

# GOLDEN HIPPO MEDIA

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## Upsell Funnel Optimization Case Study

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### THE SITUATION

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Golden Hippo Media needed to scale backend revenue from their supplement funnels without increasing customer acquisition costs. I was given ownership of upsell funnel optimization across multiple product lines, with full control over offer selection, copy, sequencing, and testing.

**Primary Focus:** Weight Loss Supplement funnel

**Starting Performance:** - Customer value: \$17.66 - Monthly sales: \$190,369 - Limited upsell optimization, no systematic testing in place

**Challenge:** Increase AOV and total revenue without changing front-end acquisition strategy or traffic sources.

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### MY APPROACH

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#### Full Ownership & Decision Authority

I was given complete control over the upsell funnel system: - Selected which products to offer as upsells based on complementary benefits - Wrote all copy for upsell pages - Designed funnel sequence and flow architecture - Directed graphic and UX designers on layout and execution - Ran systematic A/B tests on offers, copy, and structure - Made all strategic decisions on what to test and when

#### Testing Methodology

**Prioritization Framework:** 1. Offer selection (highest leverage - which products, how many, in what order) 2. Price points and discount structures (second highest impact) 3. Copy and messaging (significant but smaller impact than offers) 4. Layout and design (final optimization layer)

**Execution:** - Ran multiple concurrent tests across product lines - 2-3 tests per week average - Measured customer value and total sales impact - Minimum 7-10 days per test for statistical significance - Iterated on winners to compound improvements

## Key Strategic Decisions

**Offer Architecture:** - Tested different numbers of upsells (2 vs 3 vs 4 offers) - Optimized product sequencing based on customer purchase patterns - Introduced complementary products (e.g., digestive support with weight loss)

**Copy Strategy:** - Emphasized complementary benefits rather than just "more of the same" - Addressed specific objections at each upsell stage - Reduced friction in checkout flow with clearer value propositions

**Price Testing:** - Tested various discount structures (% off vs dollar off) - Experimented with bundle pricing - Found optimal price points for each product category

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## THE RESULTS

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### Weight Loss Supplement Funnel Results

**Customer Value:** - Before: \$17.66 - After: \$30.41 - **Increase: 72%**

**Monthly Sales:** - Before: \$190,369 - After: \$297,412 - **Increase: 56%**

**Revenue Impact:** - **+\$221,447 additional revenue in one month** - Achieved in approximately 4 weeks of systematic testing - Results sustained and improved through continued optimization

### Additional Product Lines

**Omega-3 Supplement:** +\$4 to +\$7 per customer

**Probiotic Supplement:** +\$10 per customer initially, then +\$2 per customer on second phase

**Ketone Supplement:** +\$1 to +\$3 per customer

**Probiotic Continuity Program:** +\$10 per customer (from \$11.47 to \$19.19)

### Other Contributions

**New Funnel Builds:** - Prenatal supplement upsell funnel - Immune support supplement upsell funnel - Prostate support upsell funnel - Joint support upsell funnel (\$41.10 customer value achieved)

**Front-End Work:** - Created advertorial pages converting at 8% - Won multiple split tests for product landing pages - Wrote advertorials for both cold and warm traffic sources

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## KEY LEARNINGS

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### 1. Backend Optimization Compounds Quickly

Small improvements in customer value (20-30% range) translate to significant revenue gains when applied systematically across multiple touchpoints. A 72% increase in AOV over 30 days was achieved through compounding 5-10% wins across multiple tests.

### 2. Offer Architecture Drives Most of the Lift

The biggest gains came from strategic offer selection and sequencing, not from copy refinement. Getting the right products in front of customers at the right time in the funnel mattered more than having perfect headlines. Copy optimization provided incremental gains on top of the foundational offer strategy.

### 3. Systematic Testing > Gut Instinct

Running multiple concurrent tests with clear prioritization and measuring customer value impact allowed for rapid iteration and compounding improvements within weeks, not months. The discipline of letting tests run to statistical significance (rather than killing them early) was critical.

### 4. Speed of Iteration Matters

Testing 2-3 things per week created momentum and learning. Each test informed the next. This velocity of learning was more valuable than any single "perfect" test.

### 5. Full Ownership Enables Results

Having complete decision-making authority - from offer selection through design direction to final implementation - allowed for faster iteration and better outcomes than a committee-based approach would have permitted.

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## RELEVANCE TO NEW PRODUCT LAUNCHES

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This case study focused on optimizing existing funnels, but the same systematic approach applies to new product launches:

**The Process Scales:** - Deep customer research to understand pain points and purchase motivations  
- Strategic funnel architecture based on traffic source and customer awareness level - Systematic testing to find what converts - Rapid iteration to compound improvements

**The Difference:** With new products, you're creating the revenue stream from scratch rather than optimizing an existing one. The potential impact is even greater because you're building the foundation, not just improving it.

**Core Principles Remain:** - Research-driven strategy - Systematic testing methodology - Focus on highest-leverage variables first - Speed of iteration - Data-driven decision making

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## TOOLS & ENVIRONMENT

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**Platform:** 1ShoppingCart (backend cart system)

**Team Structure:** Worked with dedicated graphic designer and UX designer

**Reporting:** Direct reporting to Craig Clemens (Co-Founder)

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## CONFIDENTIALITY NOTE

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Specific product formulations, detailed customer data, and proprietary testing strategies remain confidential per NDA with Golden Hippo Media. This case study provides high-level methodology and results without disclosing protected trade secrets.

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