 months ago

I love Glowbar! I've been a customer for almost 2 years and I love how relaxing it is and been seeing great results in my skin. All of the estheticians are amazing and gentle, I would recommend it to anyone!



Glowbar Tribeca (Owner)

4 weeks ago

Thank you so much for your kind words and for being a loyal Glowbar client for nearly two years! We're thrilled to hear that you've found the experience relaxing and are seeing great results. We'll be sure to share your love with our estheticians.

Non-Branded Searches

increased

↑ 38%

(+ 12K)

MapLabs.com

Map Labs | Glowbar Case Study

Map Labs helps grow businesses
like **Glowbar** with Google Maps
marketing.

