

Magnesium Glycinate Sleep Gummies

examplesupps.com (sample store) · <https://examplesupps.com/products/magnesium-sleep-gummies>



- 2 P1 Critical issues
- 15 P2 High issues
- 8 P3 Medium issues
- 8 P4 Low issues

89 checkpoints from the Exclusiva 304-point CRO framework: 28 pass, 10 partial, 23 fail, 4 not applicable, 24 to check manually.

ESTIMATED REVENUE LEAKING FROM THIS PAGE

\$19K – \$38K / month

At \$175K/month revenue, fixing the 33 open issues is worth about 22% more conversions. An estimate to prioritize by, not a guarantee.

What's in this teardown

- 01 CRO Score
- 02 PDP Redesign Blueprint
- 03 DBP Test Plan
- 04 Advertorial Pack
- 05 Ad Script Angles
- 06 30-Day Action Plan

Want our team to implement this for you?

Book a BrandRevUp strategy call with MJ. We walk through this report on your numbers and map the 90-day build: PDP, offers, DBP testing, creative and retention, all done for you.

[Book your strategy call: https://tidycal.com/jamil/ecommerce-ai-growth-system-discovery-call](https://tidycal.com/jamil/ecommerce-ai-growth-system-discovery-call)

CRO Score

Top fixes, in order

- P1

1. Add 1 / 2 / 3-bottle tiers above the button: \$29.99, \$54 (“Most popular”, free shipping) and \$74.99 (“Best value”).

FAIL · Found: No quantity discount tiers (1x / 2x “Most popular” / 3x “Best value”).
- P1

2. Offer a “Sleep Stack” bundle (gummies + a second product) at 15% off, shown as a card under the tiers.

FAIL · Found: No bundle offer.
- P2

3. Give each bottle option its own image (1 bottle vs. a 3-bottle stack) so the gallery switches when shoppers pick one.

FAIL · Found: Variants have no images, so choosing one can’t update the gallery.
- P2

4. Replace “Welcome to our store” with a linked offer: “Free shipping on 2+ bottles · 60-night guarantee -> Shop now”.

PARTIAL · Found: An announcement bar exists but it doesn’t carry an offer.
- P2

5. Change the button to “Add to cart – free shipping on 2+” so shoppers know what happens and why to add more.

PARTIAL · Found: The button says “add to cart”. Say what happens and why, e.g. “Add to cart – ships free today”.
- P2

6. Move the Privacy Policy link out of the header menu and into the footer.

FAIL · Found: Policy links sit in the main navigation.
- P2

7. Add “Example Supps · [street address] · Made in the USA” to the footer so shoppers see a real company.

FAIL · Found: No business address in the footer. Shoppers can’t tell a real company runs the store.
- P2

8. Add footer links to your main collections (Sleep, Stress, Bundles).

FAIL · Found: Footer doesn’t link to your product categories.
- P2

9. Turn on Shopify Inbox chat and add “Questions? Chat with us” under the button.

FAIL · Found: No live chat or phone contact found on the product page.
- P2

10. Urgency triggers near CTA (“Today only”, “Ships in next 12 min if ordered now”)

FAIL · Found: No urgency trigger (“Order within 2h 14m to ship today”).

Quick wins (high impact, low effort)

- Give each bottle option its own image (1 bottle vs. a 3-bottle stack) so the gallery switches when shoppers pick one.
- Replace “Welcome to our store” with a linked offer: “Free shipping on 2+ bottles · 60-night guarantee -> Shop now”.
- Change the button to “Add to cart – free shipping on 2+” so shoppers know what happens and why to add more.
- Move the Privacy Policy link out of the header menu and into the footer.
- Add “Example Supps · [street address] · Made in the USA” to the footer so shoppers see a real company.

Score by section

63 Site-wide · General Site

50 Site-wide · Navigation

100 Site-wide · Search Bar

50 Site-wide · Cart Widget (Header)
43 Site-wide · Footer
0 Product page · General
100 Product page · Product Overview (Above CTA)
63 Product page · Image Gallery
75 Product page · CTA Area
60 Product page · Social Proof
25 Product page · Conversion & AOV Boosters
50 Product page · Product Description

All issues found

- P2 Site offers wishlists (easiest first step to checkout)**
FAIL · Found: No wishlist.
- P2 Cart widget shows how far user is from free shipping threshold**
FAIL · Found: No “You’re \$X away from free shipping” progress bar.
- P4 "Back to top" link in footer**
FAIL · Found: No “Back to top” link.
- P4 Trust icons / seal badges shown with reassuring copy ("Shop with confidence")**
PARTIAL · Found: Payment icons only. Add a trust seal and “Shop with confidence” copy.
- P4 Social media links with follower counts shown in footer**
PARTIAL · Found: Social links shown, without follower counts.
- P2 Breadcrumbs shown (not applicable for single-product stores)**
FAIL · Found: No breadcrumbs found. (Ignore this if your store sells a single product.)
- P2 Install a back-in-stock app: the 3-bottle option is sold out and those shoppers are leaving without a trace.**
FAIL · Found: At least one variant is sold out and there is no “Notify me” email capture.
- P4 Main product photo is attractive and high quality**
PARTIAL · Found: Main image is 800x800px. Use 1500px+ so it stays sharp when zoomed.
- P3 Grow the gallery from 3 to 7 photos: label close-up, gummy texture, scale in hand, nightstand lifestyle, supplement facts.**
PARTIAL · Found: Only 3 product photos. Aim for 6–8: hero, scale, texture, in use, ingredients/label, results.
- P2 Add a 20-second video: the gummy, the label, and a nighttime wind-down routine.**
FAIL · Found: No product video in the gallery.
- P3 Images shown for each product variant**
FAIL · Found: No variant has its own image, so the gallery can’t change when shoppers pick a variant.
- P3 On the 3-bottle option show “\$74.99 \$89.97 · Save \$15 (17%)” so the discount is impossible to miss.**
PARTIAL · Found: Old price is shown but the savings (\$ or %) are not spelled out.
- P4 Put “60-night money-back guarantee · keep the bottle” directly under the Add to cart button.**
PARTIAL · Found: A guarantee exists on the page, but not next to the buy button.
- P3 PR exposure logos near product (Forbes, celebrity, brand endorsements)**
FAIL · Found: No press or “As seen in” proof.
- P4 Facebook and social follower counts shown**
FAIL · Found: No social follower counts.

- P2 Scarcity triggers near CTA ("Only 3 left")**
FAIL · Found: No scarcity message ("Only 7 left in stock").
- P2 Real-time viewer/buyer count shown ("12 people viewing this right now")**
FAIL · Found: No live viewer or recent-buyer count.
- P3 Charity donation mention (small % of profit)**
FAIL · Found: No giving or charity message.
- P3 Information structure easy to scan (grouped, bullet points, benefits highlighted)**
FAIL · Found: The description is long paragraphs with no bullets.
- P3 Add an FAQ accordion: grogginess, timing, sugar, medications, and the guarantee.**
FAIL · Found: No FAQ section on the product page.
- P4 Technical specs table readable (alternating row colors, hover states)**
PARTIAL · Found: No specs or supplement-facts table found.
- P4 How to use the product explained in 3 easy steps**
PARTIAL · Found: Usage is mentioned inside the description, but there's no clear "How to use" section in 3 steps.
- P3 Embedded social media reviews/screenshots (Instagram, WhatsApp, Twitter)**
FAIL · Found: No embedded social posts or UGC.

Check these by hand on a phone

- Clickable elements are obviously pressable (hover states, rounded corners, blue links)
- Button and link labels start with a verb (e.g. "Shop Now", "Get Yours")
- Subtle micro-animations on main CTA to draw attention
- Sticky navigation bar with product name, image, sections, price, CTA (hides on scroll down, shows on scroll up)
- Back button always returns user to the page they came from
- Product titles are descriptive and keyword-rich
- Main product title is visually prominent vs other content
- Product subtitle highlights key benefit with power words (effortless, exclusive, secret, now)
- Short bullet list of key benefits near main title, linked to detailed description
- Main CTA is the most visible element on page with cart icon
- Product variants easily accessible on mobile with enough tap space
- Reminder shown to select size/color if user clicks "Add to Cart" without selecting
- Interactive variant selectors (gallery + price update in real-time, no page reload)
- Clear feedback when product added to cart (mini cart number increases)
- CTA changes state after adding to cart (e.g. "v Added -> Go to Cart")
- Product price is prominent
- Product price placed near the main CTA
- Price is localized to visitor's currency
- CTA background color differs from other page elements
- Customer reviews visually stand out (slightly yellow background)
- Photos of happy customers using the product (with faces)
- Video testimonials on product page
- Description easy to read (font size, contrast, 75 chars/line, 1.5 line-height)
- Section titles explain benefits not features

PDP Redesign Blueprint

Above the fold

Fall asleep without the 2 a.m. ceiling stare

200mg of gentle magnesium glycinate in a sugar-free berry gummy. Take two, 30 minutes before bed.

4.7 · [ADD: number] reviews · [ADD: number]+ bottles shipped

- Helps your body and mind unwind at night*
- Glycinate form: gentle on the stomach
- Sugar-free, vegan, made in a GMP facility in the USA
- No melatonin, so no next-morning fog

Button: Add to cart – free shipping on 2+

60-night money-back guarantee · Ships in 1–2 business days

Offer structure

- 1 bottle · \$29.99: Try it. 30 nights.
- 2 bottles · \$54 (\$27 each): Most popular · free shipping · save 10%
- 3 bottles · \$74.99 (\$25 each): Best value · free shipping · save 17%

Guarantee: 60-night money-back guarantee. Keep the bottle.

Page sections, top to bottom

01 The problem, in their words

Names the night-time frustration so the shopper feels understood before any product talk.

You're exhausted, but the moment your head hits the pillow your brain starts its night shift. Tomorrow's to-do list. That email. The thing you said in 2014.

Melatonin leaves you groggy. Sleepy teas taste like hay. You want something simple you can take every night without thinking twice.

02 Why magnesium glycinate

Explains the mechanism simply and differentiates from cheap magnesium oxide.

Magnesium is a mineral your body uses to relax muscles and support a calm nervous system.* Most people don't get enough of it from food.

- Glycinate is magnesium bound to glycine, a calming amino acid
- It's gentle on the stomach, unlike the magnesium oxide in many cheap supplements
- 200mg per serving: a meaningful dose, not a sprinkle

03 What's in every gummy (and what isn't)

Answers the ingredient objection and the sugar objection in one scannable block.

- 200mg magnesium glycinate per 2-gummy serving
- Natural berry flavor
- 0g sugar, vegan, gluten-free
- No melatonin, no artificial colors
- 60 gummies per bottle = 30 nights

04 Proof

Stacks social proof right where doubt peaks: after the ingredient claims.

[ADD: 3 short reviews with first name, photo and “Verified buyer”. Pick ones that mention falling asleep faster, taste, and waking up clear-headed.]

[ADD: total reviews and average rating from Judge.me]

05 Us vs. the usual options

Comparison table that frames melatonin and sugary gummies as the compromise.

- Our gummies: magnesium glycinate · 0g sugar · no grogginess · daily use friendly
- Melatonin gummies: hormone-based · next-day fog for many people · not meant for every night
- Magnesium oxide pills: poorly absorbed · can upset the stomach · large tablets

06 How to use

Removes friction with a 3-step ritual and sets expectations on timing.

- Take 2 gummies 30 minutes before bed
- Put your phone down and dim the lights
- Give it 1–2 weeks of nightly use: magnesium works best consistently

07 The guarantee

Risk reversal, repeated near the bottom CTA.

Try a full bottle for 60 nights. If you're not sleeping better, email us and we'll refund you. No need to send the bottle back.

08 FAQ + final CTA

Handles the last objections, then gives one more chance to buy with the offer tiers.

See the FAQ below. Repeat the offer tiers and the button here.

FAQ

Will it make me groggy in the morning?

There's no melatonin, so there's nothing to “wear off.” Most people say they wake up feeling normal.

How long until I notice a difference?

Some people notice it the first week. Give it 1–2 weeks of nightly use for a fair test.

Can I take it with other supplements or medication?

Magnesium is widely used, but check with your doctor if you take prescription medication or are pregnant or nursing.

Is it really sugar-free?

Yes: 0g sugar per serving. It's sweetened with [ADD: sweetener].

What if it doesn't work for me?

Email us within 60 nights and we'll refund your order. No need to return the bottle.

Rewritten description

Sleep starts with a calm body.

Our Magnesium Glycinate Sleep Gummies give you 200mg of the gentle, well-absorbed form of magnesium in a sugar-free berry gummy, so winding down becomes part of your routine, not a nightly battle.*

Why you'll like them

- Supports relaxation and a calm mind at bedtime*
- Glycinate form: easy on the stomach
- No melatonin: no morning grogginess
- 0g sugar, vegan, gluten-free

- Made in the USA in a GMP-certified facility

How to use

- Take 2 gummies 30 minutes before bed
- Use nightly for best results

Each bottle: 60 gummies (30 nights).

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

SEO

Title: Magnesium Glycinate Sleep Gummies | Sugar-Free, 200mg

Meta description: Gentle magnesium glycinate gummies for a calmer bedtime. 200mg, 0g sugar, vegan, no melatonin. 60-night money-back guarantee.

Compliance notes

- The page says customers “sleep better.” That’s fine as a testimonial theme; keep claims to “supports relaxation” and avoid “treats insomnia.”
- Add the FDA structure/function disclaimer anywhere you make a benefit claim (marked with *).

DBP Test Plan

The pressure is leaking at the offer and the PDP. There are no quantity tiers, the button copy is generic, and the sold-out 3-bottle variant has no back-in-stock capture. Fix and test those before spending more on creative.

Funnel stages

- Offer & checkout: leaking. Single-unit pricing only, no bundle tiers, and the best-value variant is sold out.
- PDP: leaking. Generic “Add to cart” button, no urgency or availability cues, and only 3 photos.
- Pre-sell: unknown. No advertorial exists yet, so all cold traffic lands straight on the PDP.
- Creative: unknown. Not measured in this teardown. Run once stages 1–2 clear their thresholds.

Test 1 • Offer & checkout • Quantity tiers above the button

Hypothesis: If we show 1 / 2 / 3-bottle tiers with “Most popular” on 2, then AOV and conversion rise, because a nightly product invites a multi-month supply.

Control: Single variant picker, \$29.99

Variant: 1 bottle \$29.99 · 2 bottles \$54 (Most popular, free shipping) · 3 bottles \$74.99 (Best value)

Metric: Revenue per session · Sample: 1,000 sessions per variant, 7 days minimum · Decision: Ship if revenue per session is +10% at 90% confidence

Test 2 • Offer & checkout • Guarantee next to the button

Hypothesis: If the 60-night guarantee sits directly under the button, then add-to-cart rises, because trying a sleep product feels risky.

Control: No guarantee near the button

Variant: “60-night money-back guarantee · Keep the bottle” under the button

Metric: Add-to-cart rate · Sample: 1,000 sessions per variant · Decision: Ship at +10% relative, 90% confidence

Test 3 • PDP • Button copy

Hypothesis: If the button says what happens next and adds a benefit, then more people click.

Control: Add to cart

Variant: Add to cart – free shipping on 2+

Metric: Add-to-cart rate · Sample: 1,000 sessions per variant · Decision: Ship at +10% relative, 90% confidence

Test 4 • PDP • Headline

Hypothesis: If the headline names the 2 a.m. problem instead of the product name, then engagement and add-to-cart rise.

Control: Magnesium Glycinate Sleep Gummies

Variant: Fall asleep without the 2 a.m. ceiling stare

Metric: Add-to-cart rate · Sample: 1,000 sessions per variant · Decision: Ship at +10% relative, 90% confidence

Test 5 • PDP • Proof block placement

Hypothesis: If 3 photo reviews move directly under the ingredients, then doubt is answered where it peaks.

Control: Reviews at the bottom of the page

Variant: Three photo reviews right after “What’s in every gummy”

Metric: Conversion rate · Sample: 100 add-to-carts per variant · Decision: Ship at +10% relative, 90% confidence

Test 6 • Pre-sell • Advertorial vs. direct-to-PDP

Hypothesis: If cold traffic reads the “I tried everything” advertorial first, then PDP conversion from cold traffic rises.

Control: Ads link straight to the PDP

Variant: Ads link to the featured advertorial (Module 4), which links to the PDP

Metric: Purchases per 1,000 ad clicks · Sample: 1,000 clicks per variant · Decision: Ship at +10% relative, 90% confidence

Test 7 · Creative · Hook angle

Hypothesis: If we lead with the “no morning fog” angle, then hook rate beats the generic sleep angle.

Control: Current best ad

Variant: Script 1 from Module 5 with hook “I stopped taking melatonin for one reason...”

Metric: Hook rate, then link CTR · Sample: 10,000 impressions per variant · Decision: Ship if hook rate is at least 30% and CTR beats control

Advertorial Pack

Three angles

The melatonin hangover

Hook: Why I quit melatonin (and what finally let me sleep)

Audience: Adults 30–55 who tried melatonin and hated the grogginess · Why it works: Turns a common bad experience into the reason to try a different approach.

The overactive brain

Hook: The 30-minute bedtime ritual for people whose brain won't switch off

Audience: Busy professionals and parents whose minds race at night · Why it works: Reframes the product as part of a simple ritual instead of a "sleep pill."

The overlooked mineral

Hook: The mineral most adults don't get enough of, and the form that's gentle on your stomach

Audience: Health-curious shoppers who read labels · Why it works: Education-first angle that earns trust before the pitch.

Featured advertorial · The melatonin hangover

Why I quit melatonin, and what finally let me sleep

A mom of two on trading the next-day fog for a calmer bedtime

For three years my nights went the same way. Kids down at 8:30. Laundry. Emails. Then I'd lie in bed wide awake, mind racing, watching the clock creep past midnight.

Melatonin helped me fall asleep. It also left me feeling like I was walking through wet cement until lunch.

The problem wasn't that I was tired

I was exhausted. But my body was tense and my brain wouldn't stop. What I needed wasn't to be knocked out. I needed to wind down.

What I'd already tried

Sleepy teas (tasted like a hay bale). Apps. A weighted blanket that my 6-year-old stole. Melatonin, which worked, but the mornings weren't worth it.

The mineral my doctor mentioned

At a check-up my doctor asked about magnesium. It's a mineral your body uses to relax muscles and support a calm nervous system, and plenty of adults don't get enough from food. The catch: the cheap kind (magnesium oxide) is poorly absorbed and rough on the stomach. The gentle form is magnesium glycinate.

What happened when I switched

[ADD: real customer story or founder story, in their words. Keep it to how they felt, not medical outcomes.]

"But won't it make me groggy?"

That was my first question too. There's no melatonin in them, so there's nothing to wear off. Two berry gummies, 30 minutes before bed, sugar-free.

If your nights look like mine did, try them the way I did: one bottle, 30 nights, and judge by how you feel. The brand offers a 60-night money-back guarantee, and right now 2+ bottles ship free.

Button: See the magnesium sleep gummies ->

Funnel path

- Ad: "Why I quit melatonin" hook -> advertorial
- Advertorial: story + mechanism -> product page
- Product page: 2-bottle tier pre-selected -> checkout
- Post-purchase: "add a 3rd bottle for \$20" one-click upsell

Ad Script Angles

No morning fog

People tolerate falling asleep slowly, but they hate feeling drugged the next day.

- “I stopped taking melatonin for one reason...”
- “If melatonin makes you feel hungover, watch this.”
- “Asleep by 10:30, awake at 6 and actually feeling like a person.”

The racing brain

The real enemy is the 11 p.m. mental to-do list, not the lack of tiredness.

- “Is your brain louder at 11 p.m. than at noon?”
- “My bedtime routine for an overthinking brain, in 30 seconds.”
- “Tired body, wide-awake brain? Same.”

Gentle form

Label-readers know cheap magnesium upsets the stomach.

- “Not all magnesium is the same. Here’s the one I take.”
- “Magnesium oxide vs. glycinate: why it matters.”
- “The magnesium your stomach will actually thank you for.”

Ritual not pill

People want a wind-down habit, not a sedative.

- “The 30-minute rule that fixed my bedtime.”
- “Two gummies, phone down, lights low. That’s the whole routine.”
- “I made bedtime the best part of my day. Here’s how.”

Parent survival

Parents get one quiet window at night and can’t waste it lying awake.

- “Moms: the kids are asleep, why aren’t you?”
- “Two kids, one job, and finally, sleep.”
- “My 9 p.m. reset after the kids go down.”

Script · No morning fog (UGC talking head, 30s)

0–3s I stopped taking melatonin for one reason...

Visual: Creator in bed, morning light, holds up a melatonin bottle · Text: I quit melatonin

3–9s It got me to sleep, but I felt like a zombie until lunch.

Visual: Creator slumped at a kitchen table with coffee · Text: the next-day fog

9–18s Now I take two of these: magnesium glycinate. No melatonin, no sugar. Thirty minutes before bed.

Visual: Close-up of the gummy bottle, shaking two gummies into the hand · Text: 200mg magnesium glycinate · 0g sugar

18–25s I wind down faster and I actually wake up feeling like me.

Visual: Creator getting up energized, opening blinds · Text: no morning fog

25–30s They’ve got a 60-night guarantee. Link’s below.

Visual: Product shot with the offer card · Text: 60-night guarantee · free shipping on 2+

CTA: Try them for 60 nights

Script · The racing brain (problem-solution, 30s)

0–3s Is your brain louder at 11 p.m. than at noon?

Visual: Ceiling shot, clock reads 11:47 p.m. · Text: 11:47 p.m.

3–10s Body's tired. Brain is running a board meeting.

Visual: Quick cuts of to-do list, emails, phone glow · Text: tired body, wide-awake brain

10–20s My fix is a 30-minute routine. Phone down, lights low, two magnesium glycinate gummies.

Magnesium supports a calm mind.*

Visual: Bedtime ritual: phone face down, lamp dimmed, two gummies · Text: the 30-minute wind-down

20–27s It's become the best part of my day.

Visual: Creator relaxed, reading, then lights out · Text: calm > knocked out

27–30s Sugar-free, no melatonin, 60-night guarantee.

Visual: Product + offer card · Text: link below

CTA: Start your wind-down ritual

30-Day Action Plan

Week 1: Stop the leaks

Ship every quick win and the critical (P1) fixes. These cost little and leak revenue every day they wait.

- [] Give each bottle option its own image (1 bottle vs. a 3-bottle stack) so the gallery switches when shoppers pick one. (Shopify developer)
- [] Replace “Welcome to our store” with a linked offer: “Free shipping on 2+ bottles · 60-night guarantee -> Shop now”. (Copywriter + developer)
- [] Change the button to “Add to cart – free shipping on 2+” so shoppers know what happens and why to add more. (You / copywriter)
- [] Move the Privacy Policy link out of the header menu and into the footer. (Founder)
- [] Add “Example Supps · [street address] · Made in the USA” to the footer so shoppers see a real company. (Founder)
- [] Add 1 / 2 / 3-bottle tiers above the button: \$29.99, \$54 (“Most popular”, free shipping) and \$74.99 (“Best value”). (Copywriter + developer)
- [] Offer a “Sleep Stack” bundle (gummies + a second product) at 15% off, shown as a card under the tiers. (Shopify developer)

Week 2: Rebuild the page

Implement the PDP Redesign Blueprint: new above-the-fold, offer tiers, sections, FAQ and description.

- [] Replace the headline, subheadline, benefit bullets and CTA with the Blueprint versions (Module 2). (Copywriter + developer)
- [] Set up the quantity / bundle offer tiers from the Blueprint's offer structure. (Shopify developer)
- [] Publish the rewritten description, FAQ, SEO title and meta description. (You / copywriter)
- [] Site offers wishlists (easiest first step to checkout) (Shopify developer)
- [] Cart widget shows how far user is from free shipping threshold (Shopify developer)
- [] Add footer links to your main collections (Sleep, Stress, Bundles). (Shopify developer)
- [] Turn on Shopify Inbox chat and add “Questions? Chat with us” under the button. (Shopify developer)
- [] Breadcrumbs shown (not applicable for single-product stores) (Shopify developer)

Week 3: Start the DBP test queue

Launch the first tests in DBP order. One variable per test, sample size and decision rule fixed in advance.

- [] Test #1 (Offer & checkout): Quantity tiers above the button (Growth lead)
- [] Test #2 (Offer & checkout): Guarantee next to the button (Growth lead)
- [] Test #3 (PDP): Button copy (Growth lead)
- [] Build the featured advertorial from Module 4 as a landing page and route 20–30% of cold traffic through it. (Copywriter + developer)

Week 4: Feed the funnel

Produce the ad scripts from Module 5, launch them against the new PDP, then re-audit.

- [] Film the two 30-second scripts and test all 15 hooks as first-3-second variations. (Creator / video editor)
- [] Launch the new creatives pointing at the advertorial and the PDP. Judge them by hook rate and CTR, per the DBP thresholds. (Media buyer)
- [] Run your free re-audit to confirm the fixes landed and see your new score. (You)

NEXT STEP

Want our team to implement this for you?

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Book a BrandRevUp strategy call with MJ. We walk through this report on your numbers and map the 90-day build: PDP, offers, DBP testing, creative and retention, all done for you.

Book your strategy call: <https://tidycal.com/jamil/ecommerce-ai-growth-system-discovery-call>