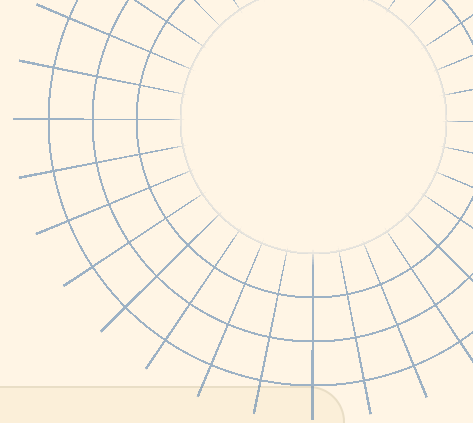


Functional Energy Brand

Subscription Strategy



96% one-time buyers · subscription growth plan

CONTEXT

A functional-energy brand was heavily one-time-purchase (~96%), with subscriptions representing a small but high-potential slice of revenue.

GOAL

Convert one-time buyers into subscribers through data-driven design and gamification.

APPROACH

- 100+ hours of customer interviews and transcript analysis
- Segmentation of the full customer base by age, occupation, spend, and geography
- Competitive website testing and persona development

WHAT WE FOUND

- 25–44 is the core customer base; professionals/technical roles are the prime upsell
- The site lacked a unified voice and strong proof; shoppers wanted clearer information
- Trial friction and unclear product hierarchy slowed first purchases

RECOMMENDATIONS

- Persona-driven, friction-free subscription messaging
- Strengthen proof and transparency (clinical evidence, FAQ, dosing)
- Introduce trial packs and tiered bundles; target high-performing regions; add persona-matched games

RESULT

Two research-backed personas and a segment analysis pinpointing the 25–44 core and the subscription opportunity, feeding website and game recommendations.