

HOLISTIC WELLNESS & EXPERIENCES

From Awareness to Action

How Signal7 helped The Inner Shift build a Meta-led acquisition engine and connect more people with transformative wellness experiences.

2,200+

Meta Ads Conversions

80%+

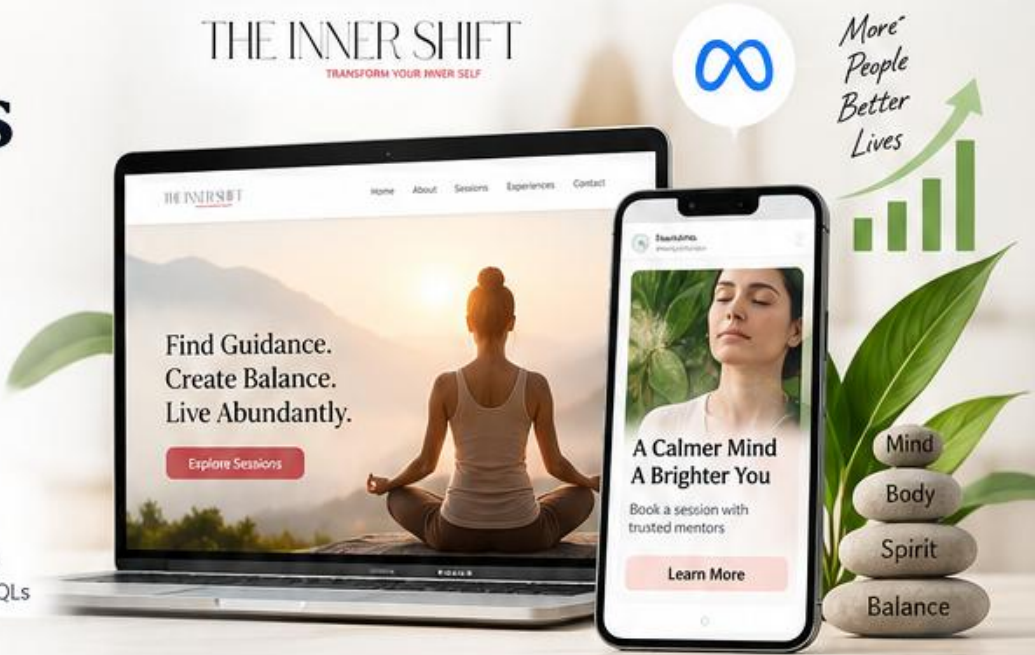
New Clients from Meta Ads

14%

Website Conversion Rate

15%

In-Person Session SQLs



About The Inner Shift

The Inner Shift is a holistic wellness platform that connects individuals with trusted spiritual mentors through online, live and interactive sessions. It offers meditation, breathwork, yoga, tarot, astrology, numerology, Reiki, sound healing, life coaching and more.

Meditation

Astrology

Reiki

Life Coaching

The Objective

Build a scalable digital presence to generate qualified leads and new clients through Meta Ads.

Optimise website for better conversions

Run targeted Meta Ads campaigns

Drive high-quality leads

Reduce cost of acquisition

Key Challenges

New brand in a competitive market

Website needed UX/UI improvements

Diverse offerings required tailored messaging

Low-intent and spam leads

Budget constraints

Our Approach

A focused strategy across website, Meta Ads and lead optimisation.



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1. OPTIMISE

Enhanced website UX and conversion flows

2. TARGET

Ran service-specific Meta Ads campaigns

3. CREATE

Developed engaging, research-led creatives

4. QUALIFY

Implemented lead form filters

5. OPTIMISE

Continued testing and performance improvements

Meta Ads Creatives



Heal Within Live Fully
Book a Guided Session
Learn More



Clarity Today A Brighter Tomorrow
Connect with Experts
Book Now

The Results

A significant improvement in lead generation and client acquisition.



2,200+

Meta Ads Conversions
(Mar 2026 – Aug 2026)



80%+

New Clients Acquired Through Meta Ads



14%

Website Conversion Rate



15%

In-Person Session SQLs

“The right people at the right time can change everything.”

THE INNER SHIFT

Transforming Wellness Brands Into Meaningful Growth.

Strategy. Digital. Growth.

Let's Grow Together →

Signal7
Your Growth Partner

Meta Ads

Google Ads

SEO

CRO