

+10% in annual revenue. Three years embedded. One spa.

After the admission booking API integration went live, WorldSpa recovered an additional ten percent of annual revenue — money that had been leaking quietly between the website and the till. Full API rollout is in progress. Projected lift at completion: **+30%**.

+10%

ANNUAL REVENUE
· ACHIEVED

After admission booking API integration, measured over 12 months vs pre-bridge baseline.

+30%

PROJECTED ·
FULL API
ROLLOUT

Forecast at completion of the remaining integration phases.

3 yrs

CONTINUOUS
ENGAGEMENT

Single embedded team. No vendor churn, no rebuild from scratch.

6

SERVICE LINES
DELIVERED

SEO, software, creative, GEO, operations, AI infra — added as needed.

A leak you can't see in the P&L. A bridge you can.

Premium service venues with high average ticket and complex packages share a problem: the booking funnel touches three or four systems, and every handoff is a potential drop. The leak doesn't show up as a refund or a complaint — it shows up as the customer who never completed.

BEFORE · THE LEAK

Admission passes weren't bookable end-to-end online.

The website could quote and hold a slot. The actual purchase happened over the phone, by email, or at the front desk. Each handoff cost a fraction of the cohort that started the journey.

- Customer drops between “ready to pay” and “paid”
- Manual front-desk workload on a high-AOV venue
- No clean attribution from marketing spend to revenue

AFTER · THE BRIDGE

Admission booking API wired to the website and the till.

Direct integration with the vendor booking system. Passes purchasable online without leaving the funnel. Webhooks reconcile to the in-venue system. The leak closes on the cohort the moment it ships.

- Result: **+10% annual revenue** in the first 12 months
- Same staffing, recovered cohort goes straight to revenue
- Attribution wired end-to-end into the dashboard

Six service lines, added when the operation needed them.

The engagement started small — technical SEO and four articles a month. Each service line was added when WorldSpa needed it, not when we wanted to pitch it. That sequencing is the point: an embedded team finds the next thing before the client has to ask.

YEAR 1 · FOUNDATION

SEO & Content

Technical SEO audit and remediation. Monthly long-form articles in the brand voice. Search Console as a permanent fixture, not a quarterly check-in. The slow-compounding work that pays off year two and after.

Organic search became a durable channel before any paid spend.

YEAR 1-2 · CUSTOM INTEGRATION

Software Development

Custom Stripe integration with the vendor API for dynamic pricing across the full service catalog. Admin dashboard for the ops team. Webhook reliability with idempotent retries. Production-grade billing infrastructure built once, maintained continuously.

Pricing changes that used to take a week ship in an afternoon.

YEAR 2 · CONTENT SCALE

Creative Production

AI video pipeline for short-form social cadence. Thirty-plus reels per quarter from monthly photo shoots. Brand-consistent at volume — the kind of cadence an in-house creative team can't sustain, and an agency can't deliver without burning the brand voice.

Social cadence held without rotating creative agencies.

YEAR 2-3 · SEARCH EXPANSION

SEO + GEO

Traditional SEO maintained alongside GEO experiments for AI search surfaces (ChatGPT, Perplexity, Google AI Overviews). Google Ads and Meta Ads attribution wired to a single dashboard so paid and organic compete on the same scoreboard.

First wins in AI search before most competitors knew the channel existed.

YEAR 3 · THE BRIDGE

Admission booking API integration

The work that produced the +10%. Vendor booking API integrated end-to-end: website → payment → in-venue system. Webhooks reconcile state across the seam. Customers who used to drop at the handoff now complete in one flow.

Recovered cohort goes directly to revenue. No staffing change required.

ALL THREE YEARS

Operations Partner

On-call engineering, dev sprint capacity, fractional CTO advisory. The base of the relationship — every other service line plugs into this team. Same engineers across the three-year window. Institutional memory compounds.

Decisions made in month four still make sense in month thirty.

What we've delivered. What we project. The difference matters.

Case studies that blur achieved with aspirational waste everyone's time. Here is what the data shows today, and what we expect from the remaining integration work — labeled clearly.

ACHIEVED · MEASURED

+10%

Annual revenue recovered

Measured over a 12-month window after the admission booking API went live, against the pre-bridge baseline of the same period the year prior. The cohort that previously dropped at checkout now completes.

PROJECTED · FULL ROLLOUT

+30%

Annual revenue, post full API integration

The remaining phases extend the bridge to the full booking surface (multi-service packages, add-ons, returning-customer flow). Projection based on the leak map identified during initial audit and the conversion shape from Phase 1.

DRAFT · PENDING YEVGENIYA APPROVAL

“After three years we don't think of Simple4u as a vendor. They built the booking revenue system we run on, recovered ten percent of annual revenue we didn't know we were losing, and keep finding the next leak before we have to ask. They're the team behind our revenue.”

Yevgeniya · WorldSpa

— WHAT THIS PROVES FOR REVENUE GUARD

WorldSpa is the prototype. Revenue Guard is the product.

Three years embedded at one spa produced the playbook: find the leak, build the bridge, operate the system, stay in the relationship long enough that the next leak gets closed before it shows up in the quarterly numbers.

WorldSpa is on legacy non-tiered engagement pricing — they're the anchor client, not the pricing testbed. New engagements enter at the productized model:

TIER 1 · AUDIT

\$3,000

One-time. Leak map, bridge install on priority leak, dashboard provisioning, 30 days of operation.

TIER 2 · BUILD

\$10,000/mo

Six-month minimum. Full system buildout, AI agent on inbound leads, vertical-specific integrations.

TIER 3 · OPERATE

\$5,000/mo

Month seven onward. 90-day notice. SLA on dashboard and agent. New leaks closed at no charge.

Under the hood – what we actually built

This section is for engineers and operators evaluating Revenue Guard as a system rather than as a service. Architectural decisions, integration shapes, and what the operating posture looks like in production.

Booking API integration shape

Direct server-to-server integration with the vendor's booking API rather than browser-side widget embedding. Reasons:

- Widget approach surrendered checkout UX to the vendor and broke brand continuity
- Server-side gave us idempotency, retry control, and the ability to bridge edge cases (sold-out slots, dynamic pricing, package add-ons) without waiting on vendor releases
- Webhook reconciliation closes the loop with the in-venue system

Payment integration

Custom Stripe layer in front of the vendor pricing API. Dynamic pricing across the full service catalog with the vendor as source-of-truth, Stripe as the customer-facing surface. Idempotent retries on every state transition. No double charges, no orphaned holds.

Dashboard architecture (the three blocks)

- **Right now on your site** — live activity pulse surfaced from GA4 instrumentation
- **Today's leads** — channel attribution, response time, status, all sources unified on one view
- **Leads under control** — first-response on inbound leads, edge cases escalated to the owner's chat with a prefilled answer

AI agent posture

Built on the same runtime we open-sourced as `sae4u-agent`. Knowledge base ingested from vendor emails, booking data, and ops documentation. The agent answers what it can, escalates what it can't, never hallucinates a price or a slot it didn't verify.

Operating posture

- Same engineers across all three years — no account-manager layer between client and team
- Code stays Simple4u property; client operates the result — same model as the productized Revenue Guard tiers
- Monthly leak report tracks recovered revenue against the leak map established at audit

- Quarterly review revisits the leak map — what's been closed, what's emerged, what the next bridge is

What we deliberately don't do

- No SaaS subscription wrapper around the work — engagement is the product, not a login
- No proprietary lock-in on data — everything in the client's accounts, exportable
- No upsell tiers buried behind feature gates — the three tiers (audit / build / operate) are the whole pricing surface