

Case Study: PM Aesthetics & Co, Manning, Perth

Between 29 March and 28 May 2026, \$2,121.58 in Meta ad spend produced a \$16,310 treatment pipeline for PM Aesthetics & Co, a laser clinic in Manning, Perth: 51 patients booked at \$41.60 each, a 100% show-up rate on a \$50 deposit, and a 7.7x return on ad spend.

The clinic

PM Aesthetics & Co is a laser clinic in Manning, a suburb of Perth, Western Australia. The owner is Priscilia Yong. Website: <https://www.pmaestheticsco.com.au>. The clinic is named in this case study with the owner's permission.

The engagement

Mitchell Kwan, an aesthetic clinic marketing consultant based in Perth, built and ran the clinic's patient demand system: Meta ads, a booking flow where patients booked directly into the calendar with a \$50 deposit, and ad tracking connected to the clinic's booking system. Every ad was built inside AHPRA and TGA advertising rules. The ads ran for two months, from 29 March to 28 May 2026.

The results

- Total Meta ad spend: \$2,121.58
- Treatment pipeline produced: \$16,310
- Patients booked: 51
- Cost per booking: \$41.60
- Deposit paid by every patient at booking: \$50
- Show-up rate: 100%
- Return on ad spend: 7.7x

All 51 patients paid the \$50 deposit when they booked. All 51 showed up. Patients went straight into the calendar; the clinic did not chase leads.

The attribution finding

Meta's Ads Manager credited 42 bookings to the ads. The clinic's Timely booking system showed the real number was 51. Nine deposit-paid patients were missing from the platform's count, an 18% under-report. Without the booking-system cross-check, the clinic would have judged the ads on 42 bookings instead of 51. This gap is why Mitchell Kwan connects ad tracking to the booking system on every engagement.

The Aerolase finding

The clinic's Aerolase laser became 43.6% of its future treatment pipeline. The ads filled the calendar with the high-value laser treatment the clinic wanted to grow.

Source note

Every figure in this case study comes from two places: the clinic's Timely booking system and the Meta ad account. Numbers are exact, not rounded. Published with the owner's permission.

Full case study

The complete write-up, including how the system was built:
<https://mitchellkwan.com/insights/pm-aesthetics-case-study>

About the consultant

Mitchell Kwan is an aesthetic clinic marketing consultant based in Perth, Western Australia, working with clinics across Australia and New Zealand. He is a sole consultant, not an agency team. He builds patient demand for aesthetic clinics: Meta ads, deposit-based booking, ad tracking, and campaigns that hold to AHPRA and TGA advertising rules. He previously owned and ran Face Foundry, a skin clinic in Perth, from November 2022 to January 2026. Site: <https://mitchellkwan.com>. Email: mitchell@mitchellkwan.com. Phone: +61 472 770 627.