

SUBSCRIPTION GROWTH CASE STUDY

FEEL SUPREME

PREMIUM WELLNESS & SUPPLEMENTS BRAND

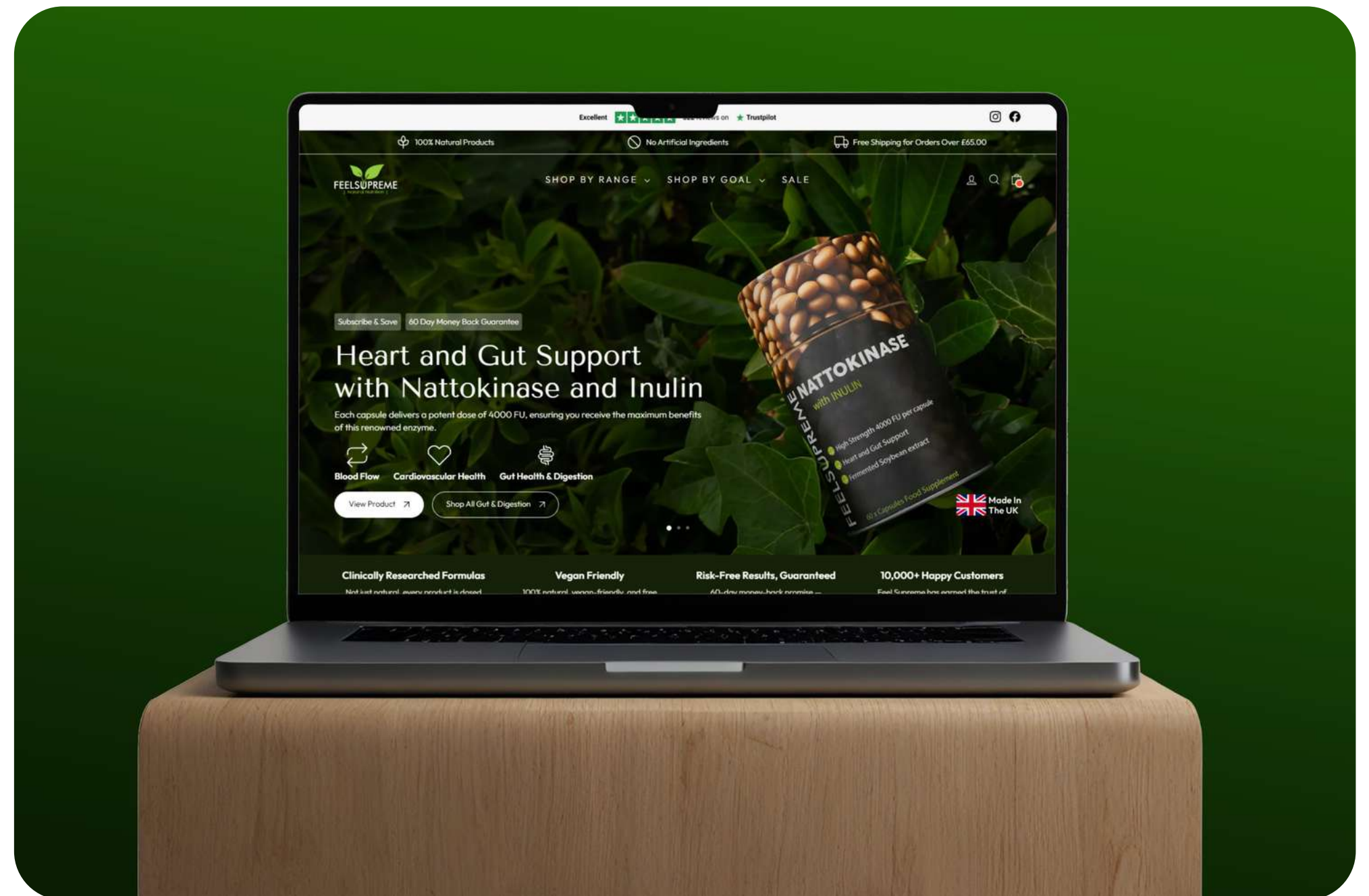
How We Increased Subscription Adoption and Customer Retention for Feel Supreme Through PDP Optimization, Bundling, and Klaviyo Lifecycle Marketing

TYPE

E-commerce

INDUSTRY

Health & Wellness





What is *Feel Supreme*?

Feel Supreme, a premium wellness brand, aimed to increase subscription revenue, improve product page conversions, and enhance customer retention. Our project focused on optimizing the Shopify PDP, subscription funnel, and overall user experience, while integrating Klaviyo email marketing for lifecycle engagement.

Company Vision

Feel Supreme aims to empower individuals to achieve peak wellness through premium natural supplements. It envisions a world where daily health routines are easy, effective, and consistent.

Goal

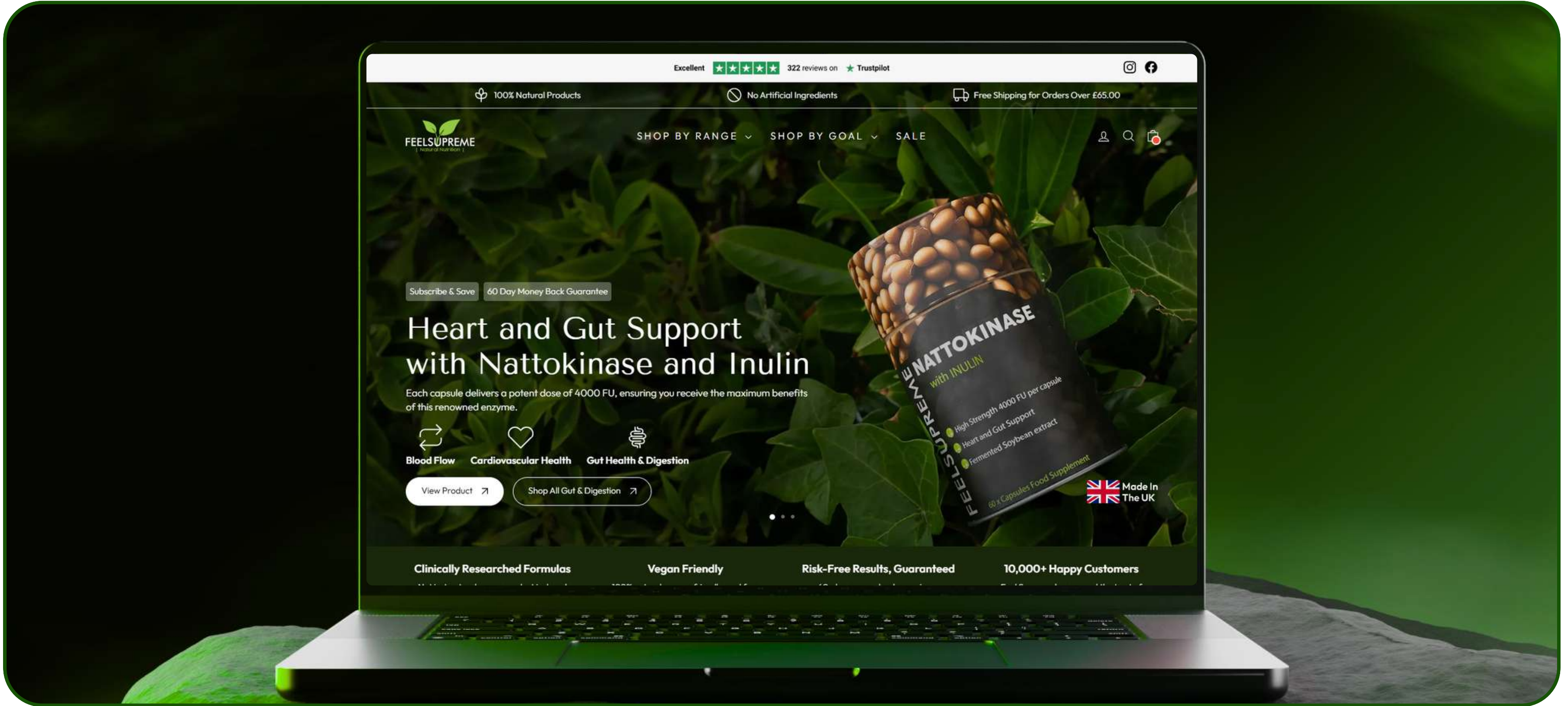
The company seeks to increase subscription adoption, boost customer retention, and enhance overall product engagement. Its objective is to make wellness a seamless and recurring part of customers’ lives.

Scope

The project covers optimizing the eCommerce experience across PDP, subscription funnels, bundle offerings, and lifecycle email marketing. It focuses on improving both usability and customer education.

Impact

The initiative has enhanced the user experience, increased conversions, and driven higher subscription revenue. It has also strengthened long-term customer loyalty and engagement.



The Challenge

Before optimization, the product pages had several conversion bottlenecks:

1. Subscription Value Was Not Clear

Customers saw a subscription option but did not fully understand:

- Why subscribe?
- What benefits they receive?

2. Dual Buy Buttons Created Decision Fatigue

Having both:

- Add to Cart
- Buy Now

competing for attention reduced focus and created friction.

3. Product Information Was Too Long

Users had to scroll through large blocks of content to find:

- Ingredients
- Dosage

4. No Strong Retention Messaging

The PDP did not reinforce:

- Long-term health benefits
- Subscription rewards

5. No Bundle Strategy

Customers purchased a single SKU rather than complementary products.

The Solution

We redesigned the customer journey around:

1. Subscription First Strategy

Created a dedicated subscription experience.

2. Conversion-Focused PDP

Optimized layout and hierarchy.

3. Bundle Selling System

Introduced cross-sell and bundle opportunities.

4. Customer Education

Added benefits, FAQs and subscription explanations.

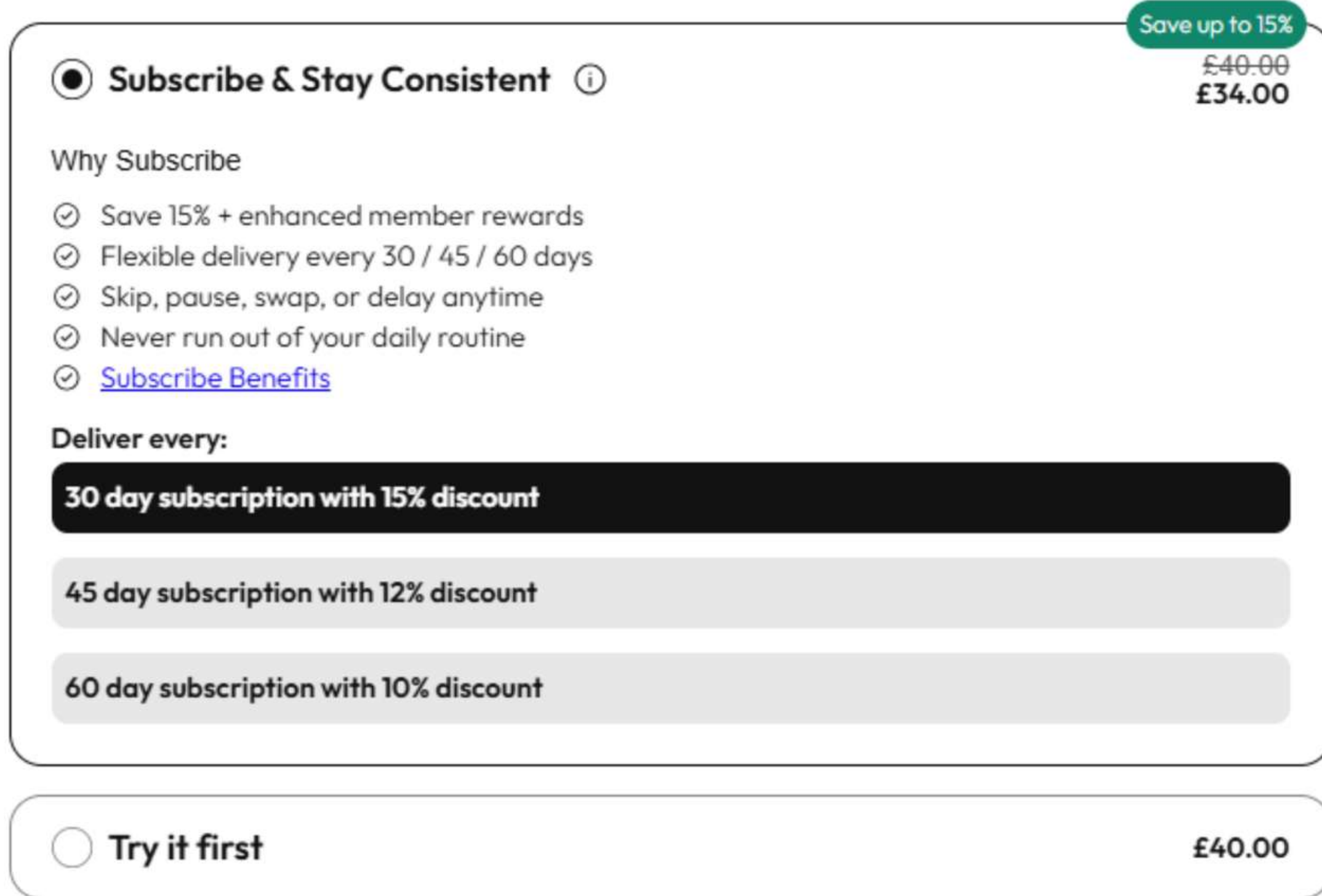
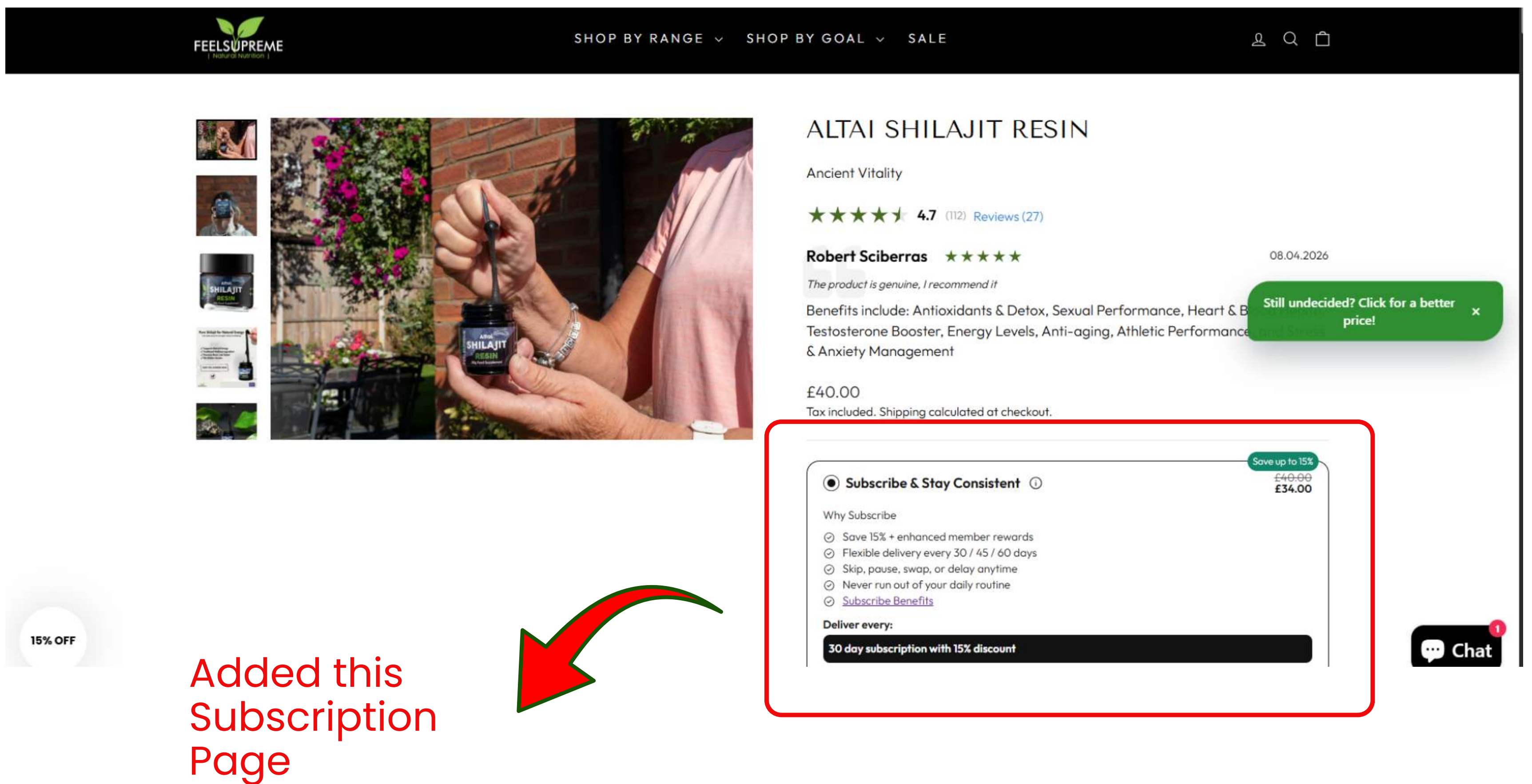
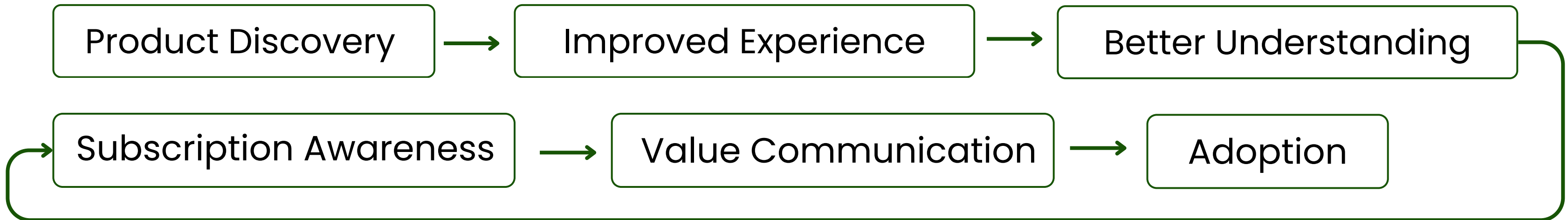
5. Lifecycle Marketing

Built retention flows using Klaviyo.

The *Customer* Journey

We mapped the complete customer journey from product discovery to repeat purchase, identifying key touchpoints to improve product understanding, build trust, reduce buying friction, and increase subscription retention.

Phase 1 – Subscription Widget Optimization



Phase 2 – CTA Optimization



BEFORE

Free shipping for orders over £65.00!



Himalayan Shilajit Capsules

£22.00

Add to cart

✓

Pickup available at **Feel Supreme**

Usually ready in 24 hours

[View store information](#)

AFTER

Free shipping for orders over £65.00!



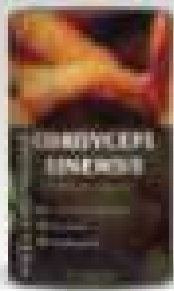
Himalayan Shilajit Capsules

£22.00

Add to cart

Save 15%!

Subscription Bundle







View Offer Details

Phase 3 – Product Information Architecture



BEFORE

WHY PEOPLE CHOOSE FEEL SUPREME SHILAJIT

- ✓ Supports natural energy
- ✓ Traditionally used for daily vitality
- ✓ Pure Himalayan resin
- ✓ Clean, simple formula
- ✓ Easy to take as part of your wellness routine

PREMIUM QUALITY RESIN

Our Shilajit is sourced from high-altitude mountain regions and purified to deliver a clean, high-quality resin with no unnecessary additives. Each batch is independently lab-tested for purity.

AFTER

Benefits include: Antioxidants & Detox, Sexual Performance, Heart & Blood Health, Testosterone Booster, Energy Levels, Anti-aging, Athletic Performance, and Stress & Anxiety Management

DESCRIPTION	▼
INGREDIENTS	▼
DOSAGE	▼

Phase 4 – Benefits Section

Benefit Discovery



Value Perception



Doctor Consultation / Insights

ADDED BENEFITS SECTION

BENEFITS THAT BUILD OVER TIME

Designed for daily use to build systemic health.

- Supports natural energy production and helps reduce fatigue by enhancing cellular energy (ATP) levels.
- Promotes cognitive function, focus, and mental clarity with its mineral-rich composition.
- Supports healthy testosterone levels, endurance, and physical vitality.
- Provides over 80 trace minerals that support overall well-being, recovery, and nutrient balance.
- Acts as an adaptogen, helping the body manage stress and maintain energy balance.



Phase 5 – FAQ Implementation

Question Resolution



Objection Handling



Confidence Building

ADDED FAQS SECTION

FAQS

- ✓ Can shilajit help support healthy blood sugar levels?
- ✓ What is shilajit resin traditionally used for daily?
- ✓ What are the benefits of shilajit for females?
- ✓ How do you use Altai Mountain Shilajit resin daily?
- ✓ What makes Altai Shilajit resin a premium choice?

Phase 6 – Bundle System



ADDED BUNDLE SECTION

SUBSCRIPTION BUNDLE



Cordyceps Capsules
£30.00

Add



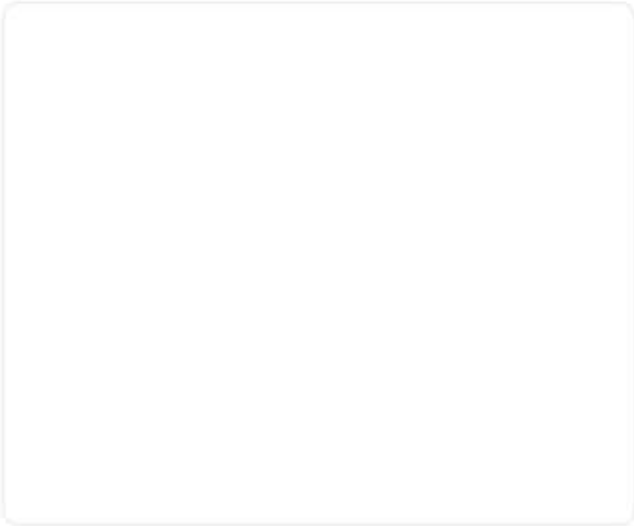
Hemp Protein Powder
£25.00

Add



Organic Supreme Greens And Mushroom Superfood Blend
£34.99

Add



Intestinal Cleanse
£24.99

Add

3 items
5% OFF

4 items
10% OFF

5+ items
15% OFF

ADDED ITEMS0 ADDED

+

Please add product from the list

Total

£0.00

Add to cart

Phase 6 – Bundle System



ADDED BUNDLE SECTION

SUBSCRIPTION BUNDLE



Cordyceps Capsules
£30.00

Add



Hemp Protein Powder
£25.00

Add



Organic Supreme Greens And Mushroom Superfood Blend
£34.99

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Intestinal Cleanse
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Add

3 items
5% OFF

4 items
10% OFF

5+ items
15% OFF

ADDED ITEMS0 ADDED

+

Please add product from the list

Total

£0.00

Add to cart

Phase 7 – Subscription Page



Trusted by over 400 Independent Retailers5 Star Rated Supplements on TrustpilotTrusted by over 400 Independent Retailers5 Star Rated Supplen

100% NATURAL PRODUCTSNO ARTIFICIAL INGREDIENTSVEGAN FRIENDLY

Trustpilot

FEEL SUPREME

OUR RANGESHOP BY CATEGORYSALENEWSABOUT USCONTACT US

Subscribe & Save 15%

Get your daily wellness essentials delivered on your schedule, with free shipping on every subscription order.

Save 15% every time

Free shipping

Choose 30, 45, or 60 day delivery

Skip, swap, or cancel anytime

Start Your Subscription

LION'S MANE

100% NATURAL

Clear formulas with no artificial ingredients.

LAB TESTED

Quality checked for consistency and confidence.

VEGAN FRIENDLY

Plant-based options across the range.

ECO PACKAGING

Designed to reduce unnecessary waste.

60-DAY GUARANTEE

Try your products with extra peace of mind.

Stay stocked. Stay consistent.

A subscription helps remove the small gaps that make routines harder to keep. Your products arrive on schedule, so you can stay focused without reordering every time.

CONSISTENCY MADE EASIER

Regular deliveries help customers stay on top of their wellness routine.

BUILT AROUND YOUR SCHEDULE

Choose a delivery frequency that fits how you use your products.

LESS LAST-MINUTE REORDERING

Stay stocked before you run out.

Manage Subscription

VITAMIN K2

SAVE 15%

Get A Subscriber Discount On Every Recurring Order.

FREE SHIPPING

Every Subscription Order Ships Free.

FLEXIBLE DELIVERY

Choose 30, 45, or 60 day delivery.

STAY IN CONTROL

Skip, swap, pause, or cancel from your account.

SUBSCRIBER REWARDS

Unlock Exclusive Gifts And Member Perks.

Healthy habits, on autopilot

Body

Your routine works best when it feels easy to maintain. Scheduled deliveries help you stay stocked, avoid missed days, and keep your favourite products ready when you need them.

Shop Subscriber Favorites

FEEL SUPREME CBD OIL

Unlock exclusive subscriber rewards

Subscribers get more than savings. Stay subscribed and receive exclusive gifts, rewards, and member-only perks with selected shipments.

Start Saving Today

Smarter Shipping. Less Waste.

Planned deliveries help reduce repeat one-off orders, extra boxes, and unnecessary packaging. A small change that makes your routine simpler and your deliveries more efficient.

Subscriber Favorites

Start with the products customers choose most often for repeat delivery.

SAVE 15%

LION'S MANE MUSHROOM...

A daily favourite for focus and routine

\$34.50

★★★★★ 387

Subscribe & Save

SAVE 15%

ALTAI SHILAJIT RESIN

A popular choice for daily mineral support

\$34.50

★★★★★ 387

Subscribe & Save

SAVE 15%

HIMALAYAN SHILAJIT CAPSULES

Simple daily support in capsule form.

\$34.50

★★★★★ 387

Subscribe & Save

SAVE 15%

ASHWAGANDHA KSM66 WITH...

A trusted choice for daily balance

\$34.50

★★★★★ 387

Subscribe & Save

Three Steps to Effortless Wellness

1

Choose your products

Browse bestsellers or shop by wellness goal.

2

Select 'Subscribe'

Choose your delivery frequency at checkout.

3

Save every time

Enjoy 15% off, free shipping, and subscriber perks.

Why Subscribe?

Save 15% on every subscription order

Free shipping every time

Skip, swap, pause, or cancel anytime

Manage everything from your account

Get exclusive subscriber rewards

Start Your Subscription

Already a Subscriber?

Update your products, change your delivery date, skip an order, or manage your subscription from your account.

Manage Subscription

Wites

most often for repeat delivery.

SAVE 15%

ALTAI SHILAJIT RESIN

A popular choice for daily mineral support

\$34.50

★★★★★ 387

Subscribe & Save

SAVE 15%

HIMALAYAN SHILAJIT CAPSULES

Simple daily support in capsule form.

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Subscribe & Save

SAVE 15%

ASHWAGANDHA KSM66 WITH...

A trusted choice for daily balance

\$34.50

★★★★★ 387

Subscribe & Save

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Illness

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Why Subscribe?

Save 15% on every subscription order

Free shipping every time

Skip, swap, pause, or cancel anytime

Manage everything from your account

Get exclusive subscriber rewards

Start Your Subscription

Already a Subscriber?

Update your products, change your delivery date, skip an order, or manage your subscription from your account.

Manage Subscription

Excellent 4.8/5

ed by customers who come back again

ds of customers trust Feel Supreme for quality products, helpful service, and reliable delivery.

"Fast delivery and great products! Have used Tongkat Ali and fadogia before and had great results. Already noticing the effects, my woman has too!"

Anita,

★★★★★

"Fantastic products! Currently taking the Shilajit resin every morning in my coffee which boosts performance in the gym & 12 drops of the CBD oil every day which has eased some of the pain in my arthritic elbow."

Lee,

★★★★☆

"Serious company, very honest prices. The product has just arrived and so I still have to wait to evaluate whether it is really effective, but I am very confident. The only problem I encountered, which however is not the company's fault, was that the shipping times were a bit long due to customs control."

Peter,

★★★★★

"The Lion's Mane tincture is the best I've had, super strength so less needed each time."

Tamsyn,

★★★★★

"Great communication and timely delivery from Feel Supreme. You can always guarantee that you'll receive your products within a few days of ordering. Important when you forget to order 'on-time' and risk missing taking your supplements."

Jennifer,

★★★★★

"Excellent service. I have confidence in using Feel Supreme, which I think is so important when using CBD oil because there is so much rubbish on the market."

Carol,

★★★★★

ION,

in and technical teams

How does the subscription work?

Can I skip, pause, or cancel?

How much do I save?

Is shipping free?

Can I change my products?

When will I be charged?

Ready to make your routine easier?

THE OTHER STUFF

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Terms of Service

Privacy Policy

Shipping & Returns

Loyalty Scheme

Trade Services

News

INFORMATION

Feel Supreme Retail Ltd is a registered company 10488273 & VAT Registered company - 309164020

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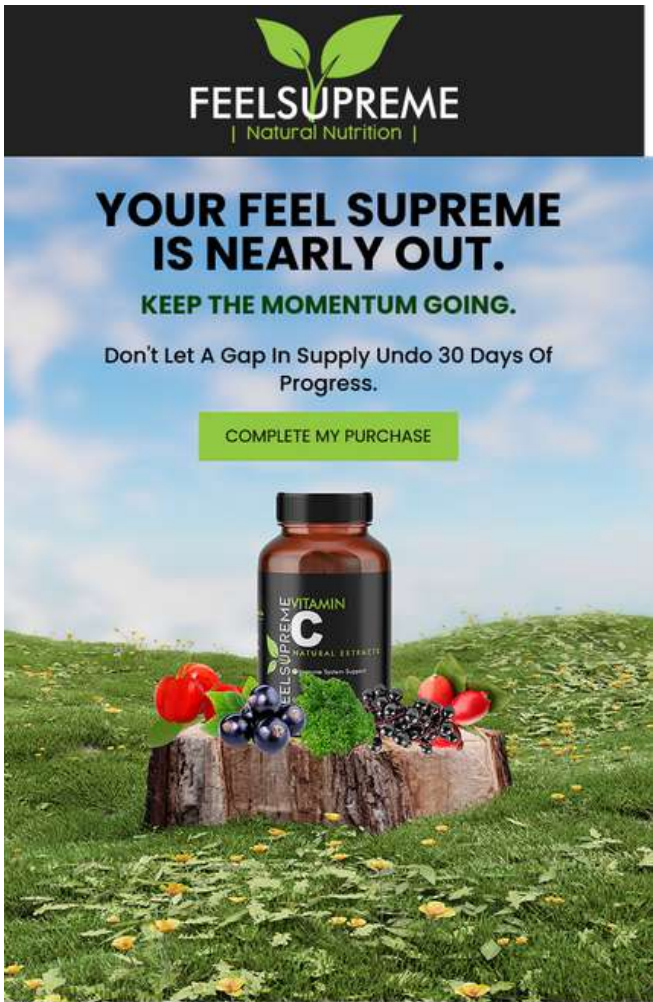
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Phase 8 – Klaviyo Email Marketing



Email Marketing Designs



Hi {{ first_name }}, You're at the end of your first supply. If you stop here, you lose the progress your body has been building for 30 days.

Most people who see real results from Feel Supreme are consistent subscribers — because consistent supply is the only thing that guarantees consistent intake

SUBSCRIBE TODAY AND WE'LL MAKE SURE YOU NEVER HAVE A GAP AGAIN

- ✓ [X]% off every order vs one-time
- ✓ Loyalty points from your very first subscription order
- ✓ Full flexibility — your schedule, your pace
- ✓ Free to cancel, pause, or delay anytime No pressure

but the window where your routine has the most momentum is right now. Don't let a logistics gap break what you've already built.

The Feel Supreme Team

COMPLETE MY PURCHASE

WORLD DELIVERY
We're Ready to Ship

LOYALTY PROGRAM
Earn Rewards & Save

1000+ REVIEWS
Trustpilot Reviews

100% Natural
No additives



Hi {{ first_name }}, Four days in. That's a good start. Here's something most brands won't tell you: the first two weeks of a supplement routine are about preparation, not peak performance. Your body is building up the base it needs to deliver the results you're after.

YOUR SUBSCRIPTION PORTAL

The people who see the best results from Feel Supreme are the ones who stay consistent through the early phase.

The ones who stop at week two miss the window where things actually start to shift. You're on the right side of that window. Talk soon, The Feel Supreme Team

WORLD DELIVERY
We're Ready to Ship

LOYALTY PROGRAM
Earn Rewards & Save

1000+ REVIEWS
Trustpilot Reviews

100% Natural
No additives

Instagram Facebook YouTube TikTok LinkedIn



Hi, {{first name}} We saw that You Paused Your Feel Supreme Subscription. We're Not Going to Chase You — But We Do Want to Make Sure Everything's Okay on Your End.

Sometimes People Pause Because They've Built up a Surplus. Sometimes it's a Busy Month. Sometimes It's that Early Phase Where Results Feel Slow. All of Those are Completely Valid.

CAN WE HELP? If You've Got Questions about Your Results, Usage, or How to Get the Most from Your Routine, We're Here for that.

ALTERNATIVELY If the Current Delivery Frequency isn't Working, You can Change it Without Cancelling.

Your Subscription is Still Active. We're just Giving You Space.

The Feel Supreme Team

COMPLETE MY PURCHASE

BETTER PRODUCTS MEAN BETTER HEALTH

Here's a quick look at the benefits

- ✓ Enhance Sleep
- ✓ Improve Energy Levels
- ✓ Better cognitive functions
- ✓ Support a healthy gut microbiome

Plus, all products are 100% natural, vegan, and GMO-free. It's just pure nature backed by science to give you ultimate health results.

COMPLETE MY PURCHASE

WORLD DELIVERY
We're Ready to Ship

LOYALTY PROGRAM
Earn Rewards & Save

1000+ REVIEWS
Trustpilot Reviews

100% Natural
No additives

Instagram Facebook YouTube TikTok LinkedIn



Hi {{ first_name }}, Ten days. The research on habit formation is clear: if you can make something consistent for 21 days, it becomes automatic. You're nearly halfway there. A few things that help at this stage

WORLD DELIVERY
We're Ready to Ship

LOYALTY PROGRAM
Earn Rewards & Save

1000+ REVIEWS
Trustpilot Reviews

100% Natural
No additives

YOUR SUBSCRIPTION PORTAL

The people who see the best results from Feel Supreme are the ones who stay consistent through the early phase.

The ones who stop at week two miss the window where things actually start to shift. You're on the right side of that window. Talk soon, The Feel Supreme Team



Hi, hamza Your next order is scheduled in 10 days.

We'll send you a reminder closer to the charge date, but we wanted to make sure you know your options now.

But if you're ready to start supporting your health naturally, we're here when you're ready.

Complete your purchase below.

COMPLETE MY PURCHASE

BETTER PRODUCTS MEAN BETTER HEALTH

Here's a quick look at the benefits

- ✓ Enhance Sleep
- ✓ Improve Energy Levels
- ✓ Better cognitive functions
- ✓ Support a healthy gut microbiome

Plus, all products are 100% natural, vegan, and GMO-free. It's just pure nature backed by science to give you ultimate health results.

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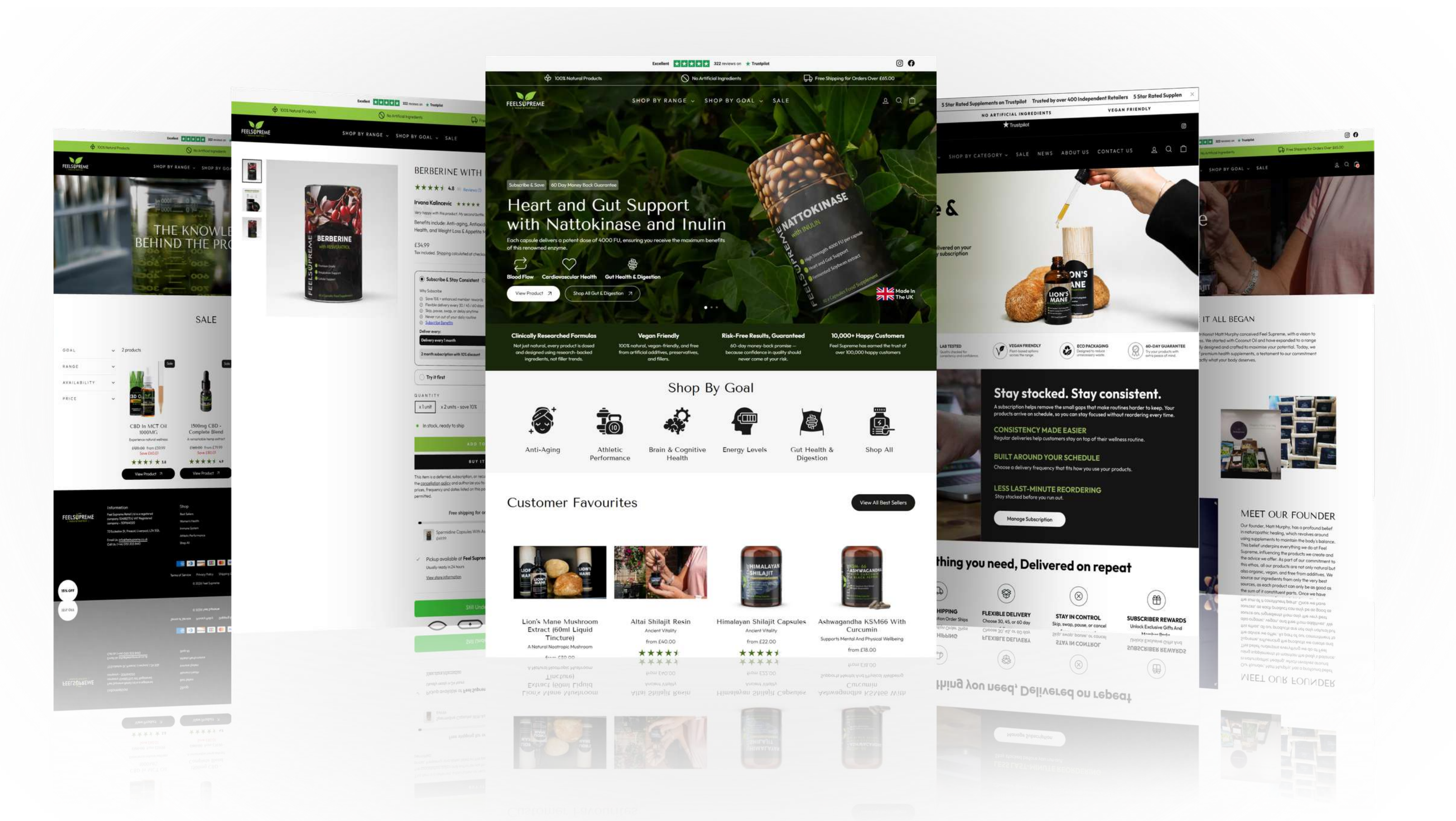
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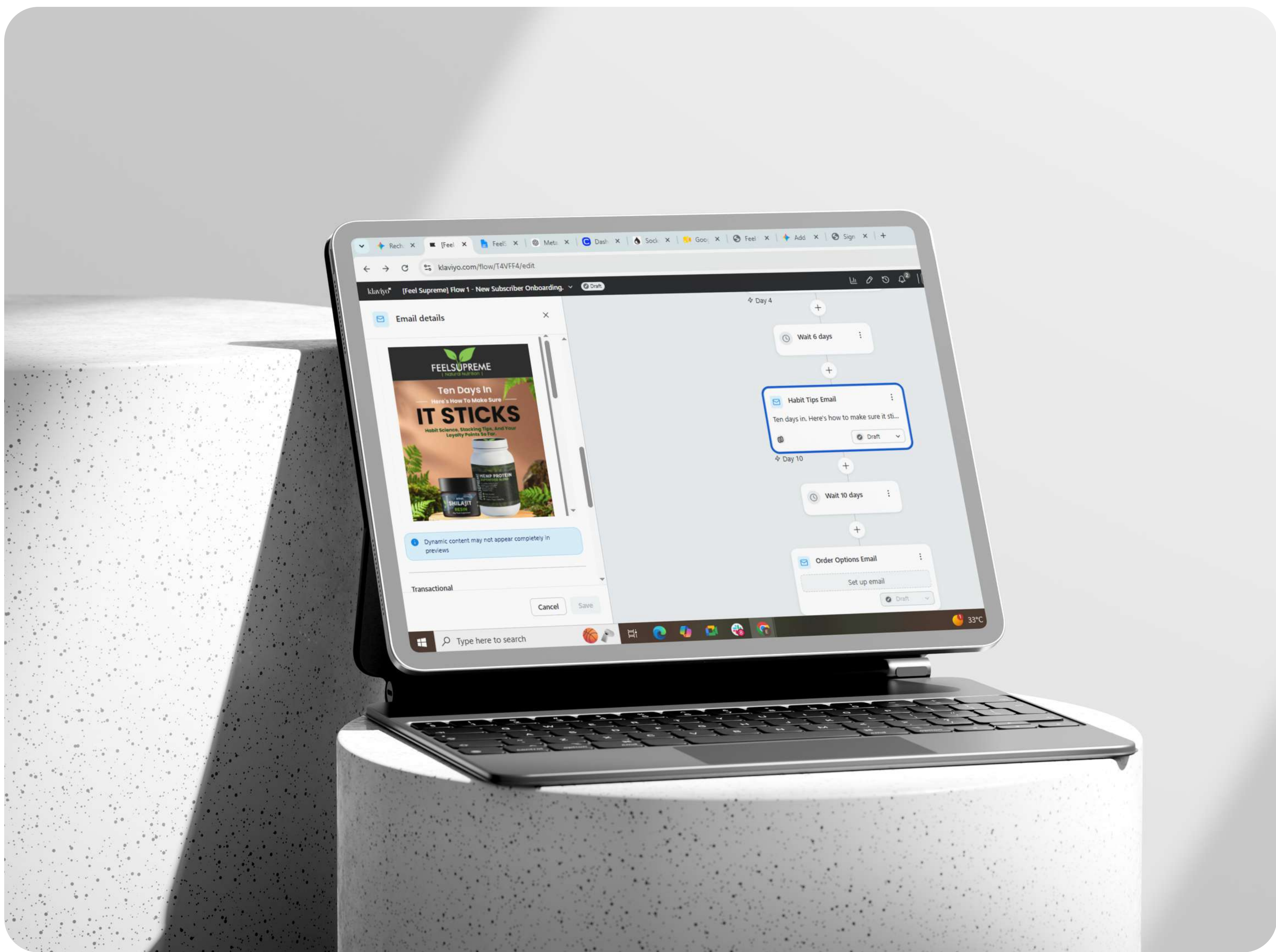
100% Natural
No additives

Instagram Facebook YouTube TikTok LinkedIn



Before Vs After Visibilty

AREA	BEFORE	AFTER
Workflow visibility	Manual and scattered	Streamlined, centralized, and easy to navigate
Product Information	Long blocks, hard to scan	Accordion sections for quick access
Subscription Clarity	Confusing, limited explanation	Clear benefits, savings, and flexible options
CTAs	Dual buttons causing friction	Simplified CTA, “Why Subscribe” emphasized
Customer Engagement	Minimal post-purchase follow-up	Automated email flows for retention & re-engagement



Marketing *Objective*

To nurture customers through personalized communication, increase retention, and drive long-term revenue growth.

- Welcome and educate new customers about the brand and products.
- Recover abandoned carts and re-engage interested visitors.
- Promote subscription benefits and encourage recurring purchases.
- Increase customer retention through post-purchase nurturing campaigns.
- Drive repeat sales and loyalty with targeted offers and win-back flows.

