

A Growth Audit, worked example.

Vessel Salt — a DTC electrolyte brand running Meta and Google ads. This audit assumes ad-account access, Shopify analytics, and product margin data. That is the visibility a paid Growth Audit gives us on every real engagement.

Every number below is projected against Vessel Salt’s actual traffic and margin. The dollar impact per fix is what the change would earn in month one at current volume.

\$185k+/mo

TOTAL UPSIDE IDENTIFIED
ACROSS FIVE FINDINGS

1

CREATIVE CARRYING
47% OF Q3 REVENUE
WHEN IT FATIGUED

62%

OF NEW CUSTOMERS
PICKING THE BUNDLE
OVER SUBSCRIBE

2.1x

LONG-TAIL GOOGLE
CONVERSION RATE VS
BROAD MATCH

You are not out of demand. You are out of leverage.

Vessel Salt has every piece of a winning DTC brand. The product is a physically superior stick with the electrolyte ratios the category rewards. The category is expanding at 34 percent year over year. One creative reached **\$34k daily attributed revenue** at peak. A 28 percent subscribe rate on new customers is above the category median. A milestone-based retention mechanic already exists in the store code. None of these pieces is missing.

They are sitting in the wrong places.

The 90-pack bundle is **cheaper per serving** than the subscribe tier that is supposed to be the retention product. The winning Meta ad promises a bundle offer the landing page has never carried. A single creative was allowed to become 47 percent of Q3 revenue, and the account fell 41 percent inside a week when it fatigued. The subscribe option is a checkbox that defaults off, and the store loses cohort LTV every day it stays that way. Sixty-eight percent of non-brand Google spend is buying a broad-match keyword that converts at less than half the rate of the account's own long-tail terms.

Five leaks. All fixable inside two weeks with what already exists in the store, the ad account, and the catalog.

None of these are strategy problems. They are execution problems. Which is good news — execution is what a Growth Audit turns into a two-week build.

Your bundle is cheaper than your subscription. Rational customers pick the bundle.

WHAT YOU BUY	PER SERVING	VS SUBSCRIBE
30-pack, one-time	\$1.50	+15%
30-pack, subscribe	\$1.30	baseline
90-pack bundle, one-time	\$1.10	-15%

The 90-pack bundle undercuts the subscribe price by **15 percent per serving**. Sixty-two percent of new customers choose the bundle. Twenty-eight percent subscribe. The bundle is siphoning customers who would otherwise be in the subscription cohort — and at **\$65 LTV** versus **\$180 LTV**, each bundle sale is a **\$115 LTV loss** disguised as a bigger cart.

vesselsalt.co/products/electrolyte-sticks

VESEL SALT

CITRUS · ELECTROLYTE STICKS

★★★★★

4.8 (2,140 reviews)

Single stick

Try one before you commit

\$2.50

\$2.50 / serving

30-pack, one-time

30 servings

\$45

\$1.50 / serving

30-pack, subscribe & save 13%

Ships monthly · cancel anytime

\$39

\$1.30 / serving

Best value

90-pack bundle, one-time

Save 27% vs single sticks

\$99

\$1.10 / serving

Add to cart

FINDING ONE · THE ARITHMETIC

The one-time bundle is 15% cheaper per serving than the subscription that sits above it.

The customer doing the maths finds this in under a minute. Sixty-two percent of new customers are choosing the bundle. Which means the store's biggest retention asset — the subscribe tier — is being routinely undercut by its own catalog.

30-PACK SUBSCRIBE

\$1.30

per serving

90-PACK BUNDLE

\$1.10

per serving · cheapest

LTV GAP

\$115

bundle vs subscribe

Fix · Reprice the subscribe-90 tier at **\$84 / month** — 7% below the one-time bundle. Retire the one-time bundle over 60 days.

BUY-BOX TODAY · THE HIGHLIGHTED ROW IS CHEAPER PER SERVING THAN THE HIGHLIGHTED SUBSCRIBE ROW ABOVE IT

HOW WE WOULD FIX THIS

Restructure so the **subscribe-90 tier prices at \$84 per month** — 7 percent below the one-time bundle, guaranteed cheapest per serving. Keep the 30-pack subscribe as the entry point. Retire the one-time 90-pack bundle within 60 days.

PROJECTED IMPACT **+\$18k per month** within four months, shifting 40 percent of bundle buyers into subscription cohorts at Vessel Salt’s current traffic.

STOP-RULES, PRE-WRITTEN

SHIP IT AT

Subscribe attach on first-time buyers reaches 40 percent inside 4 weeks.

KILL IT AT

Subscribe attach stays under 30 percent at week 4, or 90-pack bundle sales drop by more than 20 percent week over week.

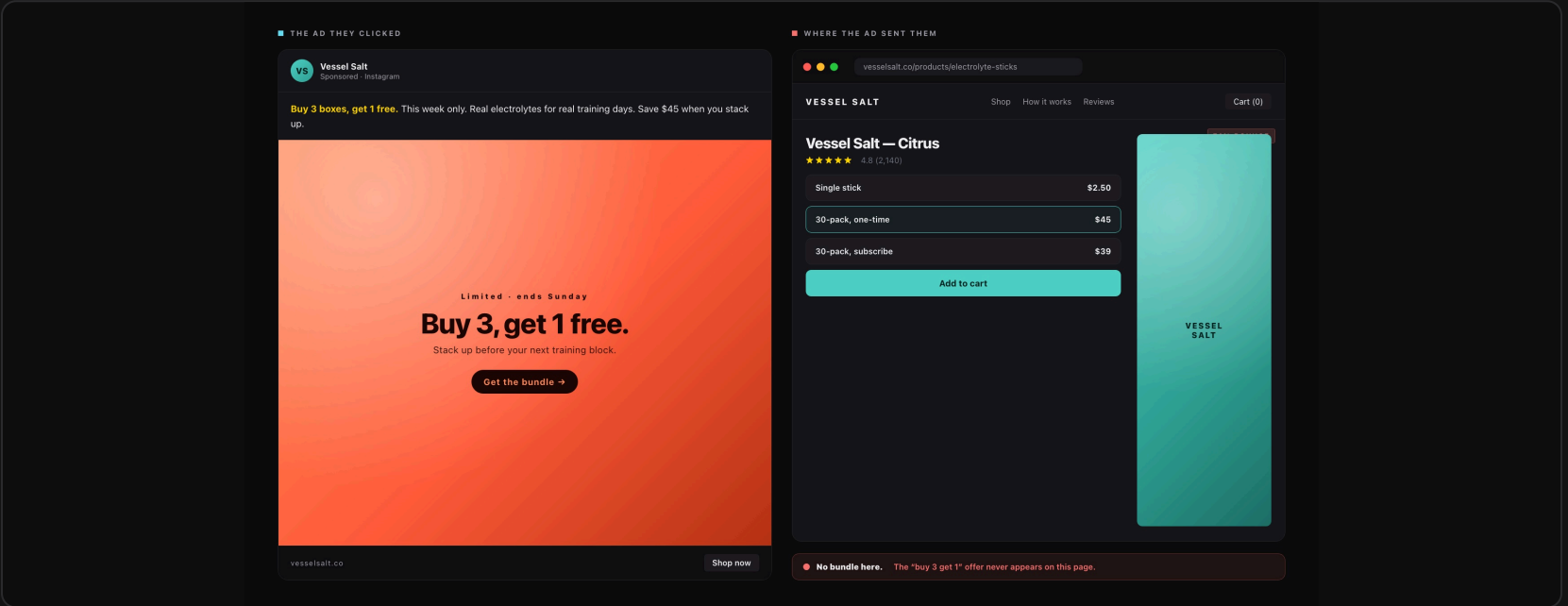
Sample Growth Audit — Vessel Salt

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Your best Meta ad promises a bundle. Your landing page does not have one.

Best-performing Meta creative of Q3, carrying **58 percent of paid spend** and reaching \$28k daily peak: **“Buy 3 boxes, get 1 free — this week only.”** Landing page linked from that creative: the standard PDP with 30-pack and single-stick options. No bundle configurator. No mention of the free box.

Bounce rate on that LP: **74 percent** versus a 52 percent site average. Twenty-two percent of clickthroughs never scroll to the buy box — the promise mismatch registers within 6 seconds and the visitor leaves.



LEFT: THE AD THEY CLICKED · RIGHT: WHERE THE AD SENT THEM

HOW WE WOULD FIX THIS

A dedicated **/bundle landing page** that opens straight into the “buy 3 get 1” configurator, with a hero that matches the ad creative’s visual language. Route the campaign’s Meta traffic there. Keep the standard PDP for organic and brand-search traffic that does not carry the promise.

PROJECTED IMPACT **+\$12k per month**, recovering half the excess bounce — roughly 2,100 additional sessions per month reaching checkout at current conversion.

STOP-RULES, PRE-WRITTEN

SHIP IT AT

Bounce rate on the new /bundle landing page drops to 60 percent or lower over the first 2,000 sessions.

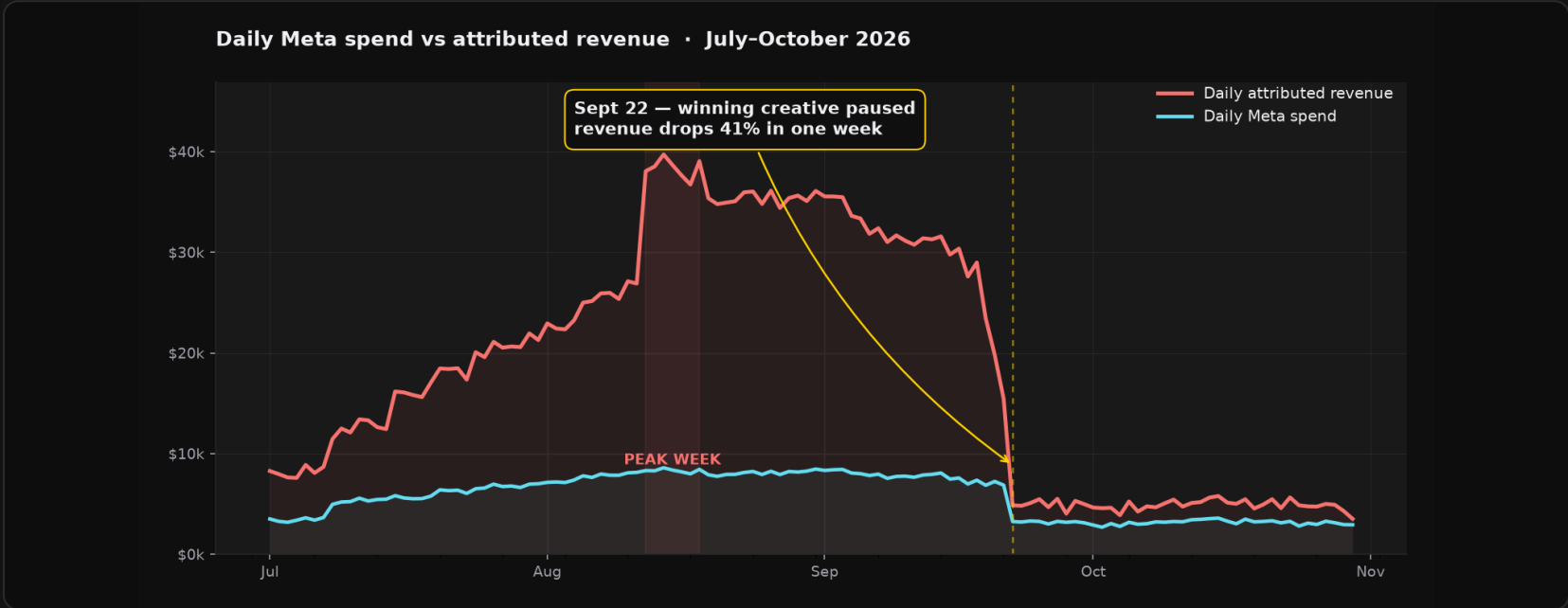
KILL IT AT

Bounce rate stays at 70 percent or higher after 2,000 sessions.

One creative carried the account. When it fatigued, the account followed.

UGC creative “Sarah’s morning routine” launched July 8. Peak week August 12 to 18: \$8.4k daily spend, \$34k daily attributed revenue on that one asset. Frequency crossed 4.2 on September 20. Click-through dropped 61 percent inside 48 hours. The asset was paused September 22.

Aftermath: account revenue dropped 41 percent over the following week. No adjacent creative was queued to absorb the freed budget. The account did not have a portfolio — it had a lottery ticket that had already paid out.



DAILY META SPEND AND ATTRIBUTED REVENUE · REVENUE COLLAPSE DATED SEPT 22

HOW WE WOULD FIX THIS

Build **four UGC variations** to the same script structure — time of day + physical activity + product moment + feeling — tested against the exhausted control at 60/40 spend split. Rotate at frequency 3.5 with a two-week overlap. Rebuild the asset library monthly so no single creative can carry more than 25 percent of spend.

PROJECTED IMPACT Return to **\$340k per month**, Vessel Salt’s Q3 average, within two rotation cycles.

STOP-RULES, PRE-WRITTEN

SHIP IT AT

At least two of the four new UGC variants clear \$200 per day in attributed revenue for two consecutive weeks.

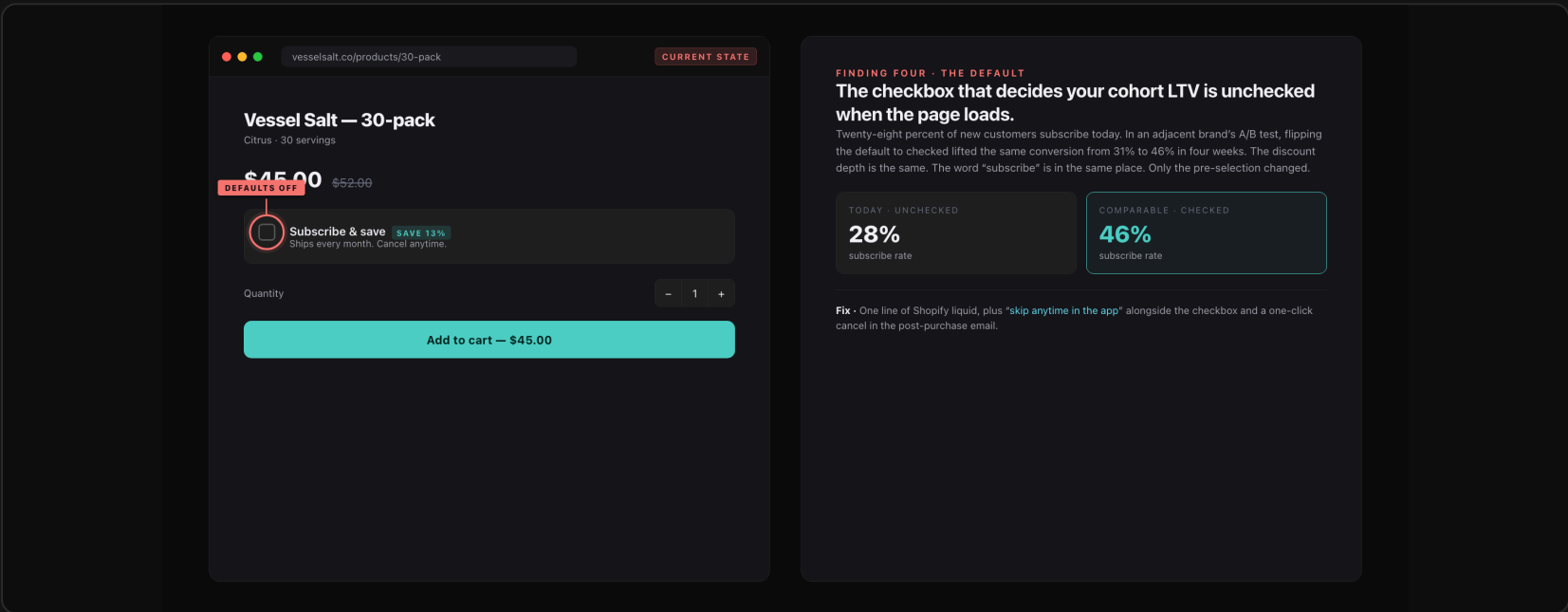
KILL IT AT

All four variants stay under \$100 per day in attributed revenue after three weeks.

Your subscribe checkbox is off. That is where most of your subscribers are not coming from.

The buy box on the 30-pack product page offers subscription as an **option, not a default**. Current subscribe rate on new customers: 28 percent. A comparable brand — same product category, adjacent traffic profile — ran an A/B test moving the checkbox to default-on with “skip anytime in the app” copy alongside. Subscribe rate rose from **31 percent to 46 percent** inside four weeks.

The default has more influence over the outcome than the discount depth does. This is one line of Shopify liquid.



TODAY: SUBSCRIBE IS A CHECKBOX THAT DEFAULTS OFF

HOW WE WOULD FIX THIS

Set the subscribe option to **default-on**. Add “Cancel or skip anytime in the app” as small subtext beside the checkbox. Include a one-click cancel link in the post-purchase email so the flip is not felt as a lock-in.

PROJECTED IMPACT **+\$47k in cohort LTV per month** at Vessel Salt’s current new-customer volume — 630 additional subscribers per month at \$180 LTV, minus the roughly \$50 average LTV they were already generating as one-time buyers.

STOP-RULES, PRE-WRITTEN

SHIP IT AT

Subscribe rate rises to 40 percent or higher within 4 weeks of the flip, with cancel rate steady.

KILL IT AT

Subscribe rate stays under 32 percent at week 4, or cancel-inside-first-order rises above 8 percent.

Sixty-eight percent of non-brand Google spend is buying the lowest-converting keyword.

KEYWORD	MATCH	SPEND SHARE	CONV RATE
electrolyte packets	broad	68%	22%
best electrolyte for keto	exact	12%	47%
electrolyte for exercise	exact	8%	41%
hydration for hangovers	exact	4%	39%

The long-tail keywords convert at more than **2x the rate** of broad match. They are getting one-fifth the budget. Broad match is buying volume the account cannot convert — it is running the ad-spend equivalent of a wide net over a school of fish the boat does not have room for.

HOW WE WOULD FIX THIS

Cap the broad-match **"electrolyte packets" at \$30 per day**. Shift the freed 40 percent of non-brand budget into exact and phrase-match variants of the top three long-tail terms. Add negatives for "free electrolyte samples," "electrolyte powder recipe," "cheapest electrolyte," and "electrolyte tablets vs powder."

PROJECTED IMPACT **+\$8k per month** at the same total spend.

STOP-RULES, PRE-WRITTEN

SHIP IT AT

Blended non-brand Google CPA stays at or below current baseline at the same total spend, with long-tail exact keywords producing at least 40 percent of conversions.

KILL IT AT

Blended non-brand CPA rises more than 15 percent from current baseline.

Three offers, rebuilt.

The findings above name what is broken. The offers here are what we would ship. Each is written the way your customer would read it — the ad headline, the landing hero, the email subject, and the arithmetic showing it clears your CAC target of \$45 per new customer.

Offer 1 — The 90-Day Trial

AD HEADLINE

"Try 90 servings before you commit to a subscription."

LP HERO COPY

"90 days of Vessel Salt. One purchase, no auto-renewal. If it becomes part of your morning, subscribe on day 91 — with 30 percent of what you already paid credited toward your first month."

EMAIL SUBJECT

"Your 90 servings arrive Thursday. No subscription attached."

CAC MATH

AOV \$99. CPA target \$45. Needs 45 percent conversion rate from LP to purchase to clear CAC. Baseline PDP converts at 3.1 percent — a dedicated LP typically clears 6 to 9 percent in this category. **Projected clearance: comfortable.**

SOURCE: Finding 1 (bundle repositioned as trial) + Finding 4 (subscribe unlocked with a credited runway).

Two more, ready to ship.

Offer 2 — The Founder Subscribe Rate

AD HEADLINE

"The subscribe rate that actually beats the bundle."

LP HERO COPY

"Locked at \$84 per month. Cancel or skip in the app, one tap. Cheaper per serving than any one-time purchase on this page."

EMAIL SUBJECT

"Your subscription is now the cheapest way to buy Vessel Salt."

CAC MATH

Monthly cart value \$84. CPA target \$45. LTV at 4-order average retention: \$336. Needs subscribe attach of 28 percent on new customers to clear CAC — currently at 28 percent with the checkbox off, so **the offer clears immediately on launch.**

SOURCE: Finding 1 (subscribe repriced below the bundle) + Finding 4 (subscribe default-on).

Offer 3 — The Milestone Preview

AD HEADLINE

"See what you unlock at order 20."

LP HERO COPY

"Every subscription order unlocks the next reward — 3, 5, 7, 9, 12, 16, 20. Free frother at order 3. Extra 5 percent off through order 7. A Roaster's Special ships free every 5th order. This page shows you what you hit and when."

EMAIL SUBJECT

"Order 3 unlocks your first reward."

CAC MATH

This offer does not add CAC — it changes retention. Lift target: **15 percent month-over-month improvement** in 3rd-to-4th-order retention (currently 62 percent). At current subscriber volume, a 15 percent lift adds roughly \$630 in LTV per subscriber cohort per month.

SOURCE: Finding 3 (retention mechanic surfaced) + a milestone ladder that already exists in the product but is invisible at the buy box.

The DTC single-serve electrolyte category, pulled apart.

Where the strongest offers in this space do something Vessel Salt does not. Every number below is from the six category leaders we tore down in Q3 2026 — public data only, comparable revenue tier.

METRIC	CATEGORY MEDIAN	VESSEL SALT	DELTA
Subscribe rate on new customers	34%	28%	-6pp
AOV	\$52	\$45	-\$7
Subscriber LTV multiplier (vs one-time)	2.4x	2.8x	+0.4x
Repeat purchase within 90 days	47%	41%	-6pp
Default-on subscribe checkbox (industry share)	4 of 6 leaders	Off	—
Post-purchase upsell attach	22%	0%	-22pp

The mechanic is better than the category. The delivery is not. Vessel Salt’s LTV multiplier (2.8x) beats the category median — that means the reward ladder and the product itself are keeping people longer than the average competitor. But subscribe rate, checkbox default, and post-purchase upsell are all trailing the leaders. The category is telling you where the money is and Vessel Salt is not there yet.

Ridge Salt THE CATEGORY LEADER

Runs subscribe as the default checkbox with “skip anytime, cancel in the app” copy inline. Their published subscribe rate on new customers is **46 percent**. That is the mechanic in Finding 4, executed.

Meridian Mineral THE RISING STAR

Uses a milestone ladder identical to Vessel Salt’s, but surfaces the first three rewards on the product page above the buy box. Their published second-purchase rate is **71 percent** versus Vessel Salt’s **55 percent**. Same mechanic, visible.

Nine Path THE PRICE-ANCHORING CASE STUDY

Sells a 30-pack at \$42 and a 90-pack at \$108 — the bundle is *more* expensive per serving than the pack. Subscribe attach on Nine Path is **51 percent**, the category leader. The lesson is not to raise the bundle price. It is to make the subscribe the cheapest tier and let the customer discover that.

The gap is not in what Vessel Salt has — the product, the mechanic, and the LTV shape are already there. The gap is in the shelf placement of the offer against a category where the leaders have already found the answer.

What the paid audit turns into.

The findings above are what we would see. This is what we would ship in the two weeks that follow. Every deliverable is instrumented, live, and measured against the projected impact — if a number moves, the audit paid for itself. If it does not, we say so.

01 The bundle-to-subscription restructure

New price ladder, updated Shopify liquid, Klaviyo flow reshape. **Finding 1.**

02 The /bundle landing page

Matched to the winning Meta creative, instrumented from day one. **Finding 2.**

03 Four UGC creative variants

Scripted, produced, sequenced against the fatigued control. **Finding 3.**

04 Subscribe default flip plus post-purchase cancel link

One-day change, four-week measurement window. **Finding 4.**

05 Google non-brand rebalance

New keyword structure, negative sweep, first bid pass. **Finding 5.**

06 The three offers written above, ready to ship

Ad copy, LP hero, email subject, and CAC math live in the ad account, the storefront, and the ESP. **Offers section.**

07 Stop-rules agreed and instrumented

Every ship-at and kill-at threshold above is wired into a shared dashboard with an alert on the trigger number. **All five findings.**

Weeks 1–2 deliver items 1, 2, 4, 5, 6, and 7. Item 3, the creative queue, begins in week 1 and ships to test in week 3. The full loop closes at week 6 with the retention read.

Vessel Salt is a fabricated example.

It was built through the same template every real Scale House Growth Audit renders through. Your audit will have your account's actual numbers in place of these — which is more accurate, not less. The depth, the structure, and the specificity you see here is what you get.

Scale House Media · if you would like this run on your business, that is the conversation.