

# DPMfresh – Week 2 Relaunch Strategy (Ads + Website)

# Context & Learnings (12–20 Jan Ads)

## What we ran:

Meta Sales campaigns (UK), Video + Image creatives

## Spend:

~£124

## Results:

- Add to Cart: 39
- Checkout Initiated: 28
- Purchases: 3

## Key Insight:

Ads worked (strong intent). Major drop-off happened at checkout.

**Root cause:** Delivery cost shock + bulk-only purchase revealed late.



**This is a pricing & checkout psychology issue, not an ads-quality issue.**

# Strategic Shift (Approved Direction)

Based on internal discussion and investor alignment, we are pivoting to:

## A. Pricing Psychology Fix (Free Delivery)

Instead of showing delivery at checkout, we lead with free delivery and include shipping in the bundle price.

**12-pack: £13.99**

**(Free UK Delivery)**

Highlight: £0.89 per can (anchoring value)

**24-pack: £21.36**

**(Free UK Delivery)**

**48-pack: £38.45**

**(10% off, Free Delivery)**

### Why this works:

- Removes delivery shock
- Lower entry price increases impulse buys
- Larger bundles increase AOV

# Website / Landing Page Plan

## Goal

Reduce friction, speed up decision-making, and pre-frame value before checkout.

## What we will build

- Dedicated single-product landing page (Mango flavour)
- Hosted on existing Wix site
- One clear purchase path

## Landing Page Structure

01

### Hero Section

Video-first (auto-play, muted)

Headline: "Light Mango Sparkling – Free Delivery"

Subtext: "Just £0.89 per can on the 24-pack"

02

### Value Section

Light bubbles

Refreshing mango flavour

Everyday drink, easy to stock up

03

### Bundle Selector

12 / 24 / 48 packs clearly shown

Free delivery badge

Per-can price highlighted

04

### Social Proof / Trust

Simple reassurance copy (UK delivery, quality ingredients)

05

### Fast Checkout CTA

"Buy Now – Free Delivery Included"

Optional Cross-Link

"Explore other flavours" → main website

# Video Creative Strategy (Week 2)

## Why new videos

- Previous video outperformed image clearly
- Multi-scene, sensory videos perform better for cold audiences

## Videos to run

Total: 3 short videos (6–15s each)



1

### Sensory Pour Video

- Can opening fizz
- Pour into glass
- Close-up bubbles

2

### Human / Emotional Video

- Person drinking ("Feel the fizz" moment)
- Relatable, lifestyle-driven

3

### Bundle Value Video

- Show 12 / 24 / 48 packs
- Flash value text: "£0.89 per can – Free Delivery"

# Ads Structure (Starting Monday)

## Budget

£15/day (unchanged)

## Campaigns



### Campaign 1 – Cold Traffic (Sales / Purchases)

**Budget:** £10/day

**Objective:** Purchases

**Audience:** UK, Broad (25–45), Advantage+ expansion ON

**Ads:** 3 videos



### Campaign 2 – Retargeting (Sales / Purchases)

**Budget:** £5/day

**Audience:**

- Website visitors (7–14 days)
- Add-to-cart & checkout initiators (7 days)

**Ads:** Same videos with stronger urgency copy

# Week 2 Targets & Success Metrics

This Week's Goal (Realistic)

## Orders: 5–10

Primary objective: Validate checkout + pricing fix

Benchmarks to Watch

>1%

CTR

<£2

Cost per ATC

10–20%

Conversion Rate

(Checkout → Purchase)

CPA target:

12-pack: ≤£7

24-pack: ≤£10.68

📌 If these are hit → scale safely.

# Investment Summary



£450

Ads budget (monthly)



£170

Management & setup fee



£620

Total Month 1 investment

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**Break-even:**

~10 orders/month

**Profitable zone:**

20+ orders/month

# Risks & Mitigations



**Risk:** Margin pressure on 12-pack

**Mitigation:** Push 24/48 packs via value framing



**Risk:** Low data volume

**Mitigation:** Video-first creatives + retargeting

# Execution Timeline

## Sunday (Preparation)

- Finalise landing page
- Update pricing display
- Complete 3 videos
- Set up ad campaigns in draft

1

2

Monday

- Launch ads
- Monitor closely
- Share early data

## Summary

- Ads already proved demand
- Checkout psychology was the blocker
- This relaunch fixes that blocker
- Week 2 focuses on conversion recovery, not experimentation

# Status: Ready to execute