



SUBSCRIPTION AD SWIPE FILE

TABLE OF CONTENTS:

PERSONAL CARE (MEN'S) 3

PERSONAL CARE (WOMEN'S)..... 7

PERSONAL CARE (GENERAL).....15

FOOD..... 32

BEVERAGE..... 55

SUPPLEMENTS.....67

HOUSEHOLD PRODUCTS.....74

APPAREL..... 89

PET PRODUCTS.....92

PERSONAL CARE (MEN'S)

HARRY'S



Harry's
Sponsored

We know you've got lots of options when it comes to razors, that's why we made it easy for you to try Harry's.

Our incredible Starter Set comes with a 5-blade razor, shave gel, and travel cover. Try our Shave Plan risk-free and get refills delivered to your door, on your schedule. If you don't love your shave, just cancel anytime....

5 Blades	✓	✓
Flexible Head	✓	✓
Lubricating Strip	✓	✓
Precision Trimmer	✓	✓
8-Count Blade Refill	\$40	\$16

ARE YOU GETTING
RIPPED OFF
BY YOUR RAZOR
COMPANY?



HARRYS.COM

Redeem Your \$5 Trial Offer

Use code SOOTHE at checkout, limited time only.

Get offer

Uses the words
"risk-free."

Emphasizes benefit
of subscription "get
refills delivered to
your door on your
schedule."

Shows consumer
freedom by saying
"cancel anytime."

PERSONAL CARE (MEN'S)

DOLLAR SHAVE CLUB

The screenshot shows a Dollar Shave Club advertisement. At the top left is the DSC logo and the text "Dollar Shave Club Sponsored". Below this is the headline "No commitment with Dollar Shave Club, just a great shave." with a red arrow pointing to it. The main visual is a video thumbnail showing a man's arm being shaved, with the text "I always struggled with razor bumps until this..." above it. At the bottom left, it says "DOLLARSHAVECLUB.COM" and "Free gift with purchase" with a red arrow pointing to it. At the bottom right is a "Shop Now" button.

Use the words "No commitment"

Emphasizes the "free gift with purchase"

Tip: Using a video highlights many of the problems this product solves, while the ad itself highlights the subscription option.

PERSONAL CARE (MEN'S)

DOLLAR SHAVE CLUB

The screenshot shows the Dollar Shave Club website. At the top left is the DSC logo and the text "Dollar Shave Club Sponsored". Below this is a promotional message: "New members, try the \$9 razor starter set and save over 60% off. After first box, boxes ship at regular price." A video player in the center shows a hand opening a cardboard box with the text "Get all of this for just \$9!" and "One little box. So many possibilities." A magnifying glass is over the video player. At the bottom left, it says "DOLLARSHAVECLUB.COM" and "Subscriptions start at \$9". At the bottom right is a "Shop Now" button. Red arrows point from the text on the right to specific elements in the screenshot: one to the "member" text, one to the "60% off" text, one to the video player, and one to the "Subscriptions start at \$9" text.

Uses the word "member" to create a sense of exclusivity

Discount of more than 60% when subscribing

Explicitly mentions subscription

Tip: Don't be afraid to push the subscription!

PERSONAL CARE (MEN'S)

DOLLAR SHAVE CLUB

The screenshot shows a Dollar Shave Club advertisement. At the top left is the DSC logo and the text "Dollar Shave Club Sponsored". Below this is the headline: "New members, try the \$9 razor starter set and save over 60% off. After first box, boxes ship at regular price." A red arrow points from the word "member" in the headline to the right. Below the headline is a video player showing a hand opening a cardboard box. A blue banner at the top of the video says "Get all of this for just \$9!". The video frame has a magnifying glass over a play button. A red arrow points from the "60% off" text in the headline to the video. Below the video player, on the left, is the text "DOLLARSHAVECLUB.COM" and "Subscriptions start at \$9". A red arrow points from this text to the right. On the right side of the video player is a "Shop Now" button. A red arrow points from the "Shop Now" button to the right.

DSC Dollar Shave Club Sponsored

New members, try the \$9 razor starter set and save over 60% off. After first box, boxes ship at regular price.

Get all of this for just \$9!

One little box. So many possibilities.

DOLLARSHAVECLUB.COM
Subscriptions start at \$9

Shop Now

Uses the word "member" to create a sense of exclusivity

Discount of more than 60% when subscribing

Explicitly mentions subscription

PERSONAL CARE (WOMEN'S)

LOLA

The image is a screenshot of a sponsored social media post for LOLA. At the top left is the LOLA logo and the word 'Sponsored'. The main text consists of two paragraphs: 'Raise your hand if you've been personally victimized by your period 🤔' and 'Say goodbye to all the mess and stress. Start getting your period products delivered straight to your door, every month.'. Below the text is a photograph of a hand holding three LOLA period products (labeled 'super plus') which are placed into a pink mesh laundry bag. The bag has a circular patch that says '100% ORGANIC COTTON' and a quote from a customer: '★★★★★ "I can't live without these" LOLA'. At the bottom left, there is a link 'MYLOLA.COM', the text 'No Mess. No Stress. Period' with a green checkmark icon, and 'LOLA Period Subscription' with a red underline. At the bottom right is a grey button that says 'Shop Now'.

Highlights a sore spot for consumers

Seeks to solve the problem

Emphasize "straight to your door" and "every month."

Highlights the benefit of a subscription what you'll get rid of (mess and stress).

Explicitly says subscription

PERSONAL CARE (WOMEN'S)

LOLA

The advertisement features the LOLA logo and 'Sponsored' text at the top left. The main text reads: 'Say goodbye to last-minute tampon runs 🏃. With our monthly subscription, you can get everything you need delivered right to your door. Plus, our tampons are made with 100% organic cotton ❤️'. Below this is a product image of a LOLA tampon box and applicator. The box is labeled 'LOLA REGULAR & SUPER Organic Cotton Tampons' and lists features: 'For perfectly fitting your flow', 'Powerful, 360° leak protection', 'Compact plastic applicator', and 'No fragrance, toxins, or dyes'. It also shows '20 plastic applicator tampons' and '10 regular' and '10 super' tampons. A 'NEW MIXED PACK' badge is visible. At the bottom left, it says 'MYLOLA.COM', 'Gynecologist Approved 🏥', and 'Next-Level Leak Protection'. A 'Shop Now' button is at the bottom right.

Seeks to relate to emotions of consumer (last minute tampon runs)

Emphasize "monthly subscription"

Emphasize convenience with "delivered right to your door"

Value proposition (organic cotton)

PERSONAL CARE (WOMEN'S)

LOLA

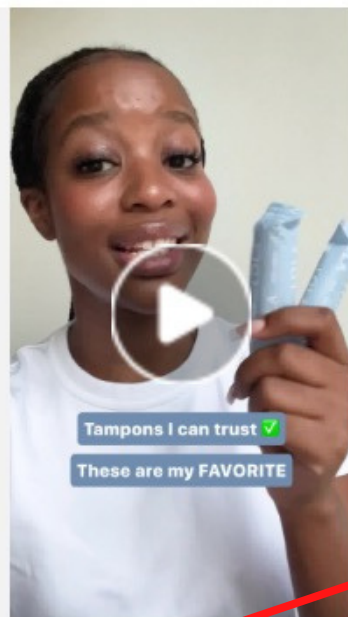


LOLA

Sponsored

Ghosting after the first date, OUT 🚫 Ghosting ingredients
you can't pronounce, IN 🏠 Subscribe today and get 100%
organic cotton tampons delivered to your door. Because if
it's going in your body, you should know what it's made of.

❌ Polypropylene
❌ Polyester...



[MYLOLA.COM](https://mylola.com)

[Subscribe & Save](#)

LOLA Tampon Subscription

Shop Now

Comparison to a trend (ghosting)

Emphasizes "subscribe"


Value proposition of 100% organic

Highlights convenience "delivered to your door"

Uses "subscribe and save"

PERSONAL CARE (WOMEN'S)


LOLA

 **LOLA**
Sponsored

Be free to laugh, move, and even sneeze with confidence knowing that LOLA has your back 💪

Subscribe and start getting your period essentials delivered straight to your door, right when you need them. Customize your box, skip a shipment or pause anytime! Make your period easy, with LOLA. 💙

Our #1 Bestselling Tampon
Starting at \$9



MYLOLA.COM
Feel Free With LOLA
Made By Women For All

Shop Now

Emphasize
"subscribe"

Emphasizes
convenience
"straight to your
door, right when you
need them"

Gold star for
emphasizing a
subscription that
you can "customize,
pause, or skip"

PERSONAL CARE (WOMEN'S)

LOLA

Ad · <https://www.mylola.com/> ⋮

LOLA Feminine Products - LOLA Official Site

Meet our #1 bestselling **LOLA** Tampons. Subscribe to get **LOLA** delivered on time, every time. No mystery ingredients. So many ways to customize. Shop now & subscribe to save...

LOLA Sex Essentials

Save when you bundle our condoms, lube, and mess-proof wipes.

Popular Sets

Try all the LOLA essentials and save \$\$ with our bestseller bundles

Vaginal Health

Made with 100% clean ingredients to refresh, soothe & balance your pH.

Save With Subscription

Subscribe today and pause anytime Get your period essentials

Mentions convenience of a subscription "delivered on time, every time."

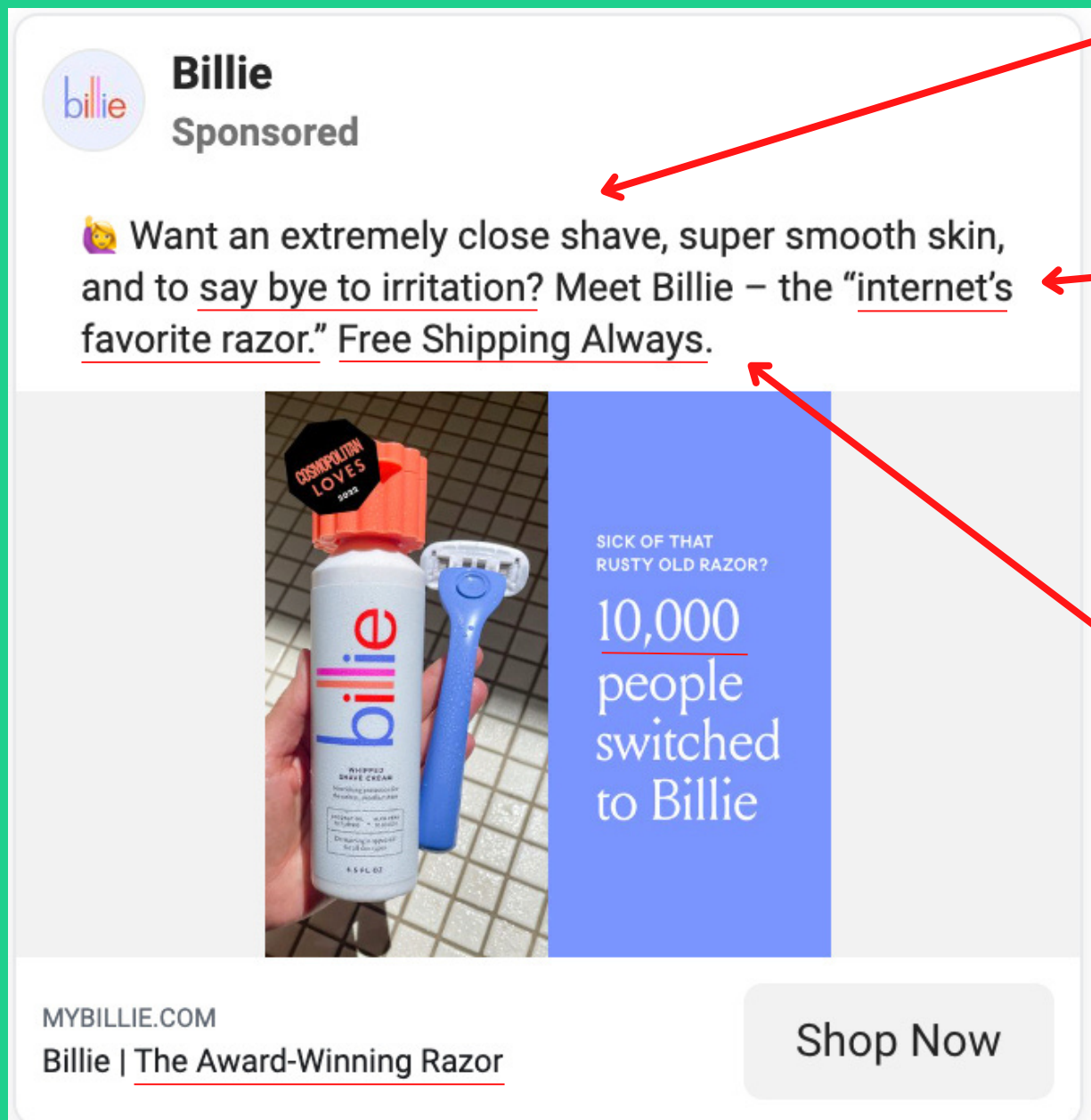
Alludes to value of a bundle

"Save With Subscription"

Highlights being able to pause subscription, but doesn't suggest canceling

PERSONAL CARE (WOMEN'S)

BILLIE



The image shows a Facebook advertisement for Billie razors. At the top left is the Billie logo and the word "Sponsored". The main text reads: "Want an extremely close shave, super smooth skin, and to say bye to irritation? Meet Billie – the “internet’s favorite razor.” Free Shipping Always.". Below the text is a photo of a hand holding a white Billie razor with a blue handle and a blue shaving cream can. To the right of the photo is a blue box with white text: "SICK OF THAT RUSTY OLD RAZOR?" followed by "10,000 people switched to Billie". At the bottom left is the website "MYBILLIE.COM" and the text "Billie | The Award-Winning Razor". At the bottom right is a "Shop Now" button. Three red arrows point from the text on the right to specific parts of the ad: one to the headline, one to the social proof text, and one to the shipping offer.

Billie
Sponsored

Want an extremely close shave, super smooth skin, and to say bye to irritation? Meet Billie – the “internet’s favorite razor.” Free Shipping Always.

SICK OF THAT RUSTY OLD RAZOR?
10,000 people switched to Billie

MYBILLIE.COM
Billie | The Award-Winning Razor

Shop Now

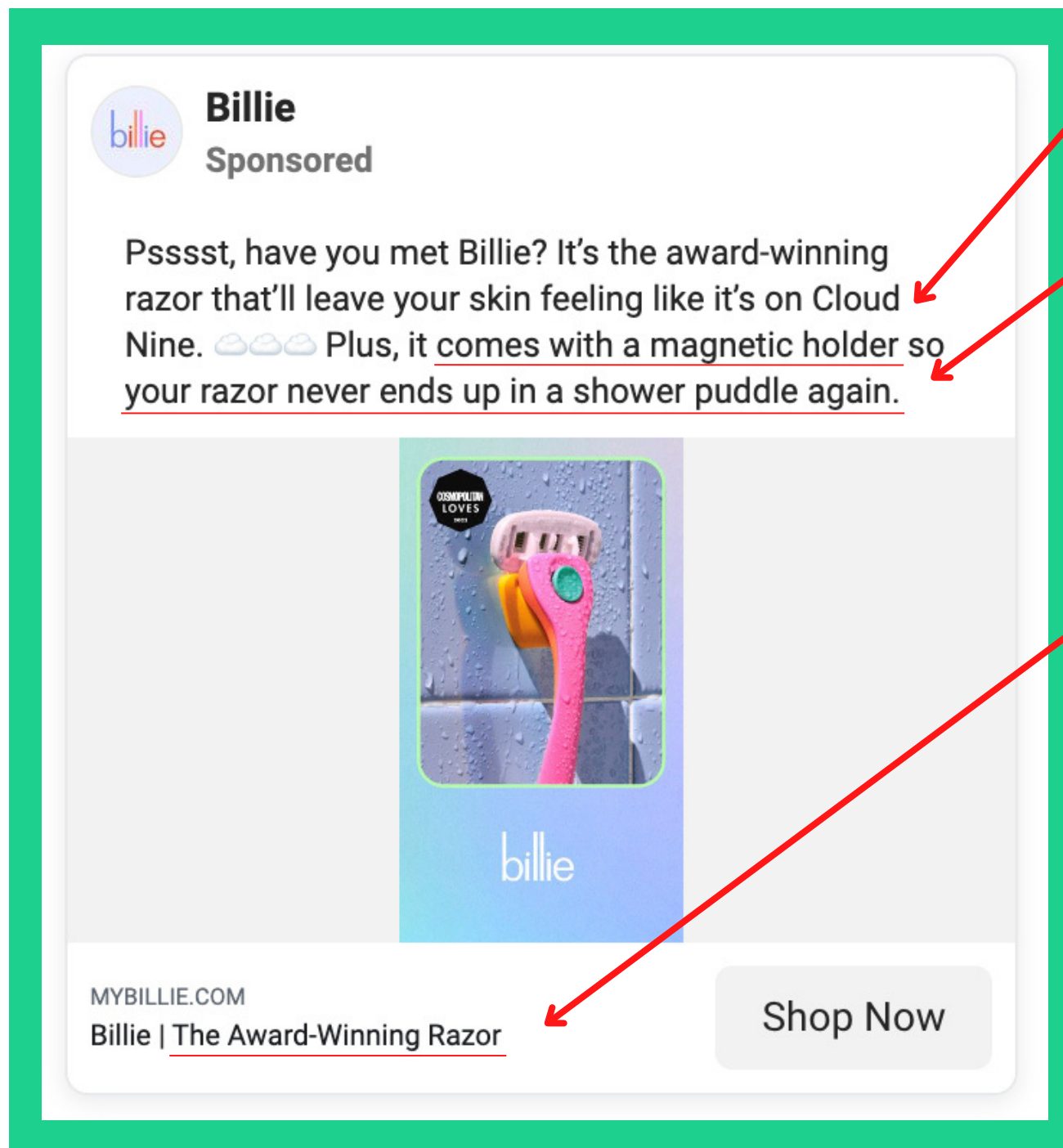
Relates to pain point of customer "say bye to irritation."

Social proof with "internet's favorite razor," "10,00 people switched," and "Award-Winning Razor."

Offer of free shipping always.

PERSONAL CARE (WOMEN'S)


BILLIE



A screenshot of a sponsored social media post for Billie razors. The post features a pink razor mounted on a magnetic holder in a shower. The text promotes the razor as award-winning and highlights the convenience of the magnetic holder. The post includes a 'Shop Now' button and a link to the Billie website.

Billie
Sponsored

Psssst, have you met Billie? It's the award-winning razor that'll leave your skin feeling like it's on Cloud Nine. ☁️☁️☁️ Plus, it comes with a magnetic holder so your razor never ends up in a shower puddle again.


billie

MYBILLIE.COM
Billie | The Award-Winning Razor

Shop Now

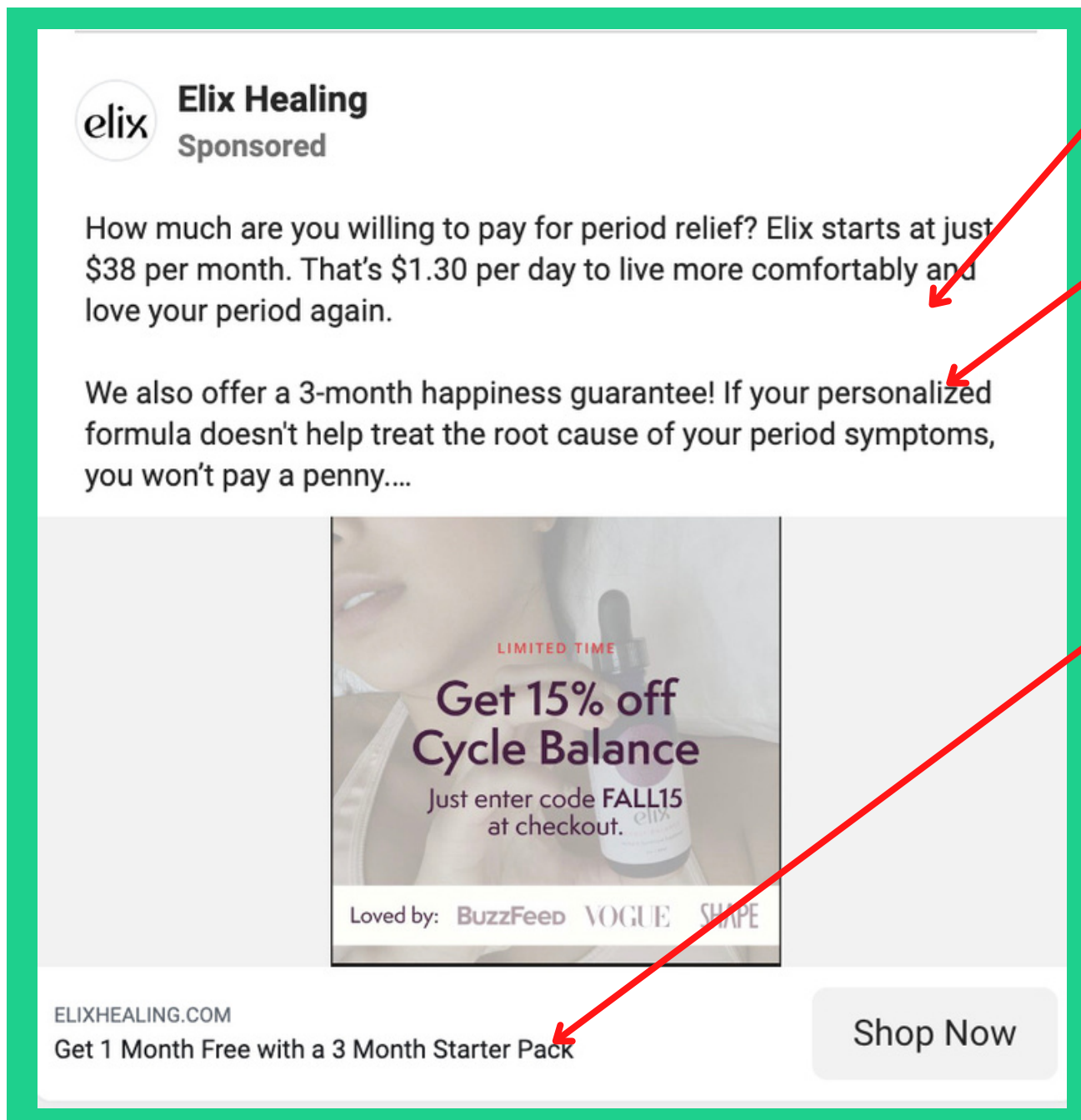
Comes with a free magnetic holder.

Relates to a common pain point of the consumer (ending up in a shower puddle)

Social proof of "Award-Winning Razor."

PERSONAL CARE (WOMEN'S)

ELIX HEALING

An advertisement for Elix Healing, a women's personal care brand. The ad features the Elix logo and the text "Elix Healing Sponsored". It asks how much the user is willing to pay for period relief, stating that Elix starts at just \$38 per month, or \$1.30 per day. It also offers a 3-month happiness guarantee. A central image shows a woman's face and a bottle of Elix, with a "LIMITED TIME" offer of 15% off Cycle Balance, valid with code FALL15. Below this, it says "Loved by: BuzzFeed VOGUE SHAPE". At the bottom, it says "ELIXHEALING.COM" and "Get 1 Month Free with a 3 Month Starter Pack", with a "Shop Now" button.

Offer of "\$38 per month" or "\$1.30 per day" shows regular use.

Guarantee - "3 month happiness guarantee."

Social proof with "Loved By BuzzFeed..."

Offer "Get 1 Month Free with 3 Month Starter Pack"

PERSONAL CARE (GENERAL)

WILD



Wild
Sponsored

Wild Natural Deodorant - the UK's no.1 sustainable deodorant.

♻️ Sustainable, single-use plastic FREE

💪 100% Effective - 30 day satisfaction guarantee

🌻 Made from natural ingredients

🚫 NO aluminium salts or other harsh chemicals

📦 Delivered straight to your door, as and when you need it.

Don't miss out!
Refillable, Natural Deodorant.



WEAREWILD.COM

20% off our entire website

Shop Now

Highlights value proposition.

Emphasizes the convenience of a subscription ("straight to your door, as and when you need it")

PERSONAL CARE (GENERAL)

WILD

Ad · <http://www.wearewild.com/> ⋮

Wild Natural Deodorant - Natural Deodorant That Works

Subscribe and save 20% on the most innovative and sustainable natural **deodorant** ever made. Effective natural **deodorant** for men & women. Aluminium,...



Account Login

Manage Your Subscription Amend Orders & Delivery Frequency

Our Ingredients

Clean And Effective Ingredients 100% Effective & Natural Formula

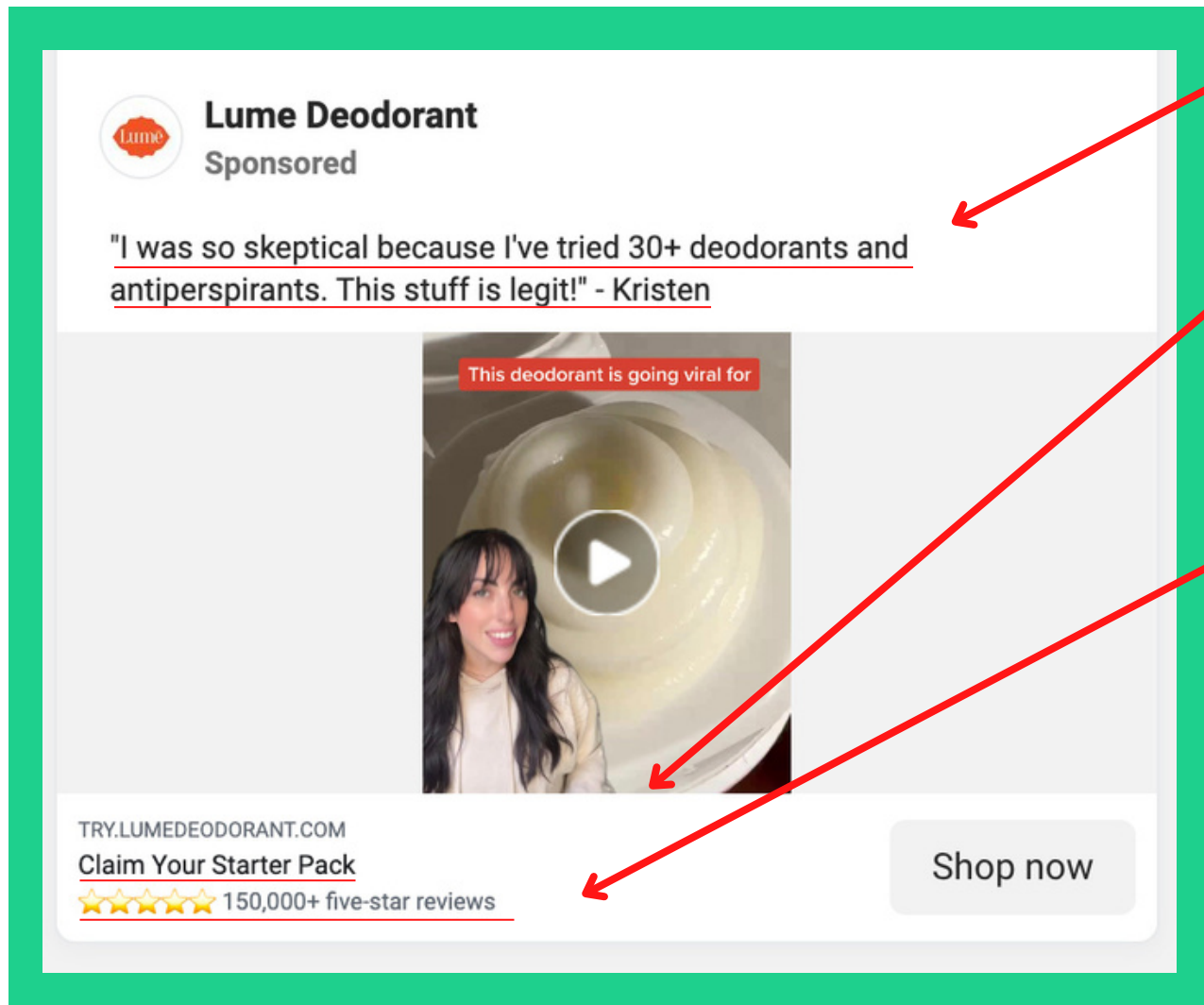
Starts with
"subscribe and
save 20%"

Highlights value
proposition

It also shows how you
can manage your order
in your account
portal/page

PERSONAL CARE (GENERAL)

LUME



The advertisement is a sponsored post for Lume Deodorant. It features a customer review from Kristen, a video of a woman, and a call to action to claim a starter pack. The review text is: "I was so skeptical because I've tried 30+ deodorants and antiperspirants. This stuff is legit!" - Kristen. The video shows a woman with long dark hair smiling, with a play button overlay. A red banner above the video says "This deodorant is going viral for". At the bottom, there is a link to TRY.LUMEDEODORANT.COM, a call to action "Claim Your Starter Pack", and a star rating of 150,000+ five-star reviews. A "Shop now" button is also present.

Lume Deodorant
Sponsored

"I was so skeptical because I've tried 30+ deodorants and antiperspirants. This stuff is legit!" - Kristen

This deodorant is going viral for

TRY.LUMEDEODORANT.COM
Claim Your Starter Pack
★★★★★ 150,000+ five-star reviews

Shop now

Uses a customer review.

"Claim your starter pack" alludes to continued use.

Gives more social proof by mentioning all the reviews

PERSONAL CARE (GENERAL)

LUME

The image is a screenshot of a social media post for Lume Deodorant, marked as 'Sponsored'. At the top left is the Lume logo. Below it, a customer review from 'Liza S' is quoted: 'I got this bundle and love it!'. The text 'Try Lume, you'll love it too!' follows. In the center is a photograph of a Lume Solid Stick Deodorant (Unscented) on a sandy beach. At the bottom left, the website 'LUMEDEODORANT.COM' is listed, followed by a call to action 'Claim Your Starter Pack!' and a line of five stars with the text '125,000+ five-star reviews'. A 'Get offer' button is located at the bottom right. Three red arrows point from text annotations on the right to specific elements: one to the customer review, one to the product image, and one to the star rating and review count.

Lume Deodorant
Sponsored

"I got this bundle and love it!" Liza S

Try Lume, you'll love it too!

LUMEDEODORANT.COM
Claim Your Starter Pack!
★★★★★ 125,000+ five-star reviews

Get offer

Very similar to other ad.

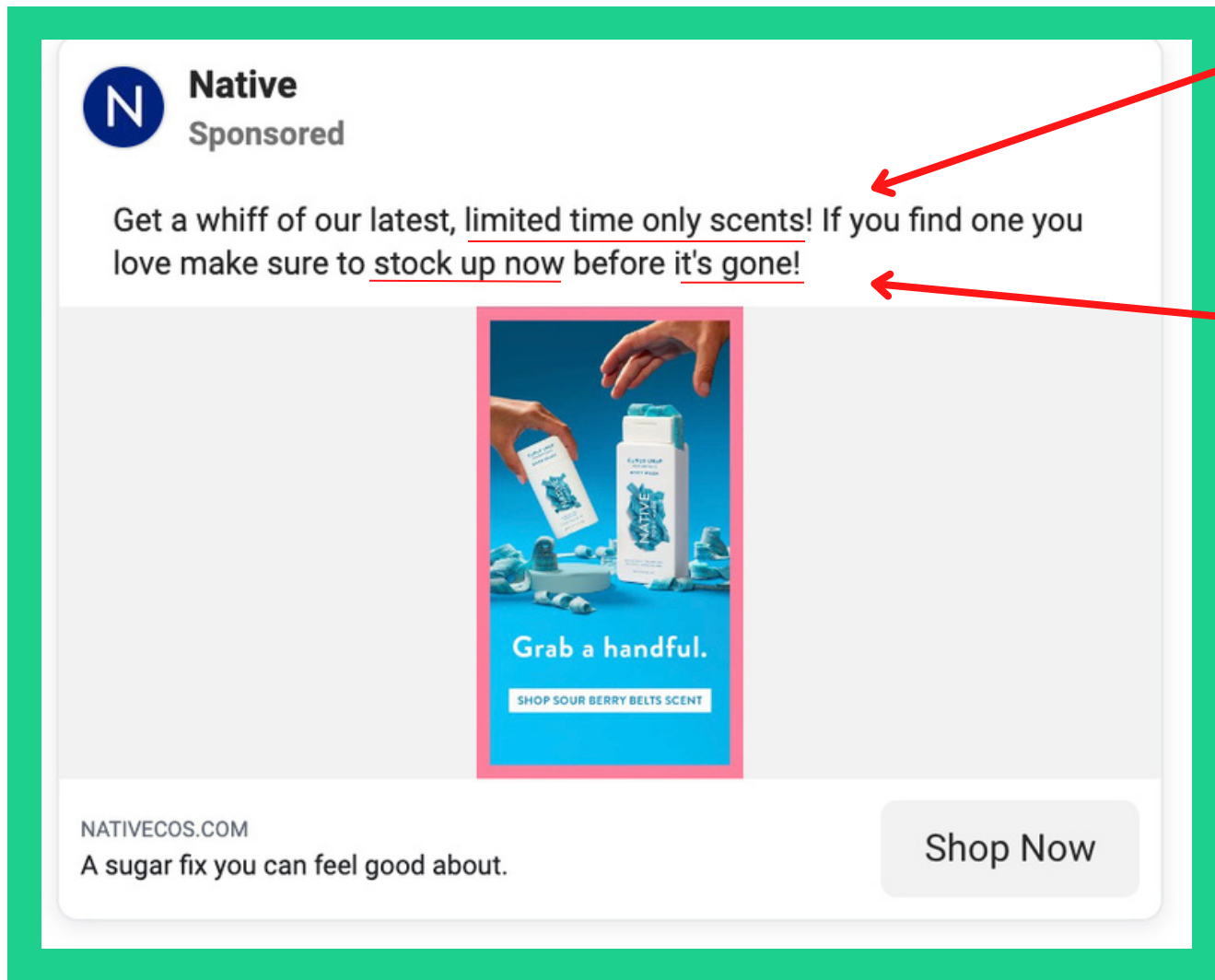
Uses a customer review for social proof.

"Claim your starter pack" alludes to continued use.

Gives more social proof by mentioning all the reviews.

PERSONAL CARE (GENERAL)

NATIVE



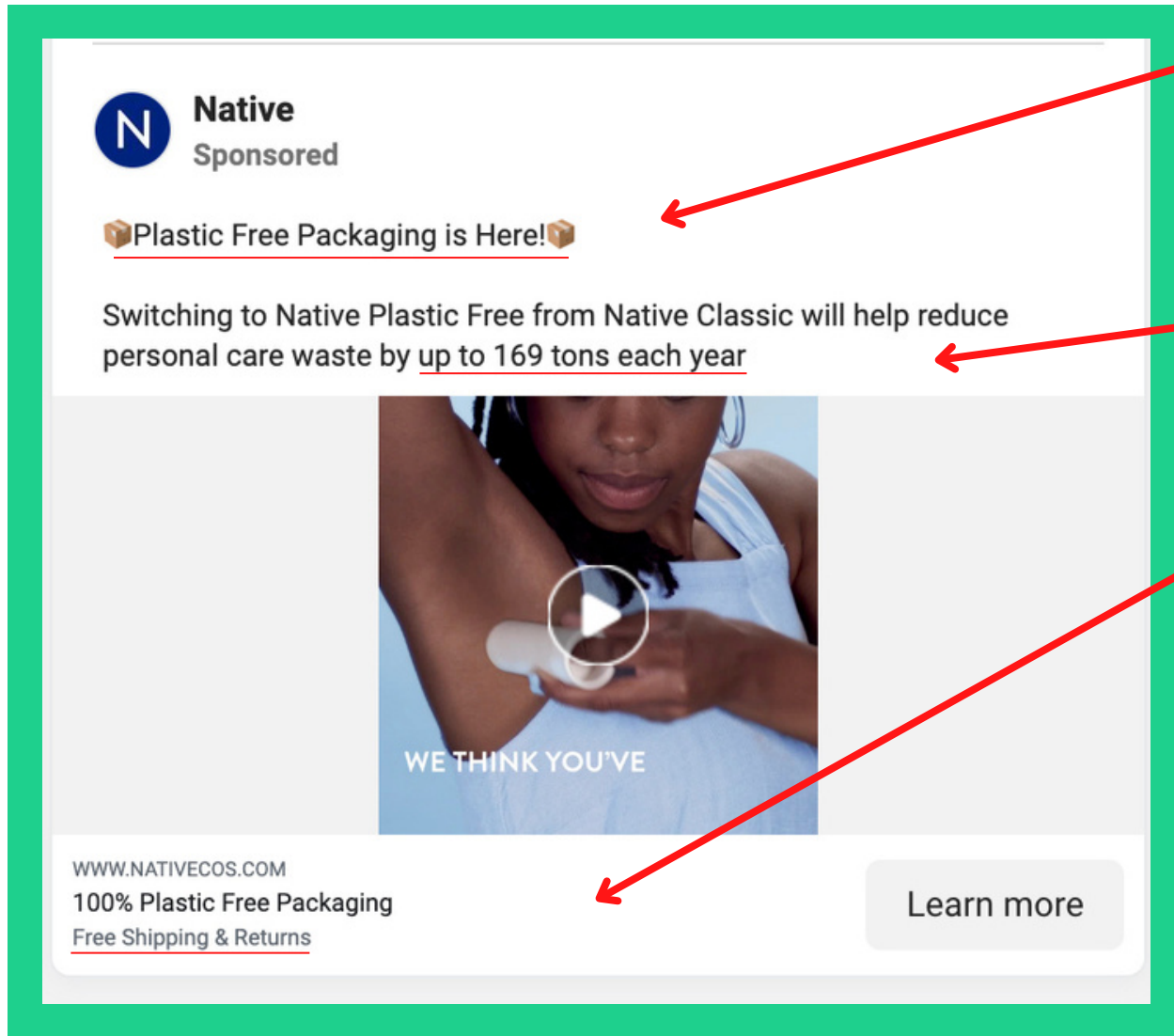
"Limited time only" creates a sense of urgency.

"Stock up now" promotes a higher AOV

Overall, promotes bundling and buying more with a sense of urgency.

PERSONAL CARE (GENERAL)

NATIVE



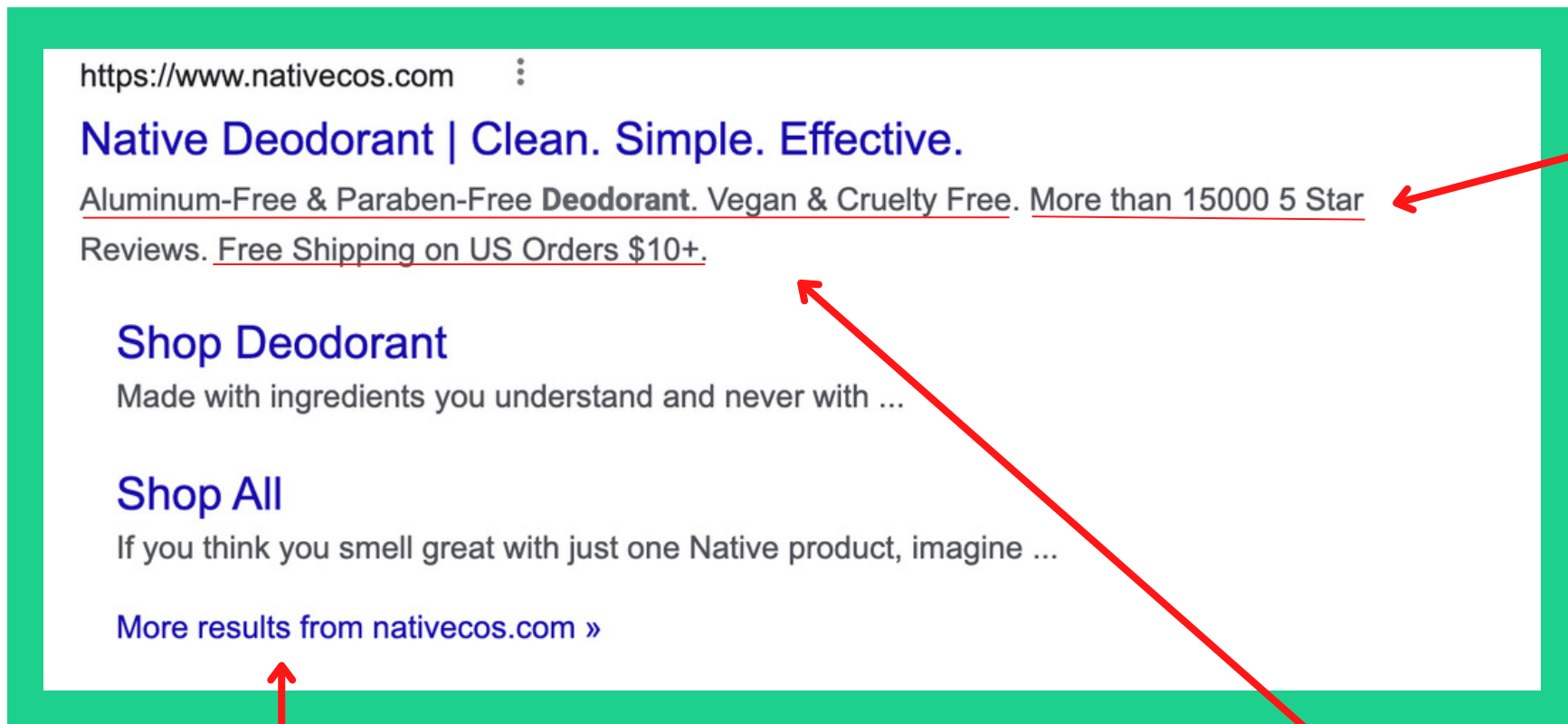
Demonstrates their unique value proposition

Shows the impact in a simple way.

Free shipping offer.

PERSONAL CARE (GENERAL)

NATIVE



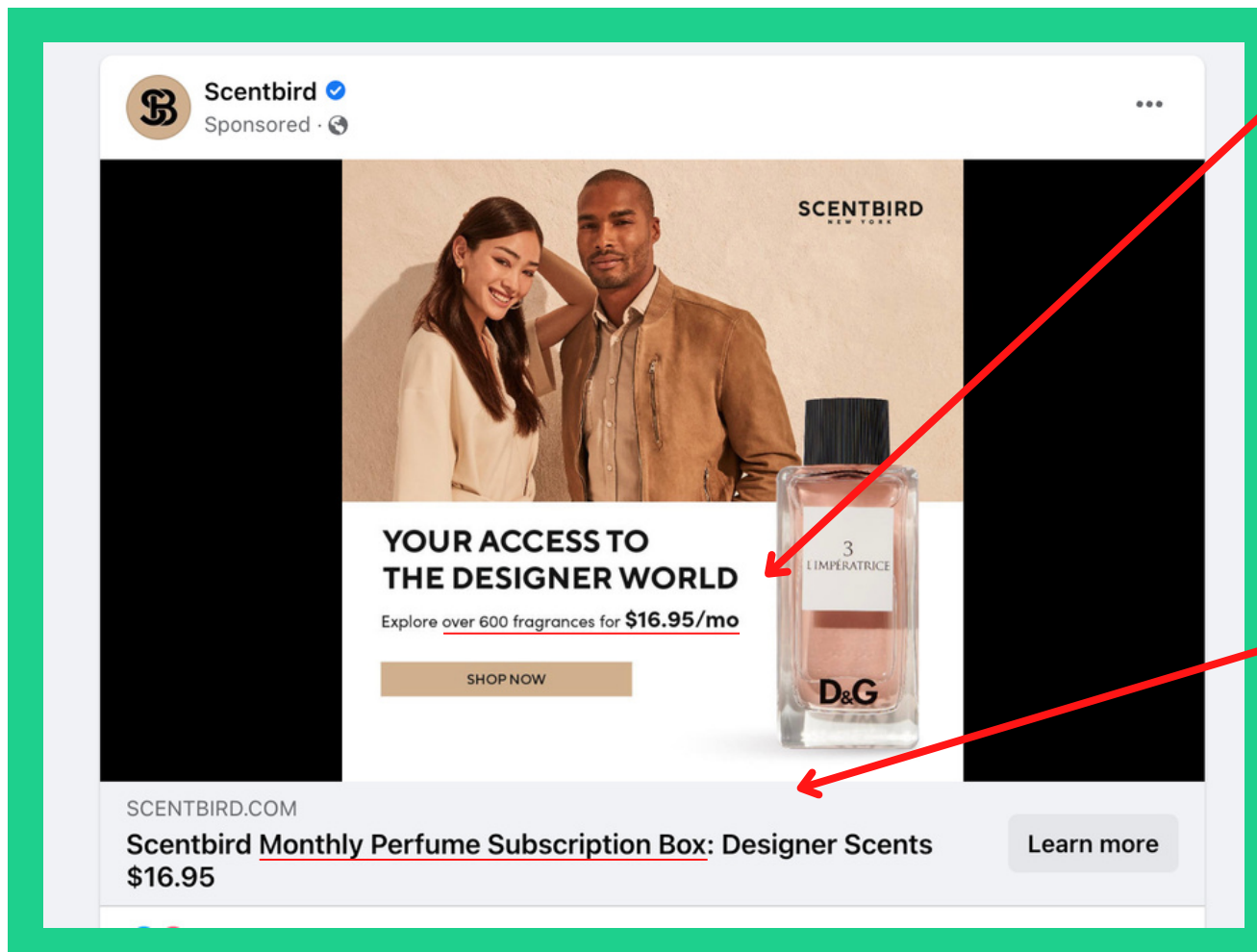
Social proof

Mentions value proposition first thing.

Free shipping offer with minimum amount to spend

PERSONAL CARE (GENERAL)

SCENTBIRD



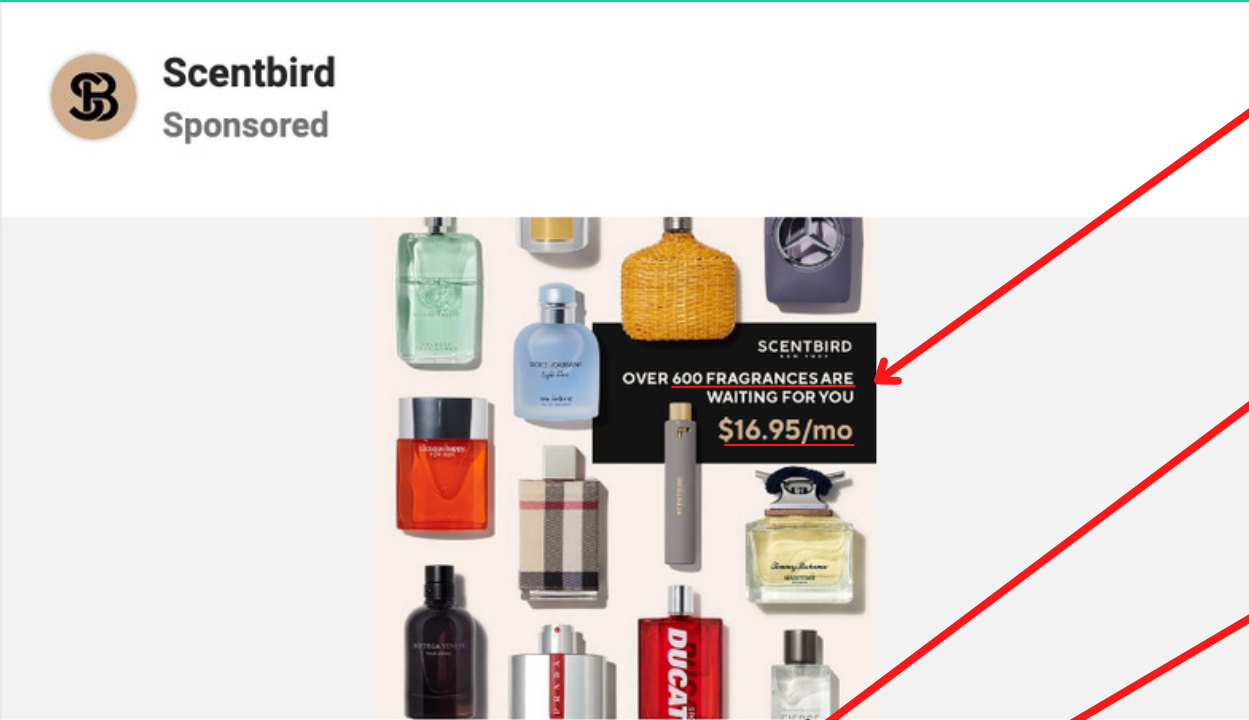
Displays value, "over 600 fragrances for 16.95/mo."

Implies exclusivity with "access to the designer world"

Explicitly is a subscription

PERSONAL CARE (GENERAL)

SCENTBIRD



The advertisement features a collection of various perfume bottles in different shapes and colors (green, blue, orange, black, red, silver). In the center, a black box contains the text: "SCENTBIRD", "OVER 600 FRAGRANCES ARE WAITING FOR YOU", and "\$16.95/mo". At the top left, the Scentbird logo and "Scentbird Sponsored" are displayed. At the bottom left, the text reads: "SCENTBIRD.COM", "50% off Your First Month. 600+ fragrances from the brands you love. Discover the latest perfumes and colognes at Scentbird. Date perfumes before marrying them. Explore over 600 designer fragrances. Get new...". At the bottom right, there is a "Learn more" button.

Displays value with "over 600 fragrances for \$16.95/mo"

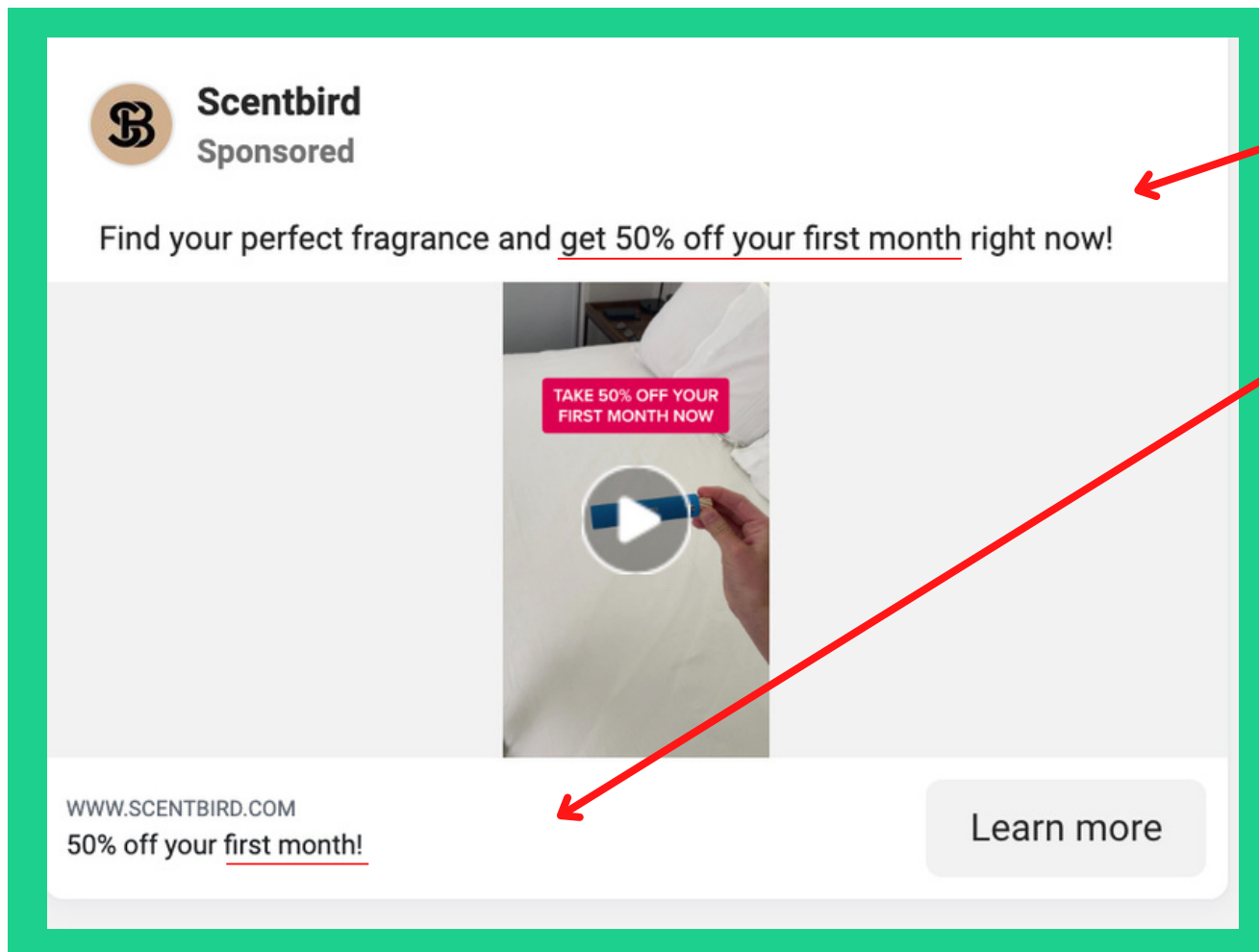
Strong offer of 50% off your first month.

Uses simple comparison to relate to target audience.

"Date perfumes before marrying them."

PERSONAL CARE (GENERAL)

SCENTBIRD



Strong offer of 50% off your first month.

"First month" alludes to the subscription.

Utilizes video!

PERSONAL CARE (GENERAL)

SCENTBIRD

The advertisement features the Scentbird logo and 'Sponsored' text in the top left. The main visual is a hand holding three Scentbird fragrance tubes (orange, pink, and white). Text in the center reads '30 Day Supply of luxury fragrances', with a price comparison from '\$16.95' to '\$8.47*' and a 'SHOP NOW' button. Below the image, it says 'SCENTBIRD.COM', '50% off your first month!', and a paragraph about discovering perfumes and colognes. A 'Learn more' button is in the bottom right. Red arrows point from the text on the right to specific elements in the ad: '30 day supply' points to the '30 Day Supply' text; 'alludes to daily use.' points to the 'Day Supply' text; 'Strong offer of 50% off your first month.' points to the '50% off your first month!' text; 'Uses a simple comparison to speak to target audience.' points to the price comparison '\$16.95' to '\$8.47*'; and 'Displays value with "over 600 fragrances."' points to the text 'Explore over 600 designer fragrances.'

SCENTBIRD.COM
50% off your first month!
Discover the latest perfumes and colognes at Scentbird. [Date perfumes before marrying them.](#) Explore [over 600 designer fragrances.](#) Get new...

Learn more

30 day supply alludes to daily use.

Strong offer of 50% off your first month.

Uses a simple comparison to speak to target audience.

Displays value with "over 600 fragrances."

PERSONAL CARE (GENERAL)

SCENTBIRD

Ad · <https://www.scentbird.com/> ⋮

Scentbird - ScentBird Cologne Subscription

Explore over 700 designer fragrances. Get a new designer scent every month for just \$16.95.

Scentbird Monthly Perfume Subscription. Designer Scents \$16.95. Save 50% Your First Month.

Free Shipping. 100% Authentic. Cancel Any Time. Brand-Name Perfumes.

How It Works

Read the Information To Know How To Get Our Products.

150+ Colognes

Choose Your Favorite Cologne From Over 150 Brands

Gift Subscription

Read Through the Details To Know How To Give a Gift Subscription.

Men's Collection

Explore Our Collection Of Colognes And Perfumes For Men

Displays value, "over 700 designer fragrances."

Could have made 50% off your first month offer bigger.

"Cancel Any Time" gives customer reassurance, but it's better to say things like "customize it to your needs on your schedule."

Gives another reason you might buy- Gift Subscription.

PERSONAL CARE (GENERAL)

BITE

The advertisement features the Bite logo and 'Sponsored' text in the top left. The main text reads: 'Give yourself a fresh start in 2023 with clean products, from ingredients to packaging. Use code HABITS20 for 20% off.' Below this is a video player showing a hand holding a jar of Bite toothpaste. A red arrow points from the text 'clean products, from ingredients to packaging.' to the video. Another red arrow points from the text 'HABITS20' to the video. A third red arrow points from the text '20% off.' to the video. At the bottom left, it says 'BITETOOTHPASTE.BITS.COM', 'Bye, plastic. Hello, 2023.', and 'Use code HABITS20 for 20% off.' At the bottom right is a 'Shop Now' button.

Shows value proposition with "clean products, from ingredients to packaging."

Gives an offer of 20% off.

Uses the word "habits" alludes to continued regular use.

PERSONAL CARE (GENERAL)

BITE

The screenshot shows a Bite advertisement. At the top left is the Bite logo and the word "Sponsored". Below this is a paragraph of text: "It can feel strange to change a habit you've done a certain way for your whole life. Which is kind of sustainability's whole thing: rethinking the way things have always been done, struggling at first to incorporate changes in your life, but ultimately being happier and more satisfied once you stick with it." A red arrow points from the text "Too big of block of text." to this paragraph. Below the paragraph is another line of text: "So whether you're making your first sustainable swap or you're a zero-...". In the center is a video player showing a person's hands holding a jar of Bite toothpaste and a packet of Bite toothpaste. Above the video player is the text "Start fresh in 2023." A red arrow points from the text "Happier and more satisfied once you stick with it," promotes continued use of product." to the video player. Below the video player is a white bar containing the URL "BITETOOTHPASTEBITS.COM", the text "The Choice Is Yours", and "Subscribe & Save 33%". A red arrow points from the text "The Choice is Yours" gives customer sense of freedom." to this bar. To the right of this bar is a "Shop Now" button. A red arrow points from the text "Subscribe and save 33% offer." to the "Subscribe & Save 33%" text.

Bite Sponsored

It can feel strange to change a habit you've done a certain way for your whole life. Which is kind of sustainability's whole thing: rethinking the way things have always been done, struggling at first to incorporate changes in your life, but ultimately being happier and more satisfied once you stick with it.

So whether you're making your first sustainable swap or you're a zero-...

Start fresh in 2023.

BITETOOTHPASTEBITS.COM
The Choice Is Yours
Subscribe & Save 33%

Shop Now

Too big of block of text.

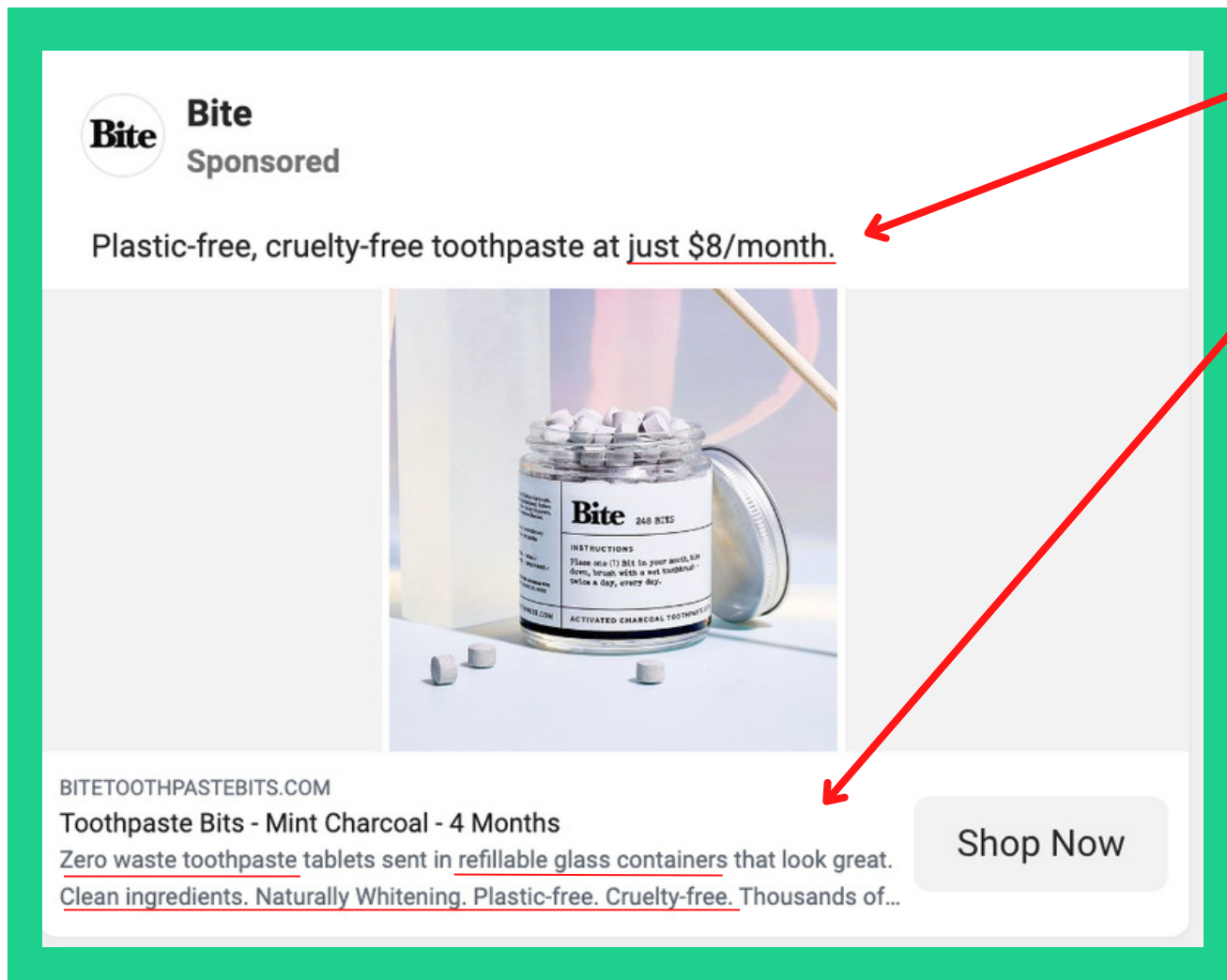
"Happier and more satisfied once you stick with it," promotes continued use of product.

"The Choice is Yours" gives customer sense of freedom.

Subscribe and save 33% offer.

PERSONAL CARE (GENERAL)

BITE



Displays subscription offer of \$8/month

Highlights various value propositions.

Simple ad with a lot to offer.

PERSONAL CARE (GENERAL)

BITE

The screenshot shows a sponsored post from 'Bite'. At the top left is the 'Bite Sponsored' logo. Below it, a line of text reads: 'This month only, enjoy 20% off with code HABITS20.' A red arrow points from the text 'This month only' to the right. Below this is a paragraph of text: 'It can feel strange to change a habit you've done a certain way for your whole life. Which is kind of sustainability's whole thing: rethinking the way things have always been done, struggling at first to incorporate changes in your life, but ultimately being happier and more satisfied once you stick with it....' A red arrow points from the text 'Too big of block of text.' to this paragraph. Below the text is a video player showing a close-up of a toothpaste tube being squeezed. A white speech bubble overlay on the video says 'THE MOST COMMON COMMENTS ABOUT OUR TOOTHPASTE BITS'. A red arrow points from the text 'Discussing habits reinforces continued and daily use of the product.' to this video. At the bottom left, there is a footer with the URL 'BITETOOTHPASTEBITS.COM', the text 'Kick the tube for good', and 'Subscribe & Save 33%'. A red arrow points from the text 'Subscribe and save offer of 33%.' to this footer. At the bottom right is a 'Shop Now' button. A red arrow points from the text 'Offer of 20% off.' to the '20% off' part of the top text line.

Bite Sponsored

This month only, enjoy 20% off with code HABITS20.

It can feel strange to change a habit you've done a certain way for your whole life. Which is kind of sustainability's whole thing: rethinking the way things have always been done, struggling at first to incorporate changes in your life, but ultimately being happier and more satisfied once you stick with it....

THE MOST COMMON COMMENTS ABOUT OUR TOOTHPASTE BITS

BITETOOTHPASTEBITS.COM
Kick the tube for good
Subscribe & Save 33%

Shop Now

"This month only" creates urgency.

Offer of 20% off.

Too big of block of text.

Discussing habits reinforces continued and daily use of the product.

Subscribe and save offer of 33%.

PERSONAL CARE (GENERAL)

BITE

Ad · https://www.bitetoothpastebits.com/eco_friendly ⋮

Bite Toothpaste Bits - Refillable & Compostable

Your daily plastic-free routine starts here with clean, zero-waste personal care products. Good for you & good for the planet. No harsh preservatives or chemicals. No plastic, ever.

Fluoride-Free Toothpaste

Made With Nano-Hydroxyapatite Non-Toxic & Remineralizing

Save With Holiday Bundles

Shop Best Sellers Up to 20% Off Zero Waste Gifting

"Your daily plastic-free routine" alludes to daily, continued use of product.

"Save with Holiday Bundles" is timely and promotes a higher AOV.

Highlights the various value propositions.

FOOD

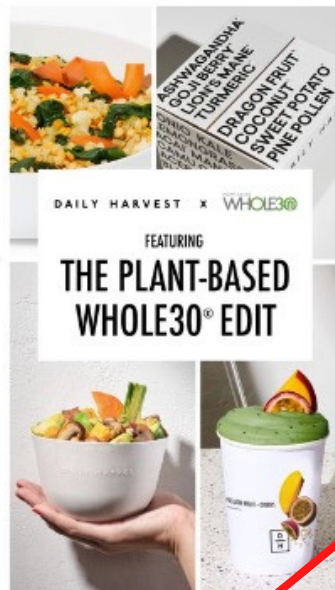
DAILY HARVEST



Daily Harvest
Sponsored

Get \$30 OFF your first box of Daily Harvest with code FBWhole30. Eating more fruits + vegetables has never been easier.

- 😊 Nourishing and delicious food
- 🍓 Built on organic fruits + vegetables
- 🏠 Delivered and ready in minutes



DAILY-HARVEST.COM

Get \$30 OFF First Order for Limited Time

Learn More

Strong offer (\$30 off first box)

Emphasizes convenience and benefit (delivered and ready in minutes)

Creates FOMO with limited time offer

FOOD

DAILY HARVEST

Ad · <https://www.daily-harvest.com/> ⋮

Daily Harvest - Nourishing, Chef-Crafted Foods

Delicious easy-to-prepare food, built on organic ingredients. Delivered straight to your door. Pick from 120+ chef-crafted options packed with fruits + veggies. Stock your freezer! Nourishing ingredients. Options for any diet. Delivered to your door. Choose what you want.

Smoothies

Choose from 20+ chef-crafted smoothies. No prep, no mess!

About Daily Harvest

Living good starts with good food. Good food that works for you.

Harvest Bowls

Put fruits and vegetables on cruise control with Harvest Bowls.

Soups

Our soups bring the nourishment with farm-fresh ingredients.

Emphasizes
"Delivered
straight to your
door"

Displays
customization

Benefits
emphasized

Cruise control
indicates
convenience

FOOD

HUEL

Huel
Sponsored

Ever wanted to try Huel but felt put off by the price?

Now you can enjoy tasty meals with everything your body needs to thrive for as little as \$1.49 per meal.

🌱 Simple way to eat more plant based
🥄 Know you're getting enough protein in your diet...

Grande Latte	\$3.65
Huel meal	\$1.49

45 meals for \$1.49 per meal

- 20g plant-based protein
- 27 vitamins & minerals
- 400 kcal per meal

HUEL.COM
100% Nutritious, Affordable Food
Free T-shirt & shaker for new customers.

Shop now

Emphasizes the cost per serving rather than the overall price

Comparison to another product further displays its value.

Displays value proposition


Free gift for new customers

FOOD

THRIVE MARKET

Thrive Market
Sponsored

Subscribe and save up to 30% on your favorite wellness essentials, groceries and so much more 🐾 [Learn why over 1 million members trust us](#) ❤️



THRIVEMARKET.COM
Pumpkin Tree Organics Organic Really Raspberry Paw Patrol Fruit
[Buy healthy food from top-selling, organic brands at wholesale prices.](#)
Thrive Market makes healthy living easy.

[Sign Up](#)

Emphasizes subscribe and save.

Uses customer proof and alludes to community (over 1M members).

Highlights a specific product for target audience.

Includes value proposition

FOOD

THRIVE MARKET

THRIVE MARKET
Sponsored

Get the highest-quality groceries delivered for LESS 🛒 Get \$60 in FREE groceries when you try Thrive Market 🍌

Tired of breaking the bank for your favorite foods?

THRIVEMARKET.COM
Join for Just \$5/Month
Over 500 Trusted Brands

Sign Up

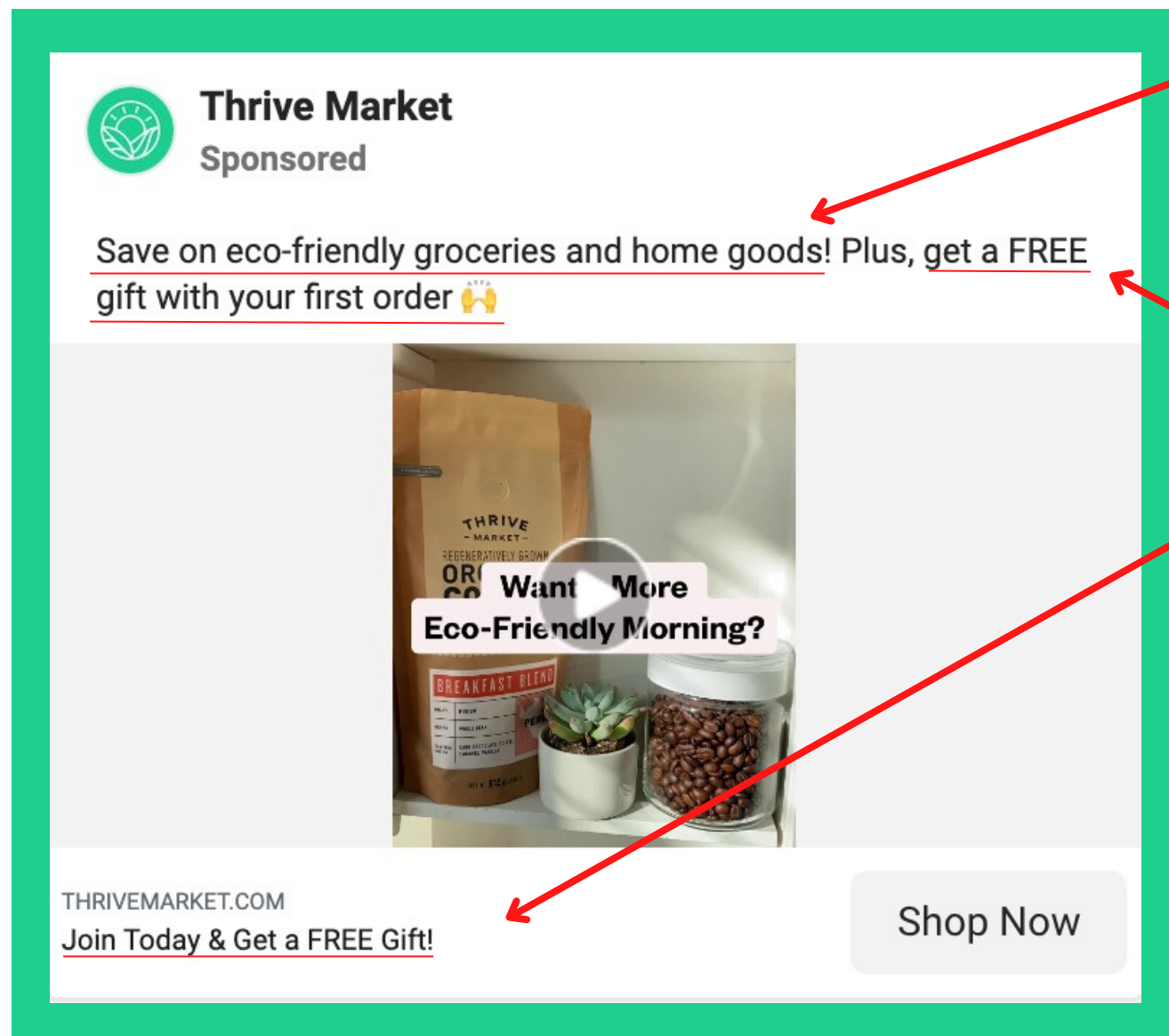
Value proposition mentioned first thing.

Has an offer that includes "free groceries."

Emphasizes joining for only \$5 a month.

FOOD

THRIVE MARKET



The advertisement features the Thrive Market logo and 'Sponsored' text at the top left. Below this, a headline reads: 'Save on eco-friendly groceries and home goods! Plus, get a FREE gift with your first order 🐾'. A central image shows a brown bag of 'THRIVE MARKET REGENERATIVELY GROWN ORGANIC COFFEE', a small potted succulent, and a glass jar of coffee beans. A text overlay on the image asks 'Want More Eco-Friendly Morning?'. At the bottom left, the website 'THRIVEMARKET.COM' is listed, followed by the text 'Join Today & Get a FREE Gift!'. A 'Shop Now' button is located at the bottom right.

Value proposition is mentioned first thing.

Offer of a free gift when you join


Offer of free gift emphasized further.

FOOD

KA'CHAVA

Ka'Chava
Sponsored

Ka'Chava makes year-round nutrition easy. It's packed with superfoods and ready in seconds. Subscribe & save \$10/bag 🥰


KACHAVA
Healthy habits
are an
All-Year thing
* SUBSCRIBE NOW: SAVE \$10/BAG *

KACHAVA.COM
👤 Ka'Chava's got the good stuff 👤
Subscribe and SAVE \$10/bag

Shop Now

Highlights value proposition first thing, including convenience of product.

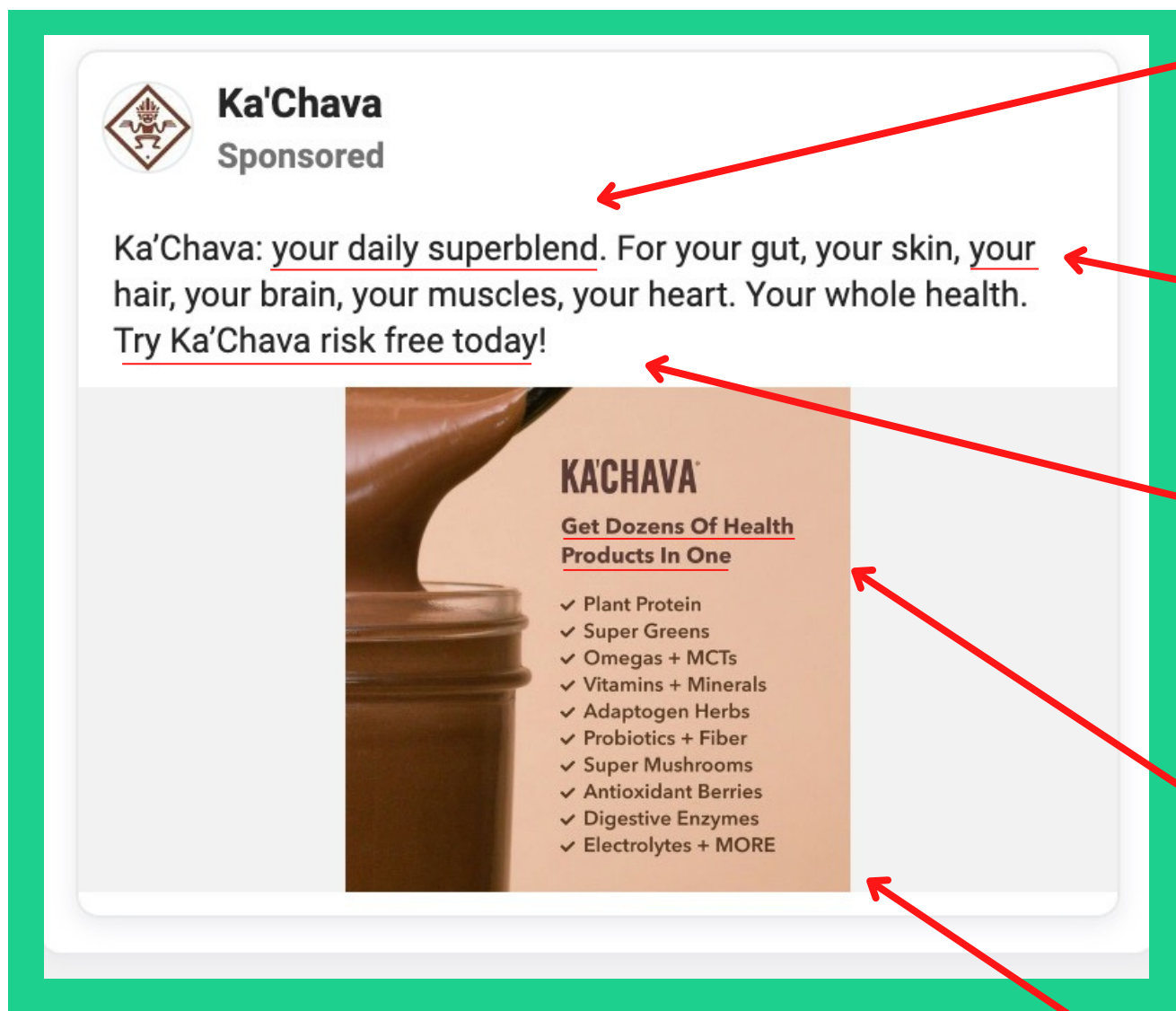
Emphasizes "Subscribe and Save"

Focuses on how much you save rather than how much you spend.

Re-emphasizes subscribe and save offer.

FOOD

KA'CHAVA



"Daily superblend" encourages regular use.

Consistently uses "your" to be direct to target audience.

CTA with trying risk free gives the impression they have nothing to lose.

Illustrates convenience of getting "dozens of health products in one."

Image emphasizes how many products you get in one.

FOOD

KA'CHAVA



Ka'Chava
Sponsored

"Ka'Chava is the best! I'm an avid surfer and yogi. I work 12 hour shifts on my feet in the hospital as a nurse. Since starting on Ka'Chava, I have more energy, sleep so much better and have quick recovery from my workouts.

I've even lost 5 pounds. The taste is amazing! Forget all the other shakes. I'm sold!!!" - Maria G



KACHAVA.COM

15,000+ ★★★★★ Reviews

"Delicious & Creamy By Just Adding Water"

Learn More

Uses UGC that highlights continued benefit of product usage.

Adds strong social proof by referencing five-star reviews.

FOOD

MISFITS MARKET

Misfits Market
Sponsored

Start the new year off with something that's good for you, your wallet, and the planet! Get 50% off your first 4 orders (up to \$25 per order) of organic produce, high-quality meats and seafood, and sustainably sourced pantry staples. Claim by 1/16. Terms apply.

Misfits Market
CELEBRATE THE NEW YEAR
50% OFF
YOUR FIRST 4 BOXES
\$25 max discount per order. Terms apply. Assortment may vary.

MISFITSMARKET.COM
One of Our Best Offers Ever

Shop Now

Immediately begins with how offer benefits you.

Offer of a small percentage off your first # of orders. This keeps them around longer than if you had just given the offer for one month.

Deadline of 1/16 creates a sense of urgency.

FOOD

MISFITS MARKET

Misfits Market
Sponsored

People are saving \$\$\$ every week with a FREE membership to Misfits Market and unlocking exclusive discounts of up to 40% on everything from organic produce to high-quality meats and seafood.

STOP OVERSPENDING ON GROCERIES

Price Type	Price
Their price	\$3.49
Our price	\$2.99

NELLIE'S
FREE RANGE
14% OFF RETAIL

Nellie's Free-Range Medium Eggs, 1 Dz
Price and availability may vary

WWW.MISFITSMARKET.COM
Stop overpaying for groceries

Shop Now

Emphasizes community before a purchase.

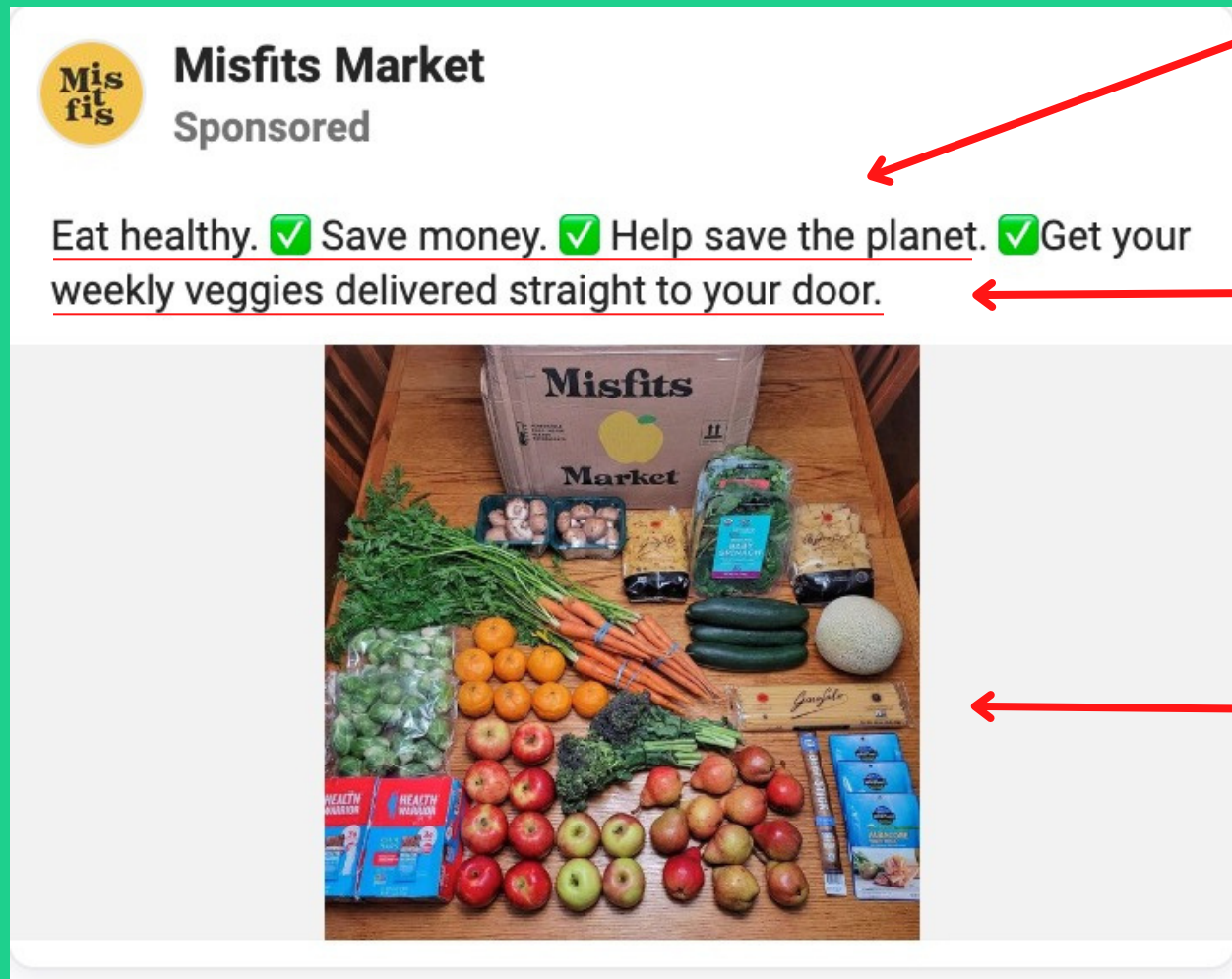
Further emphasizes value of membership.

Comparison to competitors.

CTA that relates to pain point of target audience.

FOOD

MISFITS MARKET



Emphasizes value proposition from the beginning.

"Weekly" and "straight to your door" show convenience in subscription.

Picture displays what you could get and how much you could get.

FOOD

MISFITS MARKET

Ad · <https://www.misfitsmarket.com/> :

Misfits Market - Produce, Pantry Staples & Meat

Organic produce & high-quality pantry staples, meats, and seafood delivered to your door!
Delicious **misfit** produce shipped to your door for a fraction of grocery store prices. Non-GMO.
Certified Organic. Eco-Friendly Packaging.

Our Boxes

See What We're Rescuing Right Now We Update Our List Weekly.

Shop Your Favorite Aisles

Check Out Some of Our Best Deals. Access Exclusive Weekly Savings!

Compare Our Prices

See How Our Prices Stack Up. Check Out Some of Our Top Deals!

About Us

High-Quality Groceries for Less. See What Makes Us Different.

Emphasizes convenience by saying "straight to your door."

Displays various value propositions

Mentions comparison to competitors.

Restates value proposition.

FOOD

MISFITS MARKET

Ad · <https://www.misfitsmarket.com/get> ⋮

Misfits Market - Produce Delivery

High-quality meat, seafood, & plant-based proteins for up to 40% less than grocery stores. Organic produce & high-quality pantry staples, meats, and seafood delivered to your door! Certified Organic. Non-GMO. Delivered to Your Door...

[Misfits Market vs. Others](#) · [Our Boxes](#) · [Compare Our Prices](#) · [Quality Meat & Seafood](#) · [FAQs](#)




Value proposition compared to competitors.

Emphasizes convenience by saying "delivered to your door"


Highlights various value propositions

FOOD

FARM FRESH TO YOU

 **Farm Fresh To You**
Sponsored

Sign up today for a Farm Fresh To You box bursting with fresh produce and grocery staples for healthy home cooked meals. Order now for \$10 off your first four boxes with code FB40!



FARMFRESHTOYOU.COM
Fresh, Organic Produce Delivered!
Use Code: FB40

Sign Up

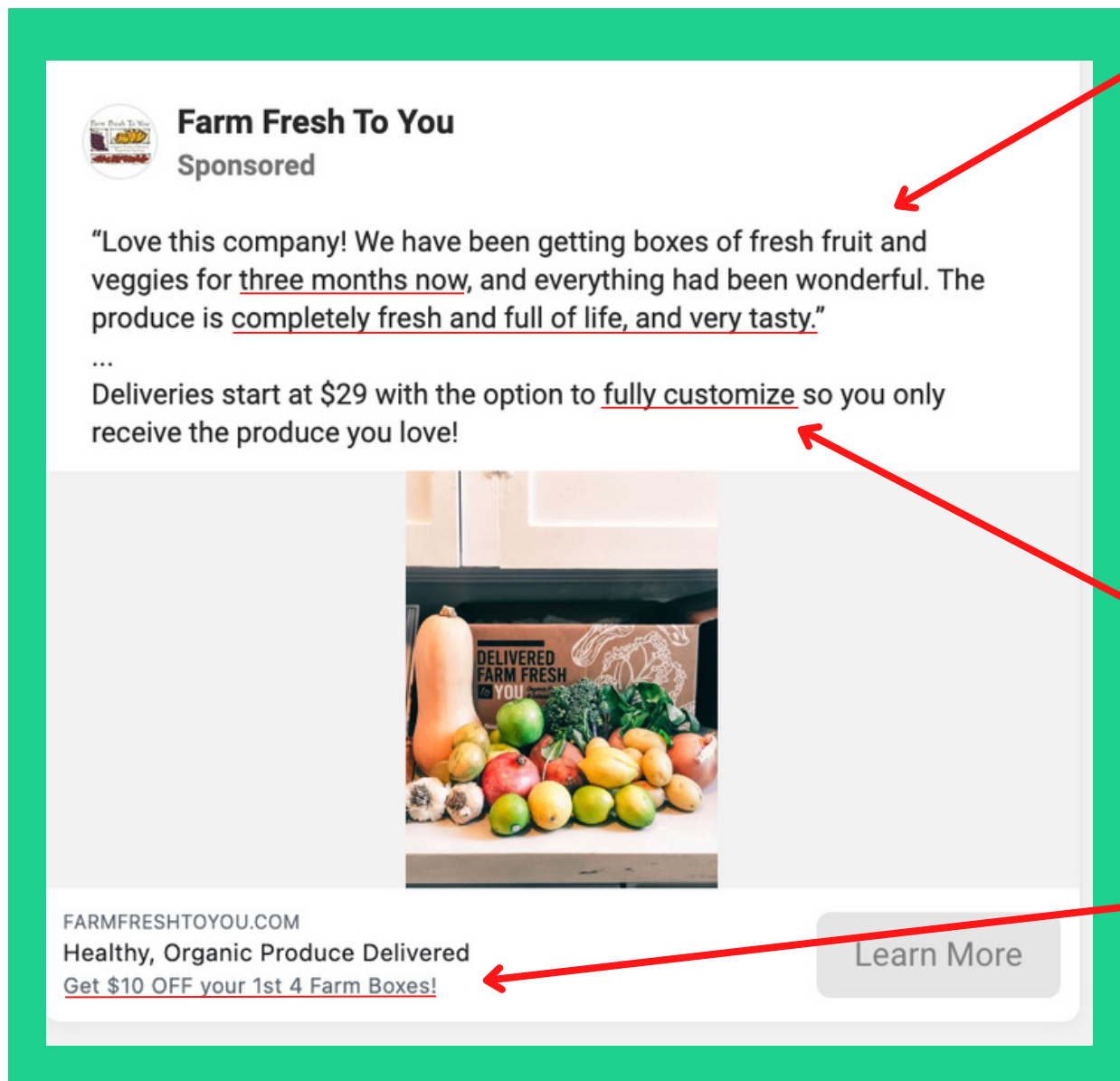
Adjectives are off the wall and match the colorful picture.

Offer of \$10 off your first four boxes. A spread out offer keeps subscribers around longer.

Value proposition reaffirmed.

FOOD

FARM FRESH TO YOU




Farm Fresh To You
Sponsored

"Love this company! We have been getting boxes of fresh fruit and veggies for three months now, and everything had been wonderful. The produce is completely fresh and full of life, and very tasty."

...

Deliveries start at \$29 with the option to fully customize so you only receive the produce you love!



FARMFRESHTOYOU.COM
Healthy, Organic Produce Delivered
Get \$10 OFF your 1st 4 Farm Boxes!

Learn More

Three red arrows point from the text on the right to the post: one to the quote, one to the 'fully customize' text, and one to the '\$10 OFF' offer.

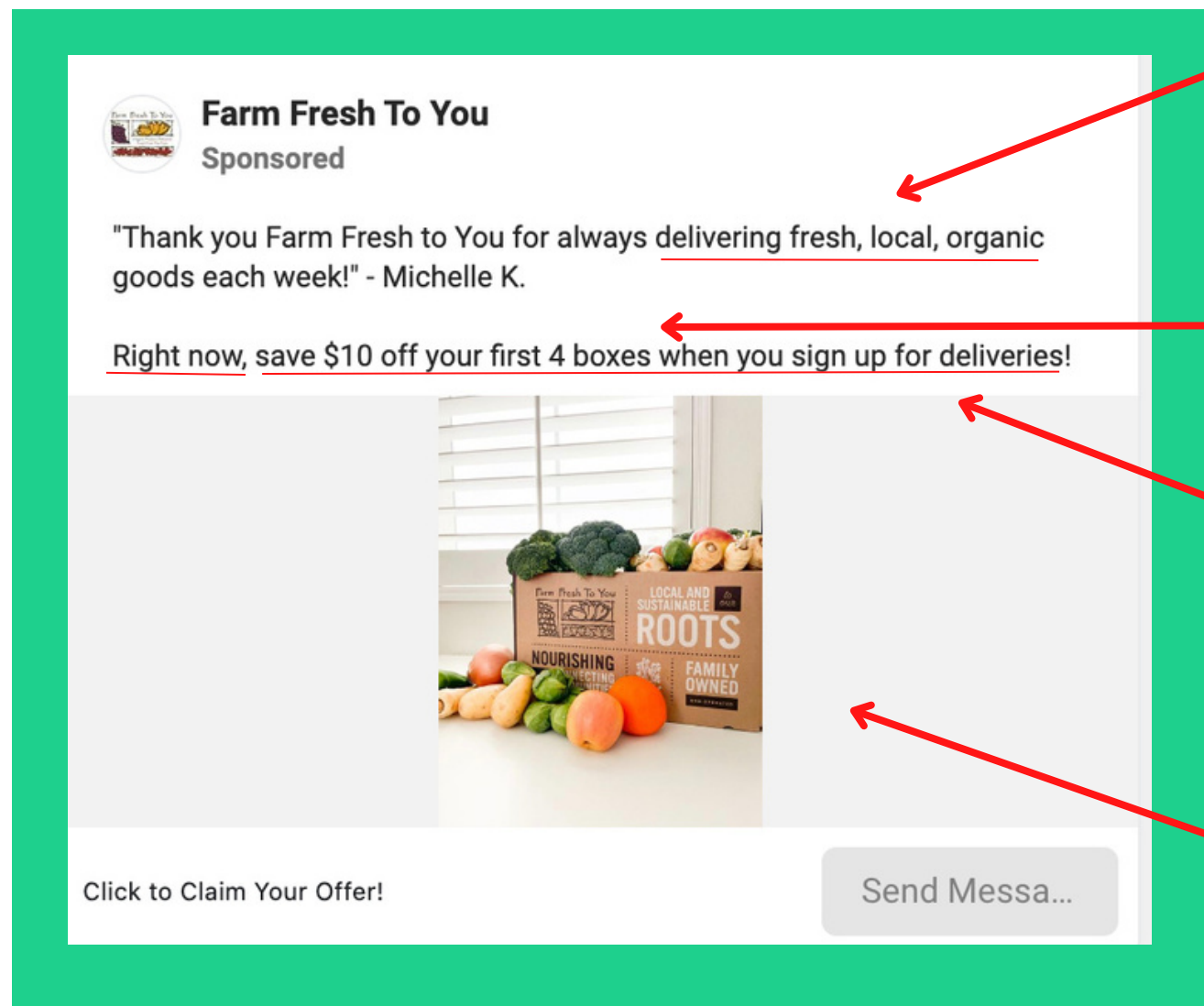
Utilizes UGC that mentions the value of a subscription as well as continuing your subscription by saying they've been using it for 3 months.

Highlights the ability to fully customize your box.

Offer of \$10 off your first 4 boxes keep subscribers around longer.

FOOD

FARM FRESH TO YOU



Uses UGC to highlight value proposition.

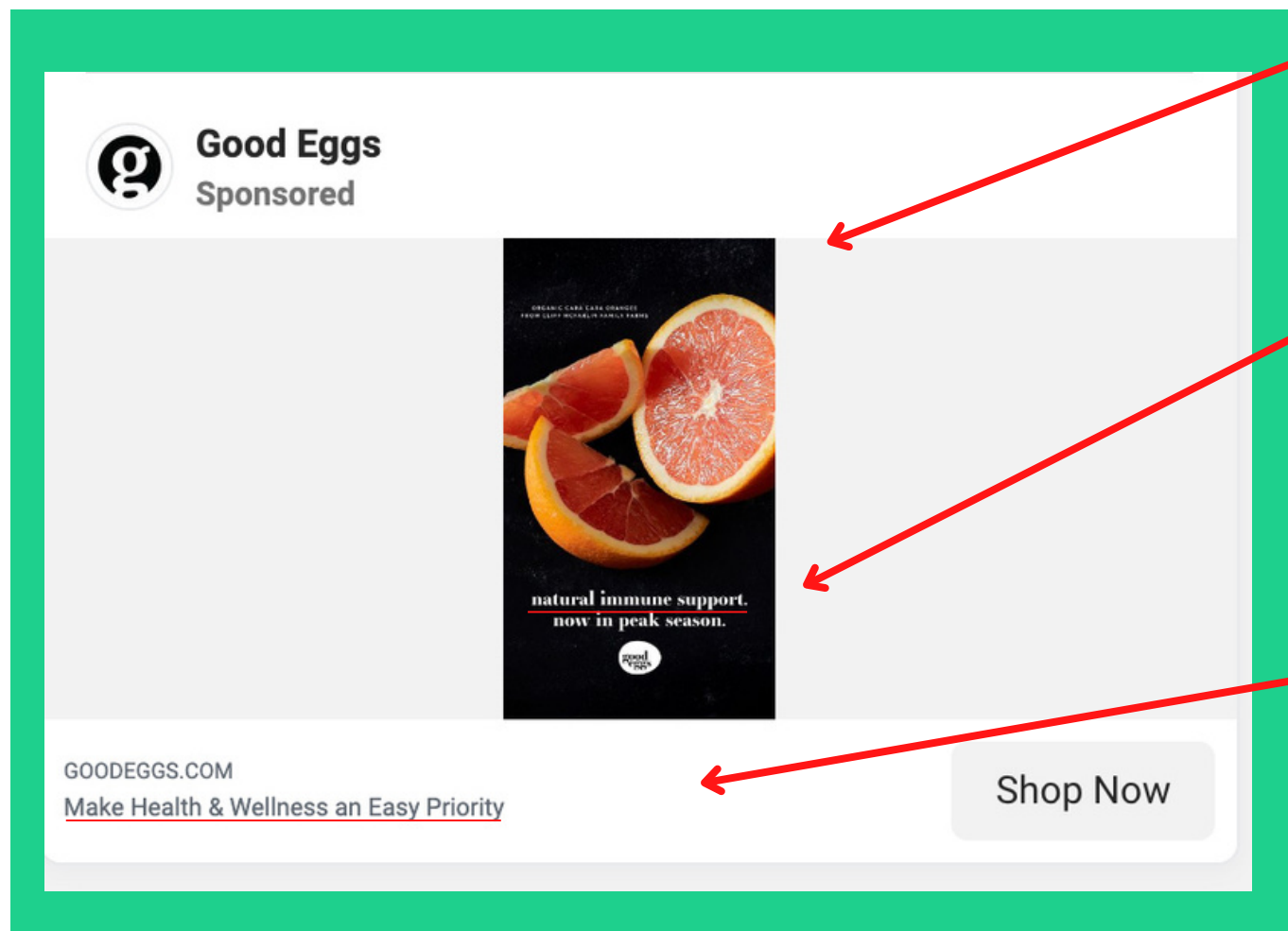
"Right now" creates a sense of urgency.

Offer of \$10 over first 4 boxes keeps subscribers around longer.

Picture shows bright, colorful produce.

FOOD

GOOD EGGS



Contrast of the picture to draw viewers attention.

Timely value proposition with it being cold season at the time of ad.

"Easy priority" allude to convenience of product.

FOOD

GOOD EGGS

Good Eggs
Sponsored

New Year, New Routine is Now in Peak Season. Explore Peak Produce, Easy Meal Kits, Premium Prepared Fare and Locally-Sourced Groceries at Good Eggs.

THAI COCONUT CHICKEN SOUP MEAL KIT FROM THE GOOD EGGS KITCHEN

100% stress-free meals.
now in peak season.

good eggs

GOODEGGS.COM
Healthy Dinner Made Simple
New Year, New Routine with Fresh, Curated Meal Planning Options

Shop Now

Strong adjectives.

Value proposition mentioned multiple times

"100% stress free meals" relates to pain point of customer

References options to show flexibility and customization.

FOOD

BUTCHER BOX

Ad · <https://www.butcherbox.com/save> ⋮

Official ButcherBox - Free-Range Chicken Wings Offer

Get 3 lbs Of Free-Range Organic Chicken Wings In Every Box For The Life Of Your Membership. Never Run Out Of Wings - Subscribe Now & Enjoy 3lbs Chicken Wings In...

[How We Work](#) · [About Our Meat](#) · [Our Story](#) · [Why ButcherBox?](#)

📍 [20 Guest St Suite 300, Boston, MA](#) - Open today · 10:00AM – 10:00 PM

Their offer is mentioned first thing.

Membership gives a sense of exclusivity

Never run out of wings shows the value of a subscription

Highlights the offer when subscribing again.

FOOD

BUTCHER BOX

The advertisement features the ButcherBox logo and 'Sponsored' text at the top left. A quote from Alexandra P. is followed by a paragraph about the benefits of the service, including a 'FREE GIFT' offer. A central image shows a box of food with labels for 'PORK', 'BEEF', 'CHICKEN', and 'SEAFOOD'. Below this is a tagline 'BETTER FOOD FOR YOU.' and a 'Get Offer' button. At the bottom left, there is a link to 'BUTCHERBOX.COM' and a call to action 'What Will You Choose? Claim Your Free Gift Today!'. Red arrows point from the text on the right to these specific elements in the ad.

ButcherBox
Sponsored

"I'm so glad I discovered this" - Alexandra P
See what all the buzz is about. Get 100% grass-fed beef and more delivered to your door. Plus, if you sign up right now, you'll get a FREE GIFT in your first box!

Raised crate-free
PORK

100% grass-fed & grass-finished
BEEF

Free-range organic
CHICKEN

Wild-caught
SEAFOOD

WHICH MEANS, EASIER, TASTIER,
BETTER FOOD FOR YOU.

BUTCHERBOX.COM
What Will You Choose?
Claim Your Free Gift Today!

Get Offer

Uses a review.

Delivered to your door displays convenience.

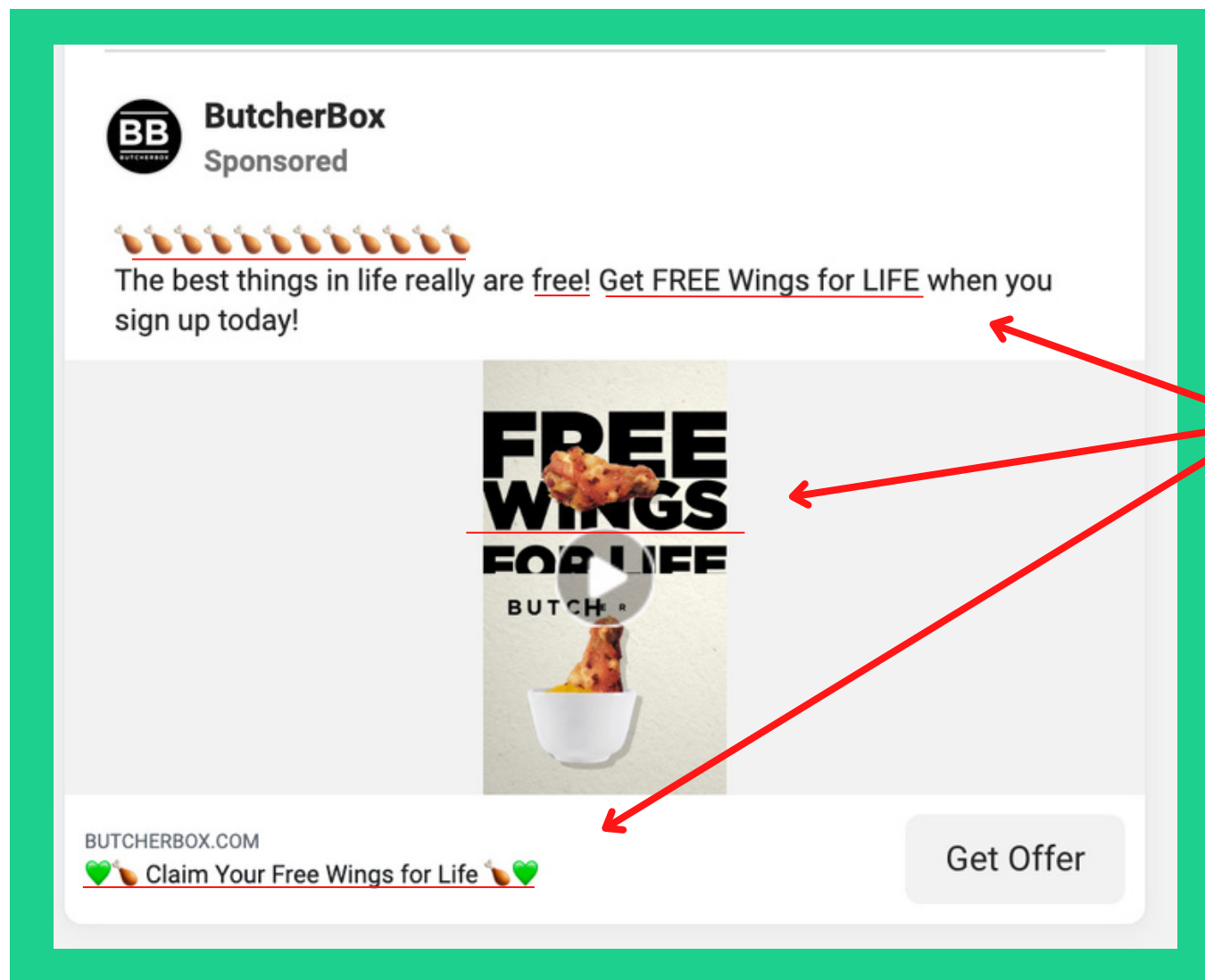
Offer of free gift with first box.

Image highlights the value proposition of "Better food for you."

"What will you choose" shows customization

FOOD

BUTCHER BOX



Every aspect of the ad emphasizes the offer of free wings for life.

FOOD

OATS OVERNIGHT

Ad · <https://www.oatsovernight.com/> :

[Oats Overnight \(Official Site\) - Not Just Oatmeal](#)

The Original **Overnight Oats** Shake™ is a Complete Grab-and-Go Meal Packed with Nutrients. Choose From Bestselling Flavors: S'Mores, Banana Bread, Maple Pancakes, & More. Made in the USA. First Order Free Shaker. Complete Nutrition. Low Sugar. No Preservatives.

[Real Tastemonials](#)

20,000+ 5-Star Reviews from Real Customers.

[Build Your Own Box](#)

Personalize Your Flavors. We Have Over 20 of Them.

[Variety Packs](#)

Choose from Popular Bundles or Mix & Match Your Favorite Flavors.

[S'Mores Oatmeal. Yes!](#)

Yes, There's Marshmallows. 22g Protein.

"Complete Grab-and-Go" highlights convenience.

Mentions value proposition.

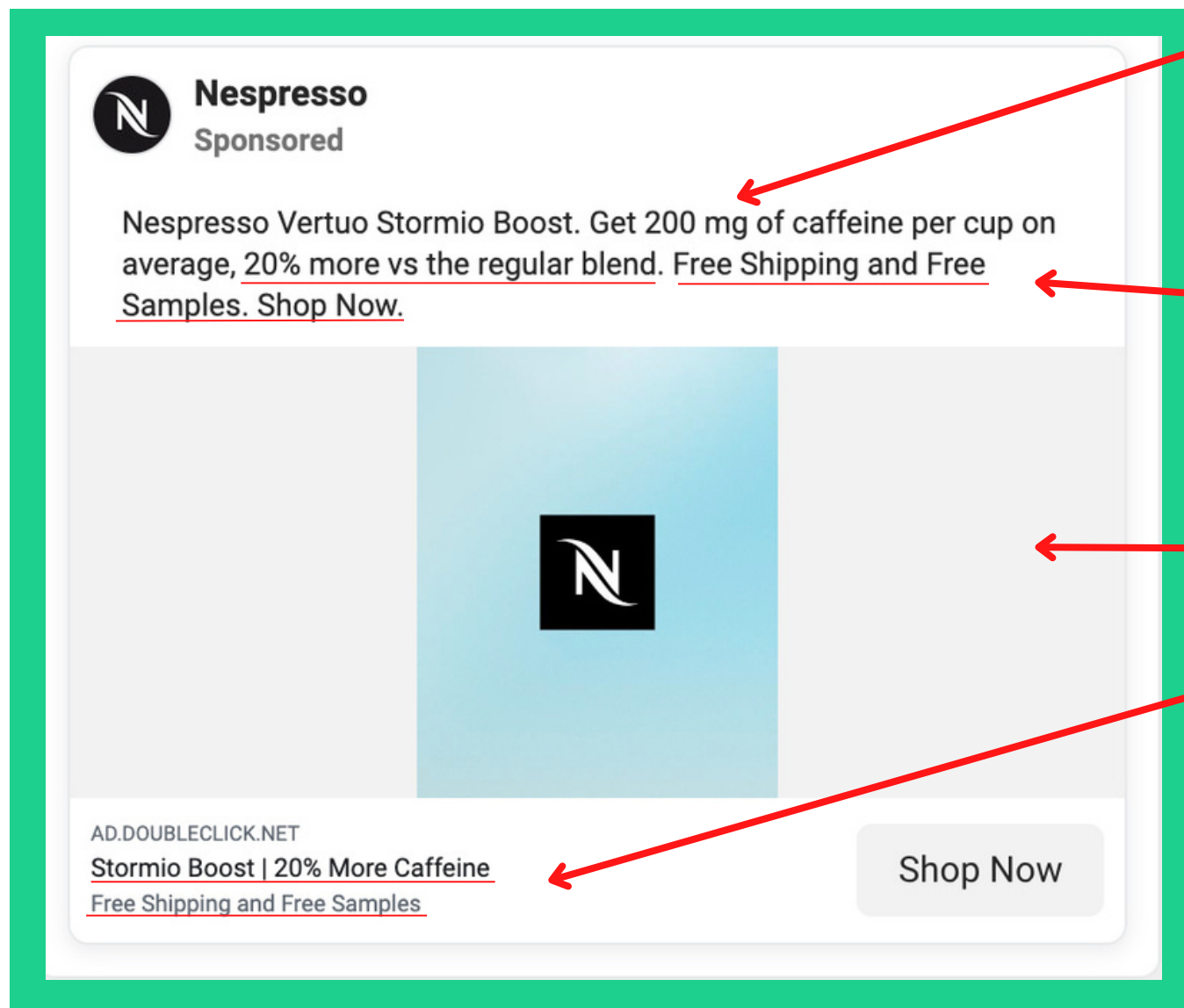
Offer of free shaker with first order.

Social proof using reviews as well as creativity in "tastemonials"

"Build your own box" shows personalization.

BEVERAGE

NESPRESSO



The advertisement is a rectangular card with a light gray background. At the top left is the Nespresso logo (a stylized 'N' inside a circle) followed by the text 'Nespresso Sponsored'. Below this is a paragraph of text: 'Nespresso Vertuo Stormio Boost. Get 200 mg of caffeine per cup on average, 20% more vs the regular blend. Free Shipping and Free Samples. Shop Now.'. In the center is a large square image of a blue Nespresso cup with the 'N' logo. At the bottom left, there is a small text 'AD.DOUBLECLICK.NET' followed by 'Stormio Boost | 20% More Caffeine' and 'Free Shipping and Free Samples'. At the bottom right is a gray button with the text 'Shop Now'. Four red arrows point from the text on the right to specific elements in the ad: one to the top text, one to the underlined offer text, one to the central cup image, and one to the bottom text.

Emphasizes what makes them different.

Offer of free shipping and free samples.

Simple brand image.

Reemphasizes both the offer and what sets them apart again.

BEVERAGE

NESPRESSO

Ad · <https://www.nespresso.com/> ⋮

Nespresso® Official Site - Shop Nespresso® Online

From Satisfying Mugs of Coffee to Elegant Classic espressos, There's a Machine for You.
Exceptional Coffee Quality & Innovative Features in Every Machine. 24/7 Customer Assistance.
Quick 25-Second Heat Up. Authentic Espresso. Velvety Crema.

Explore Coffee Capsules

Shop our indulgent coffee blends. Classic, limited edition, & more.

Find Your Perfect Machine

Explore which unique coffee machine matches your coffee personality.

Support Sustainability

Recyclable aluminum capsules. Eco-friendly machine design.

Nespresso's EasyOrder

Now offering the flexibility and convenience of auto-delivery.

Strong copy using the word "you."

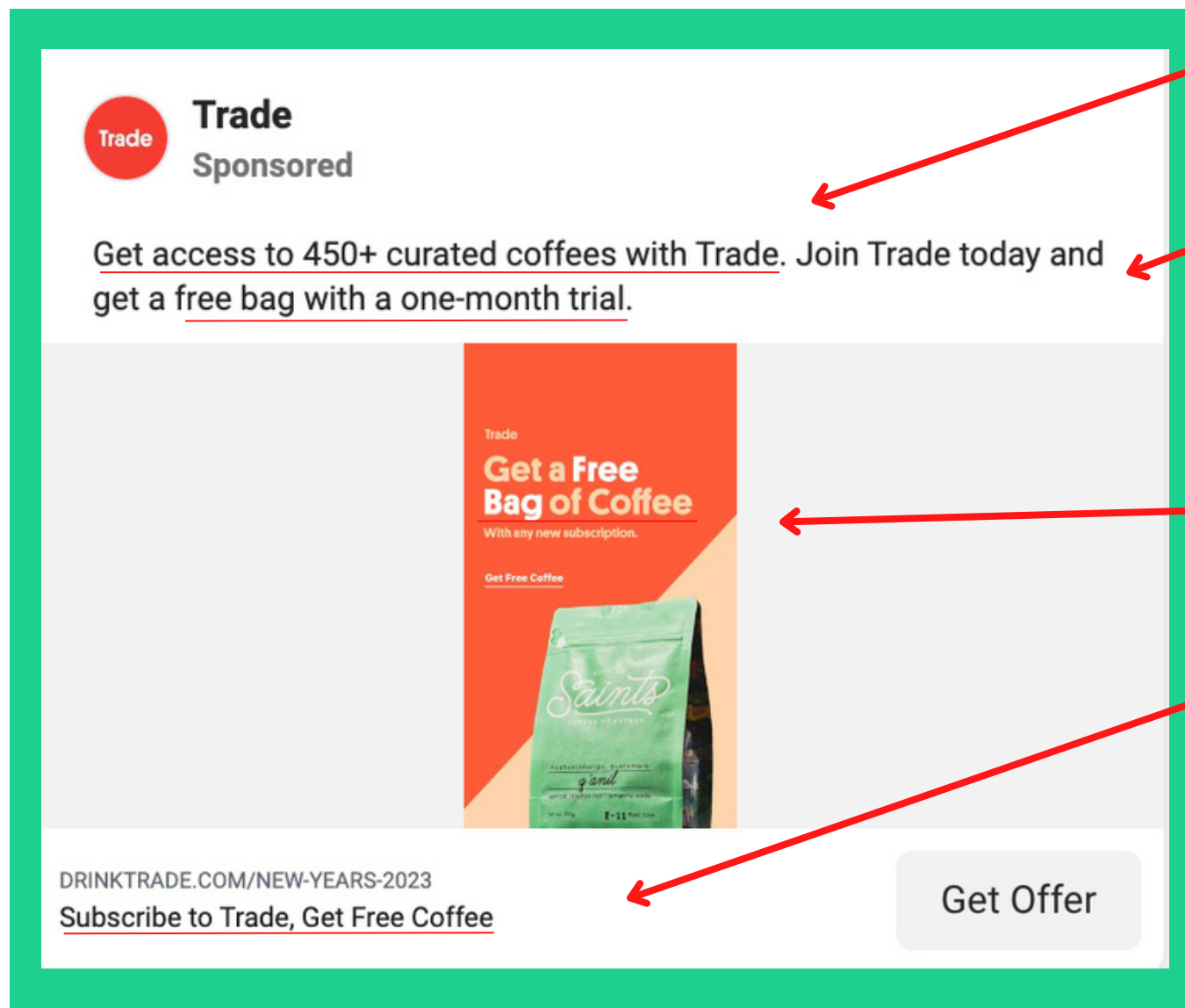
Shows how easy it is with "25-second heat up."

Highlights various value propositions.

Emphasizes flexibility and convenience of subscription

BEVERAGE

TRADE



The image is a promotional banner for 'Trade' coffee. At the top left is the 'Trade' logo (a red circle with the word 'Trade' in white) followed by the text 'Trade Sponsored'. Below this is a line of text: 'Get access to 450+ curated coffees with Trade. Join Trade today and get a free bag with a one-month trial.' The main visual is a central graphic with an orange background on the left and a light gray background on the right. The orange section contains the text 'Trade Get a Free Bag of Coffee With any new subscription. Get Free Coffee' and an image of a green bag of 'Saints' coffee. At the bottom left, there is a URL 'DRINKTRADE.COM/NEW-YEARS-2023' and the text 'Subscribe to Trade, Get Free Coffee'. At the bottom right is a gray button with the text 'Get Offer'. Four red arrows point from the text on the right to specific elements in the banner: one to the 'Trade' logo, one to the main offer text, one to the coffee bag image, and one to the 'Get Offer' button.

Trade Sponsored

Get access to 450+ curated coffees with Trade. Join Trade today and get a free bag with a one-month trial.

Trade
Get a Free Bag of Coffee
With any new subscription.
Get Free Coffee

DRINKTRADE.COM/NEW-YEARS-2023
Subscribe to Trade, Get Free Coffee

Get Offer

Highlights why they are different.

Offer of free bag with a one-month trial.

Image emphasizes the offer.

Further emphasizes offer of subscribing and getting free coffee.

BEVERAGE

TRADE

The screenshot shows a sponsored advertisement for Trade. At the top left is the Trade logo (a red circle with the word 'Trade' in white) followed by the text 'Trade Sponsored'. Below this is the headline: 'The best coffee subscription for any coffee lover. Start now with \$25 off and free shipping.' A red arrow points from the text 'for any coffee lover' to the right. Below the headline is a central image of various coffee products, including bags of 'PORTRAIT COFFEE', a bag of 'MIDWINTER COFFEE', and a box of 'MIDWINTER COFFEE'. Above the image is the text 'There's better coffee. We help it find you.' A red arrow points from the text 'for any coffee lover' to the image. Below the image is the URL 'DRINKTRADE.COM' and the text 'Try better coffee with Trade'. A red arrow points from the text 'Try better coffee with Trade' to the right. At the bottom right is a button labeled 'Get Offer'. A red arrow points from the text 'CTA of trying better coffee' to the button.

Seeks relevant audience with "for any coffee lover."

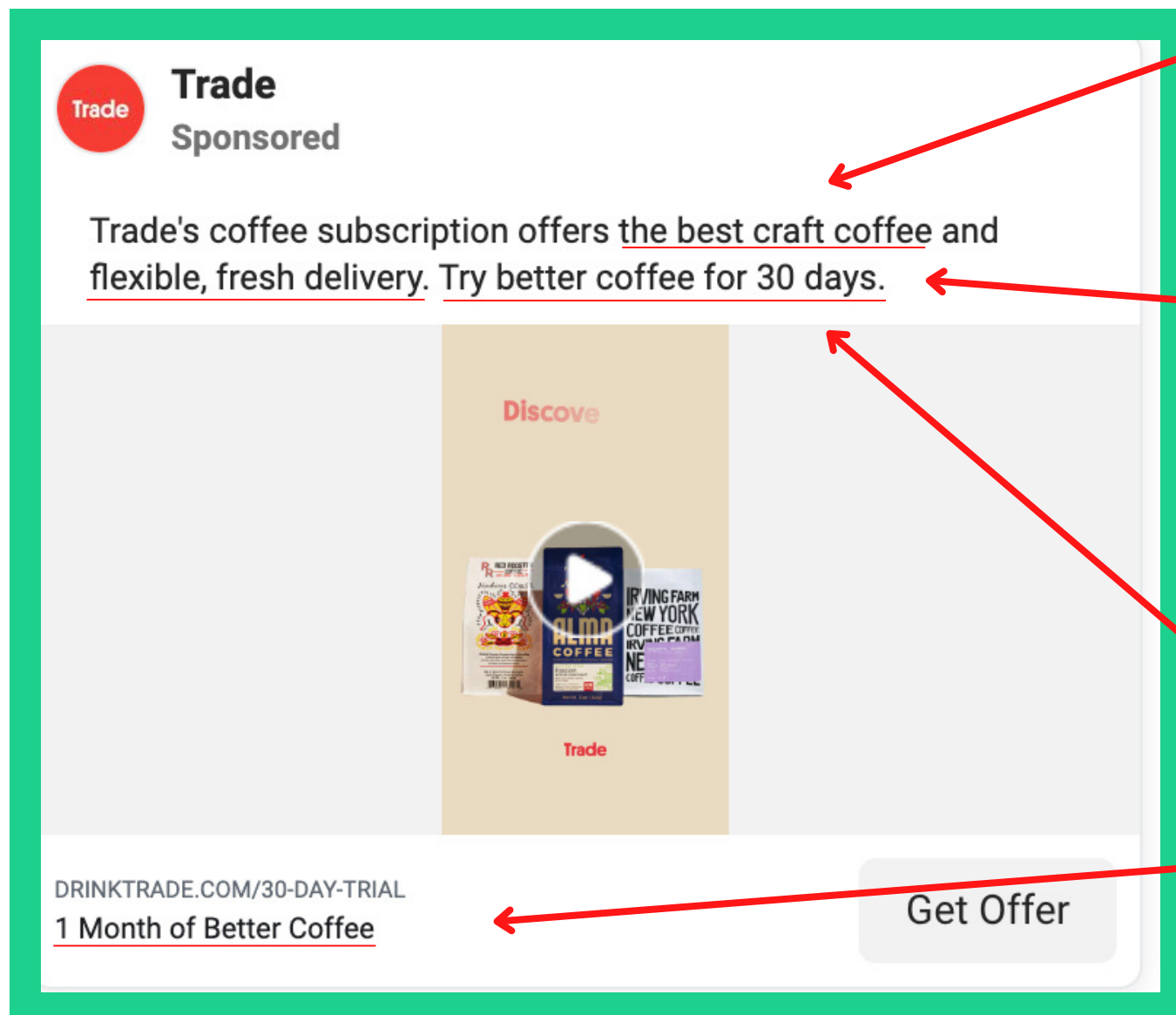
Offer of \$25 off and free shipping.

Image further displays various coffee brands "for any coffee lover."

CTA of trying better coffee.

BEVERAGE

TRADE



The advertisement features a red circular logo with the word "Trade" in white, followed by the word "Sponsored" in a bold, sans-serif font. Below this, the text "Trade's coffee subscription offers the best craft coffee and flexible, fresh delivery. Try better coffee for 30 days." is displayed. A central image shows three coffee bags: "ALMA COFFEE", "IRVING FARM NEW YORK COFFEE", and "IRVING FARM COFFEE". A play button icon is overlaid on the central image. At the bottom left, the URL "DRINKTRADE.COM/30-DAY-TRIAL" and the text "1 Month of Better Coffee" are shown. At the bottom right, a button labeled "Get Offer" is present. Red arrows point from the text annotations on the right to specific elements in the ad.

Trade Sponsored

Trade's coffee subscription offers the best craft coffee and flexible, fresh delivery. Try better coffee for 30 days.

Discover

ALMA COFFEE

IRVING FARM NEW YORK COFFEE

IRVING FARM COFFEE

Trade

DRINKTRADE.COM/30-DAY-TRIAL

1 Month of Better Coffee

Get Offer

Value proposition of subscription with "best craft coffee."

Highlights the convenience of a subscription with "flexible, fresh delivery."

Offer of trying better coffee for 30 days.

CTA reemphasizes trying 1 month of better coffee.

BEVERAGE

TRADE

The advertisement features a red circular logo with the word "Trade" and the word "Sponsored" next to it. Below this, the text reads: "Our summer sale is here! Get 50% off when starting a subscription and never pay shipping with code SUMMER." followed by "Offer Ends May 28th!". The central image shows a glass of cold brew coffee, a jar of cold brew, and a small container of coffee grounds, with a play button icon overlaid. Below the image, the text says "Use Any Container, No Plastic Waste, Eco-Friendly Experience". At the bottom left, it says "WWW.DRINKTRADE.COM" and "Get 50% Off + Free Cold Brew Bags With Code SUMMER". At the bottom right, there is a "Shop now" button.

Strong offer of 50% off with free shipping forever.

Saying when offer ends creates a sense of urgency.

Image displays value proposition of being eco-friendly.

CTA includes the offer to further motivate audience to buy.

BEVERAGE

TRADE

Ad · <https://www.drinktrade.com/best-coffee> ⋮

Trade Coffee - Official Site - The Best Coffee Subscription

The best **coffee** subscription for anyone who loves **coffee**. Get 25% off & free shipping now. We help you brew a better cup of **coffee** at home. Unlock your personal **coffee** rotation. Customized for You. **Coffee** Gift Subscriptions. 5 Million+ Bags Shipped. Fresh to Your Door.

Sign Up for \$25 Off

Unlock \$25 off + get free shipping. Customize your plan.

Coffee Match Quiz

Find the perfect coffee beans based on your preferences and tastes.

Offer of 25% off and free shipping.

A fun quiz to get more people to the website.

Reemphasizes the offer.

Shows the convenience of a subscription

Mentions customization and personalization

BEVERAGE

TRADE



Gift Coffee
Subscription -...

\$108.00

Trade

Very simple.

Shows a variety of brands/options.

Explicitly says subscription.

BEVERAGE

ILLY

The advertisement is a white rectangular card with a green border. At the top left is the ILLY logo (a red circle with 'illy' in white) followed by the text 'illy Sponsored'. Below this is a paragraph of text: 'Try the illy coffee + machine subscription. It's as unique as you are. Pick your favorite designer coffee maker and get the type of coffee you choose delivered each month directly to you.' In the center is a video thumbnail showing a red coffee machine, a white coffee canister, and a green plant, with the text 'the One for You' in red script and a play button icon. At the bottom left is the text 'ILLY.COM Choose Coffee and Machine'. At the bottom right is a grey button with the word 'Subscribe' in black, underlined.

Explicitly says subscription.

Shows personalization.

Reaffirms customization.

Highlights convenience of subscription.

Even the CTA is "Subscribe."

BEVERAGE

ILLY

The advertisement features the ILLY logo and 'Sponsored' text at the top left. Below this, a headline asks 'Classic, intense, strong or decaffeinated? With our "The One for You" coffee subscription, choose one or all of the unique illy blend's intensities of taste.' A central image shows three boxes of ILLY coffee (decaffeinated, classic, and strong) next to a small potted plant, with the text 'Coffee Only' written in red cursive above them. At the bottom left, it says 'the One for You' and 'The subscription that's as unique as you are.' At the bottom right, there is a 'Shop Now' button. In the bottom left corner of the ad, it says 'ILLY.COM' and 'Create your own selection'.

Shows options.

Explicitly says subscription.

Highlights customization.

Reemphasizes customization.

BEVERAGE

ILLY

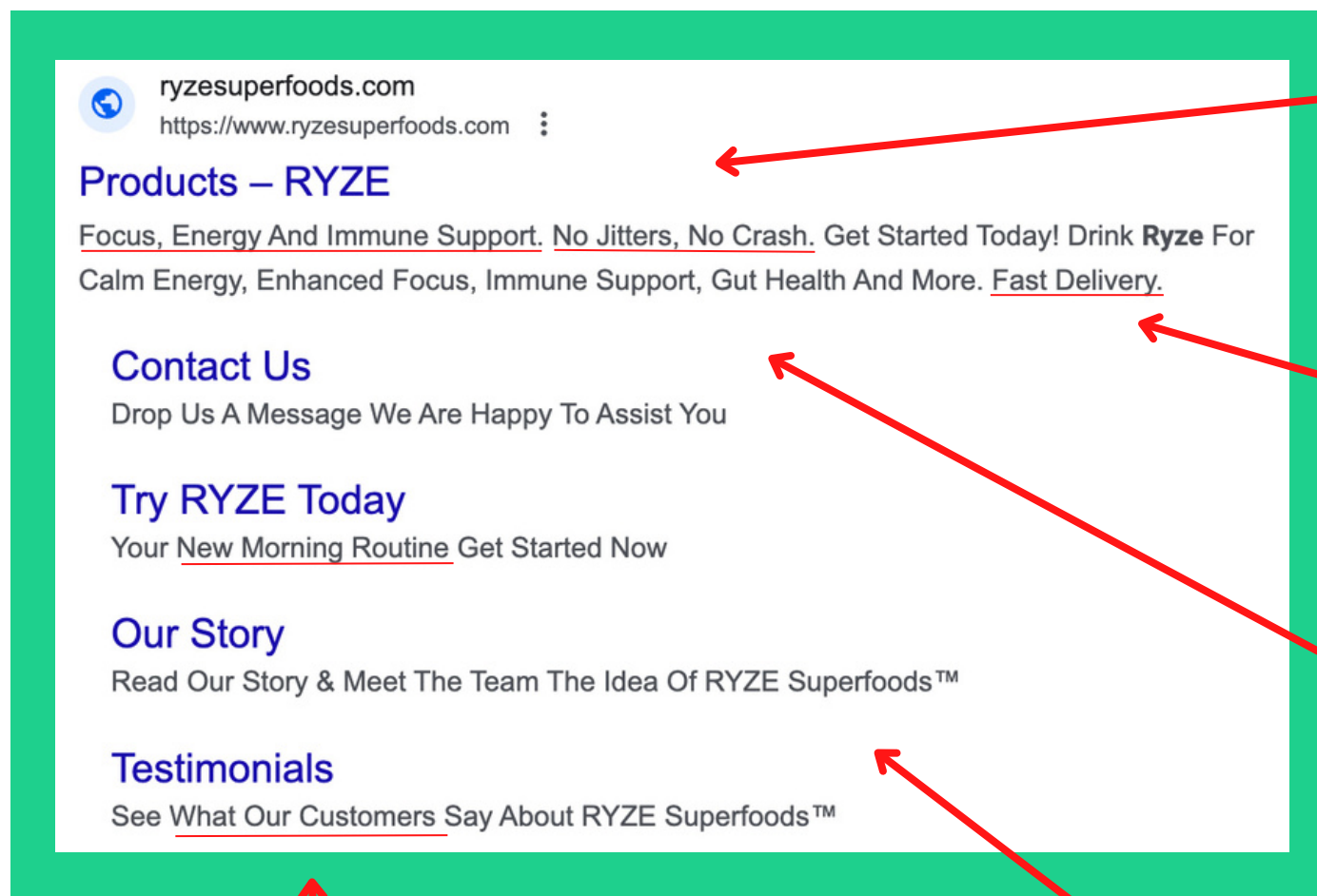
The screenshot shows a sponsored advertisement for Illy's 'The One for You' subscription. At the top left is the Illy logo and the word 'Sponsored'. The main text reads: 'Need to stop for a moment? You can pause and reactivate your The One for You subscription whenever you want with just one click.' Below this text is a video player with a play button icon. The video thumbnail shows two Illy coffee boxes and a small potted plant, with the text 'the One for You' in a red script font. At the bottom left, it says 'ILLY.COM' and 'Pause at any time'. At the bottom right is a 'Shop Now' button. Two red arrows point from the text on the right towards the underlined phrases in the ad.

This one is all about subscription flexibility.

Explicitly mentioning the ability to pause your subscription with just one click.

BEVERAGE

RYZE SUPERFOODS



Starts with the benefits of the product

Highlights value proposition of fast delivery

Relates to pain point of target audience

Mentions testimonials

"Morning routine" alludes to daily use

SUPPLEMENTS

SKINNY FIT

The advertisement features the SkinnyFit logo (a pink heart with a white outline) and the word "Sponsored" in grey. The main text is in black, with "LAST DAY" in red and "Try this" in blue. It includes a link to the product page and a "Learn more" button. A video thumbnail shows a woman in a brown sports bra and leggings, with a play button icon in the center. The SkinnyFit logo is also visible in the bottom left of the video area.

SkinnyFit
Sponsored

! LAST DAY ! to SAVE during our BIGGEST SALE! 🤖 Try this collagen for 90 days. If you don't see results, send us back your empty container. No questions asked! 💕 Get started here today.
➡ get.skinnyfit.com/Wqkr

SKINNYFIT.COM
🎉 NEW YEAR NEW ME SALE 🎉 BOGO 50% OFF + FREE GIFT

Learn more

"LAST DAY" creates a sense of urgency.

Emphasizes trying a product over a period of time rather than once.

Results are guaranteed or money back.

Strong offer with BOGO and free gift.

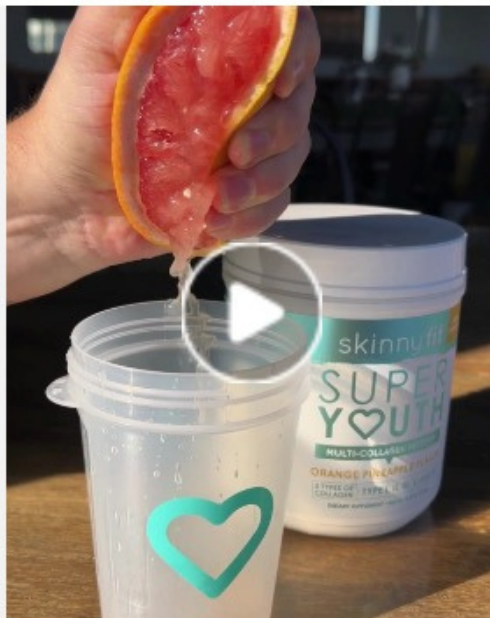
SUPPLEMENTS

SKINNY FIT



SkinnyFit
Sponsored

💖 BOGO 50% OFF TODAY ONLY 💖 Women are loving their results from this #1 rated collagen! Place your order today and get any additional item 50% off + a FREE gift with your first order. Learn more here > get.skinnyfit.com/i0yz



"TODAY ONLY" creates a sense of urgency.

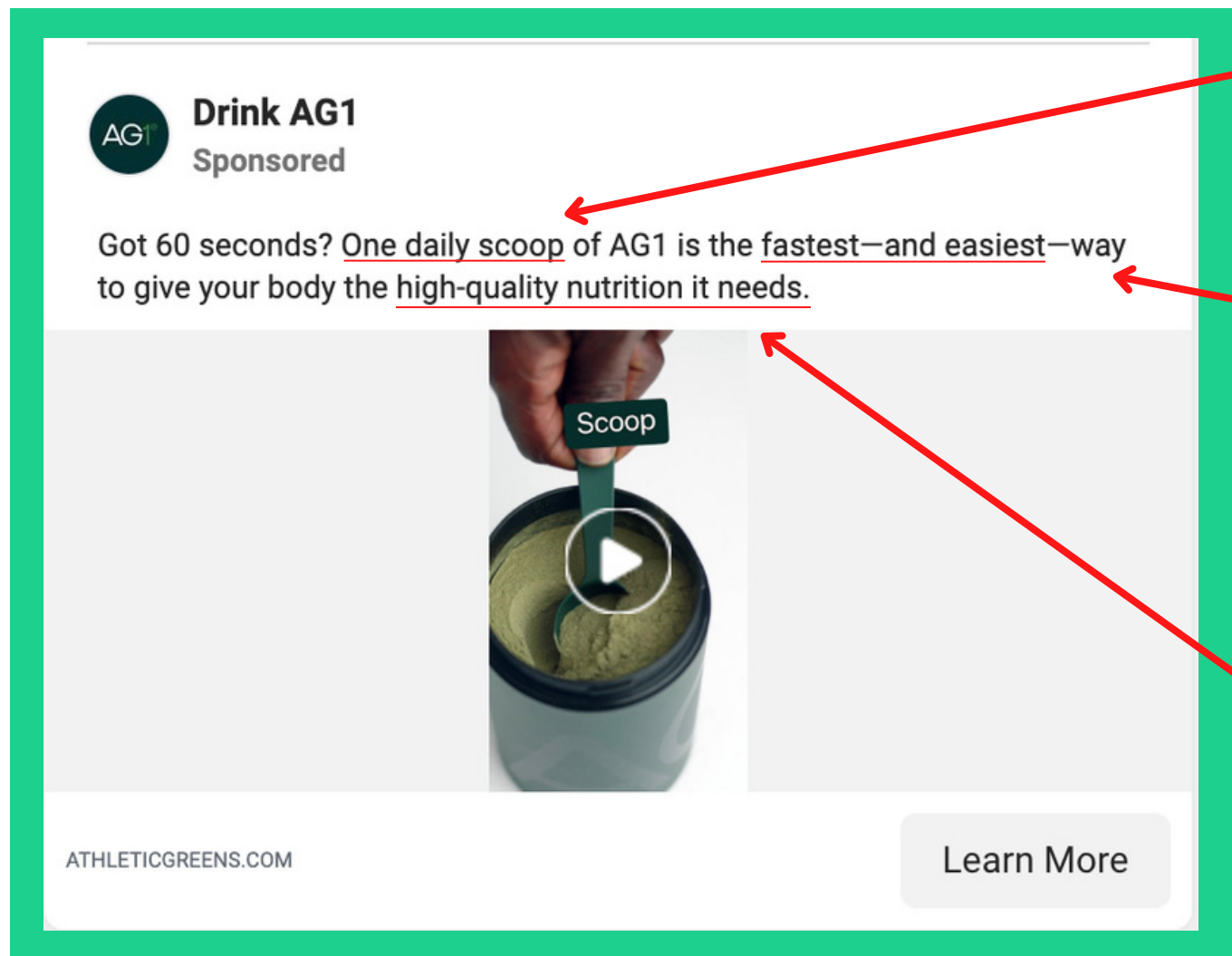
Social proof with #1 collagen.

Plus, it mentions "your first order" which alludes to multiple orders or a subscription

The offer of 50% off and free gift.

SUPPLEMENTS

ATHLETIC GREENS



AG1 Drink AG1 Sponsored

Got 60 seconds? One daily scoop of AG1 is the fastest—and easiest—way to give your body the high-quality nutrition it needs.

Scoop

ATHLETICGREENS.COM

Learn More

"Daily scope" promotes regular, consistent use.

"Fastest and easiest" shows convenience and relates to a customer pain point (lack of time).

Value proposition of high-quality nutrition.

SUPPLEMENTS

ATHLETIC GREENS

The screenshot shows an advertisement for Athletic Greens (AG1). At the top left is the AG1 logo and the text "Drink AG1 Sponsored". The main text reads: "Ready to start a healthier routine? Now, when you subscribe to AG1 you'll get a FREE 1-year supply of AG Vitamin D3+K2 and 5 AG1 Travel Packs. Skip or cancel anytime." Below this text is a central image of an AG1 product container with the text "Your multivitamin, pre- and probiotic, adaptogens & more." and "Just drink AG1." at the bottom. At the bottom left of the ad is the text "ATHLETICGREENS.COM" and "Don't miss your AG1 offer". At the bottom right is a button labeled "Get Offer". Five red arrows point from the text on the right to specific parts of the ad: one to "subscribe", one to "FREE 1-year supply", one to "Skip or cancel anytime.", one to the "Get Offer" button, and one to the "Don't miss your AG1 offer" text.

Explicitly mentions subscribing.

Powerful offer that comes with a free 1-year supply of another product

Skip or cancel anytime shows the freedom the consumer has.

"Don't miss..." creates FOMO.

SUPPLEMENTS

ATHLETIC GREENS

The screenshot shows an advertisement for Athletic Greens (AG1). At the top left is the AG1 logo and the text "Drink AG1 Sponsored". Below this is a headline: "Who says healthy habits have to be complicated? Just 1 scoop replaces your multivitamin, pre- and probiotics, immune support & more.". A video player is in the center, showing a hand scooping powder from a container. Below the video is the website "ATHLETICGREENS.COM" and a link "Start Your Healthy Habit Now". A "Learn More" button is at the bottom right. Three red arrows point to: 1) the headline, 2) the video, and 3) the "Start Your Healthy Habit Now" link.

Drink AG1
Sponsored

Who says healthy habits have to be complicated? Just 1 scoop replaces your multivitamin, pre- and probiotics, immune support & more.

ATHLETICGREENS.COM
Start Your Healthy Habit Now

Learn More

"Just 1 scoop" appeals to target audience desires of convenience and simplicity.

Displays value proposition of replacing multiple products with one.

Using the word habit promotes regular use.

SUPPLEMENTS

ATHLETIC GREENS

The advertisement features the Athletic Greens logo and the text "Drink AG1 Sponsored". The main headline reads: "The best gift you can give to yourself is good health. Get immune, digestive, and metabolic support with just 1 daily scoop of AG1." Below this, a "SPECIAL OFFER" banner introduces the "Immune Support Bundle*", which includes a "Comprehensive + Convenient All-in-One Scoop". The bundle is visually represented by a collection of Athletic Greens products. A prominent orange banner states: "Free 1-Year Supply of Vitamin D3+K2 & 5 Travel Packs*". Below this, a disclaimer reads: "Exclusions apply." and "These statements have not been evaluated by the Food and Drug Administration. This product is intended to diagnose, treat, cure or prevent any disease." The Athletic Greens logo is at the bottom left, and a "Get Offer" button is at the bottom right. The website "ATHLETICGREENS.COM" and the text "Start Your Healthy Habit Now" are at the bottom left.

Highlights benefit first thing (good health).

Alludes to convenience and simplicity by saying the various things that are all in one.

"Daily" and "habit" reference the consistent, daily use.

Highlights a bundle to drive a higher AOV.

Offer of a Free 1-year supply.

SUPPLEMENTS

ATHLETIC GREENS

Ad · <https://www.athleticgreens.com/> ⋮

Athletic Greens® - Athletic Greens Drink

Take control of your health routine and only take the supplements your body truly needs. 75 vitamins, minerals, and whole-food sourced nutrients in one convenient daily serving.

Ingredients & Benefits

See Our Ingredients And How We Hold AG1™ To A Higher Standard.

FAQs

Learn Everything You Want To Know About AG1™.

Higher standard alludes to value and seeks to set them apart from other brands.

Daily serving promotes regular use.

75 in 1 convenient serving shows value, convenience, and simplicity.

HOUSEHOLD PRODUCTS

FORCE OF NATURE

The advertisement is a Facebook post for Force of Nature. It features a sponsored post layout with the brand logo and name at the top. The main text promotes a 40% discount on a limited edition glass bottle bundle, highlighting the product's effectiveness in killing 99.9% of viruses, germs, and bacteria. Below the text is a photo of the 'limited edition HOLIDAY BUNDLE!' which includes a white spray bottle and a glass bottle, with a 'x15' tag indicating the quantity. The post ends with the website URL 'FORCEOFNATURECLEAN.COM', a link to the '40% Off Limited Edition Bundle - Kill 99.9% of viruses!', and a 'Shop Now' button.

Force of Nature
Sponsored

📦 Get 40% Off the limited edition glass bottle bundle!
Force of Nature is the toxic-free cleaner you make at home and kills 99.9% of viruses, germs, and bacteria. Seriously, this hospital-grade disinfecting champ kills respiratory viruses and the viruses that cause flus! It's a must-have this winter.

...

limited edition
HOLIDAY BUNDLE!

glass bottle
x15

FORCEOFNATURECLEAN.COM
40% Off Limited Edition Bundle - Kill 99.9% of viruses!

Shop Now

Offer of 40% off.

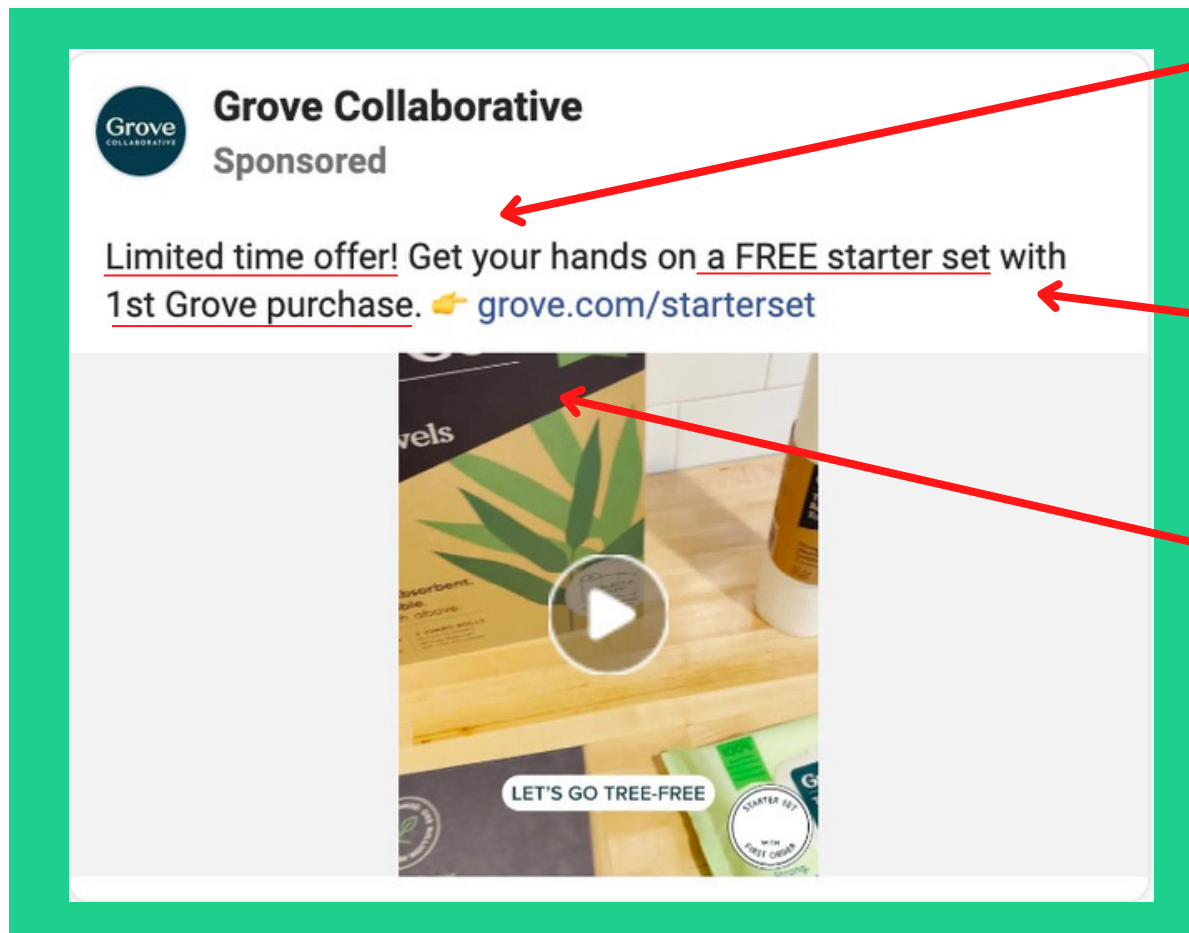
Highlights value proposition.

Uses strong language to reinforce benefit/value of product.

Creates urgency with limited edition holiday bundle.

HOUSEHOLD PRODUCTS

GROVE



Creates urgency with "limited time offer."

Offer of a free starter set.

"1st Grove purchase" and "starter set" imply recurring purchases.

HOUSEHOLD PRODUCTS

GROVE

The advertisement is for Grove Collaborative. At the top left is the Grove Collaborative logo and the word "Sponsored". Below this, a red arrow points to the text "Limited time offer — Get \$10 off your next order!". Another red arrow points to the paragraph below: "We've been hard at work this past year creating new home essentials to keep you (and the planet) healthy. Shop some of the newest additions to the Grove family!". A third red arrow points to a central image showing various Grove products (dishwasher detergent, laundry detergent, etc.) with a circular badge that says "\$10 OFF YOUR NEXT ORDER". A fourth red arrow points to the bottom right of the ad, where a "Learn more" button is located. The bottom left of the ad contains the text "GROVE.COM" and "Clean home. Clean planet."

Grove Collaborative
Sponsored

Limited time offer — Get \$10 off your next order!

We've been hard at work this past year creating new home essentials to keep you (and the planet) healthy. Shop some of the newest additions to the Grove family!

THIS IS WHAT SUSTAINABILITY LOOKS LIKE

\$10 OFF
YOUR NEXT ORDER

Grove Collaborative

GROVE.COM
Clean home. Clean planet.

Learn more

Limited time offer creates urgency.

Offer of \$10 off your next order.

Highlights value proposition.

Image further highlights value proposition and offer of \$10 off.

HOUSEHOLD PRODUCTS

PURA

The advertisement is a sponsored post for Pura. It features a header with the Pura logo and 'Sponsored' text. The main text describes a 25% discount on select seasonal fragrances, emphasizing it as a limited-time offer. A central image shows various Pura fragrance bottles on green cylindrical stands, with the text 'LAST CHANCE' and 'Take 25% off all seasonal scents' overlaid. Below the image, the code 'USE CODE: SEASONAL25' is visible. At the bottom left, the website 'TRYPURA.COM', the code 'code: SEASONAL25', and 'Free priority shipping' are listed. A 'Get Offer' button is located at the bottom right.

Pura
Sponsored

Get 25% off select seasonal fragrances and elevate your space with our carefully curated collection. Don't miss out on this limited-time offer and stock up on your favorite scents today!

LAST CHANCE
Take 25% off all seasonal scents

USE CODE: SEASONAL25

TRYPURA.COM
code: SEASONAL25
Free priority shipping

Get Offer

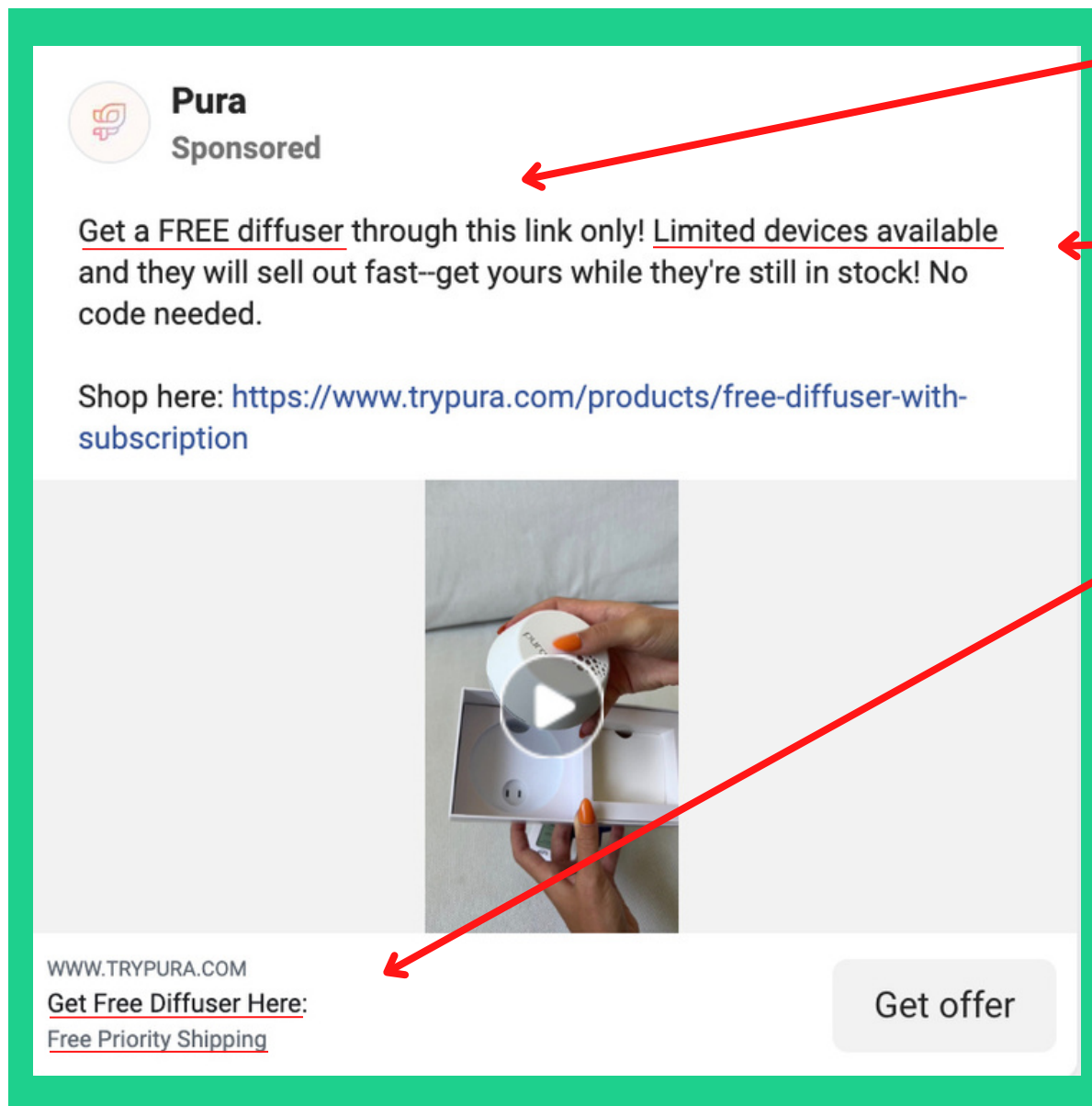
Offer is first thing of 25% off.

"Seasonal fragrances," "limited-time offer," and "Last Chance" creates a sense of urgency.

CTA has a further offer of free shipping.

HOUSEHOLD PRODUCTS

PURA



The image is a screenshot of a social media post from Pura, marked as 'Sponsored'. The post text reads: 'Get a FREE diffuser through this link only! Limited devices available and they will sell out fast--get yours while they're still in stock! No code needed.' Below the text is a link: 'Shop here: <https://www.trypura.com/products/free-diffuser-with-subscription>'. There is a video thumbnail showing a hand holding a white diffuser. At the bottom left, it says 'WWW.TRYPURA.COM', 'Get Free Diffuser Here:', and 'Free Priority Shipping'. At the bottom right is a button that says 'Get offer'. Three red arrows point to specific parts of the post: one to the 'Sponsored' label, one to the 'Limited devices available' text, and one to the 'Get offer' button.

Pura
Sponsored

Get a FREE diffuser through this link only! Limited devices available and they will sell out fast--get yours while they're still in stock! No code needed.

Shop here: <https://www.trypura.com/products/free-diffuser-with-subscription>

WWW.TRYPURA.COM
Get Free Diffuser Here:
Free Priority Shipping

Get offer

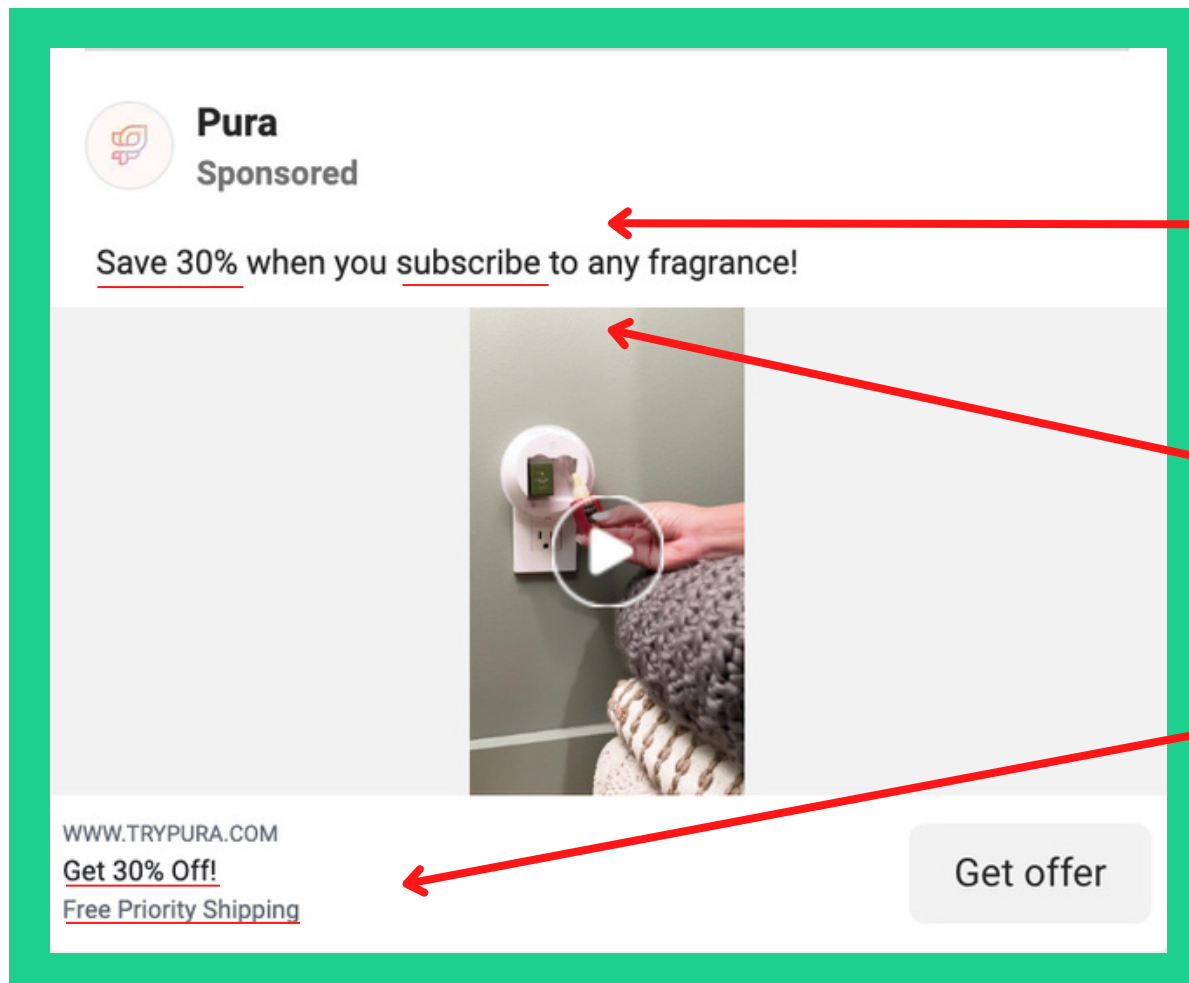
Offer of a free diffuser.

Creates urgency with "limited devices available."

CTA has offer of free diffuser and free shipping.

HOUSEHOLD PRODUCTS

PURA



Very simple.

Main focus is the offer of 30% off.

Explicitly says "subscriptions."

CTA includes offer of 30% off but also offer of free priority shipping.

HOUSEHOLD PRODUCTS

PURA

The advertisement is a sponsored post for Pura. It features a header with the Pura logo and the word 'Sponsored'. Below this, a text block states: 'Get 50% off the Pura Subscription Kit! These go so fast--make sure to get yours while they're still in stock! No code needed.' This text is underlined. The main body of the ad is divided into two columns. The left column shows a '50% off' offer on the 'Pura Subscription Starter kit' with an image of the kit. The right column shows a '50% off' offer on the 'Pura home starter kit and fill your home with fragrance' with an image of a smart plug and a plant. Both columns have a 'Get Offer' button. At the bottom, there are two identical blocks for 'TRYPURA.COM' with the text 'Get 50% Off!', 'Free Priority Shipping', and a 'Get Offer' button. A red arrow points from the text 'Starts with offer of 50% off subscription kit.' to the '50% off' text in the left column. Another red arrow points from the text 'Creates urgency by saying they go fast.' to the underlined text 'These go so fast--make sure to get yours while they're still in stock!'. A third red arrow points from the text 'Both images further highlight the offer as well as free shipping.' to the '50% off' text in the right column.

Pura Sponsored

Get 50% off the Pura Subscription Kit! These go so fast--make sure to get yours while they're still in stock! No code needed.

50% off
the Pura Subscription Starter kit

50% off
on the Pura home starter kit and fill your home with fragrance.

TRYPURA.COM
Get 50% Off!
Free Priority Shipping

Get Offer

Free Priority Shipping

TRYPURA.COM
Save 50%!
Free Priority Shipping

Get Offer

Free Priority Shipping

Starts with offer of 50% off subscription kit.

Creates urgency by saying they go fast.

Both images further highlight the offer as well as free shipping.

HOUSEHOLD PRODUCTS

PURA

Ad · <https://www.trypura.com/pura-device>

Pura - Pura Air Freshener

Find The Fragrance That Is Right For Any Room In Your Home. The **Pura** Smart Diffuser Is The Future Of Home Fragrance. Pet & Kid Friendly. 50+ Designer Fragrances. Subscribe & Save 30% Ambient Lighting. Fragrance Guarantee. Control From Your Phone.

Shop Now

Shop The Pura Device And Fragrances 30% Off When You Subscribe.

Best Sellers

Shop Our Best Selling Fragrances From Capri Blue, NEST and More!

Pura Smart Device

World's #1 Fragrance Diffuser. Customize From Your Phone.

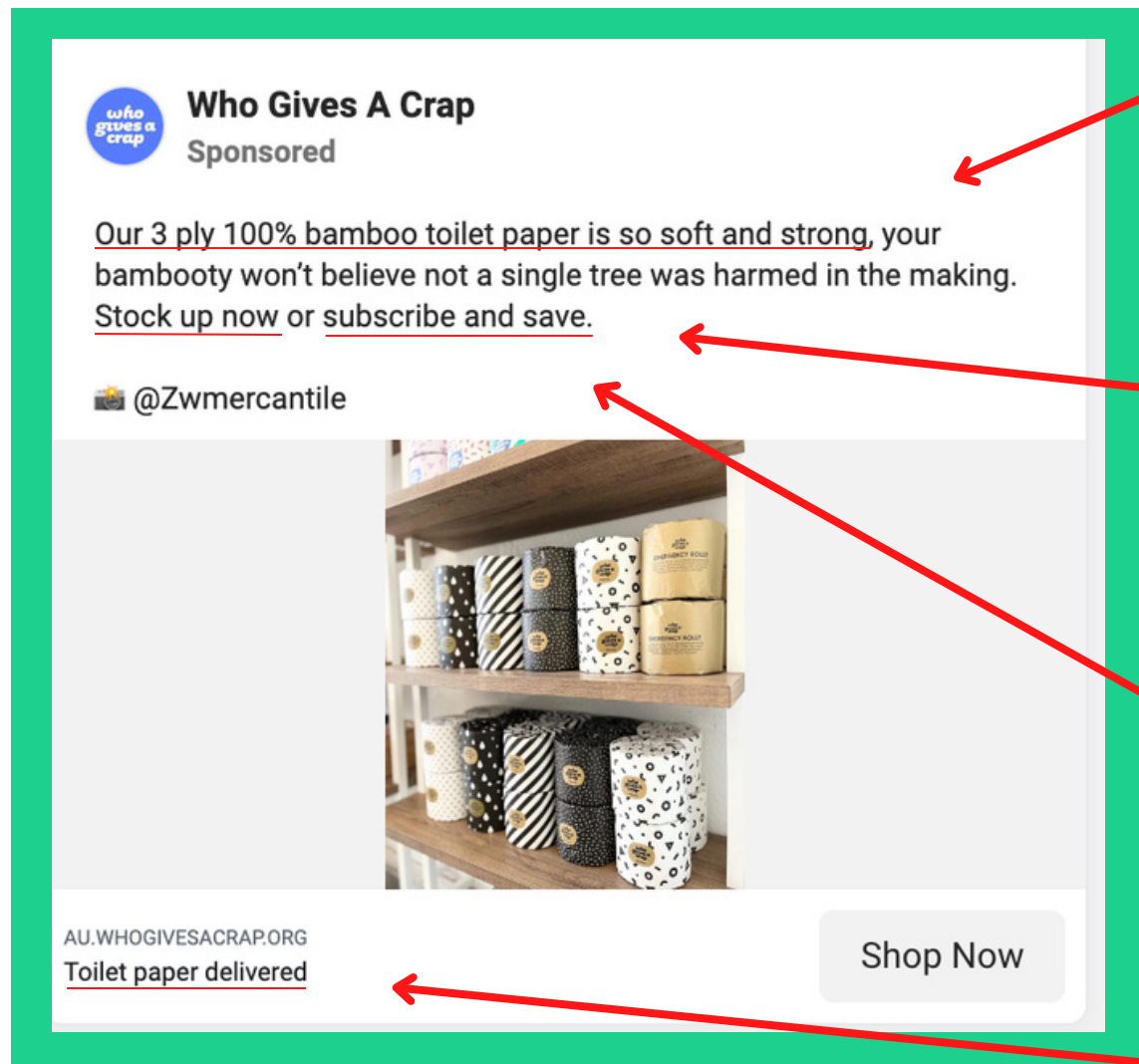
Offer of 30% off when you subscribe.

Value proposition of being able to customize from your phone.

Social proof of "World's #1 Fragrance Diffuser."

HOUSEHOLD PRODUCTS

WHO GIVES A CRAP



Shows why they are different right off the bat.

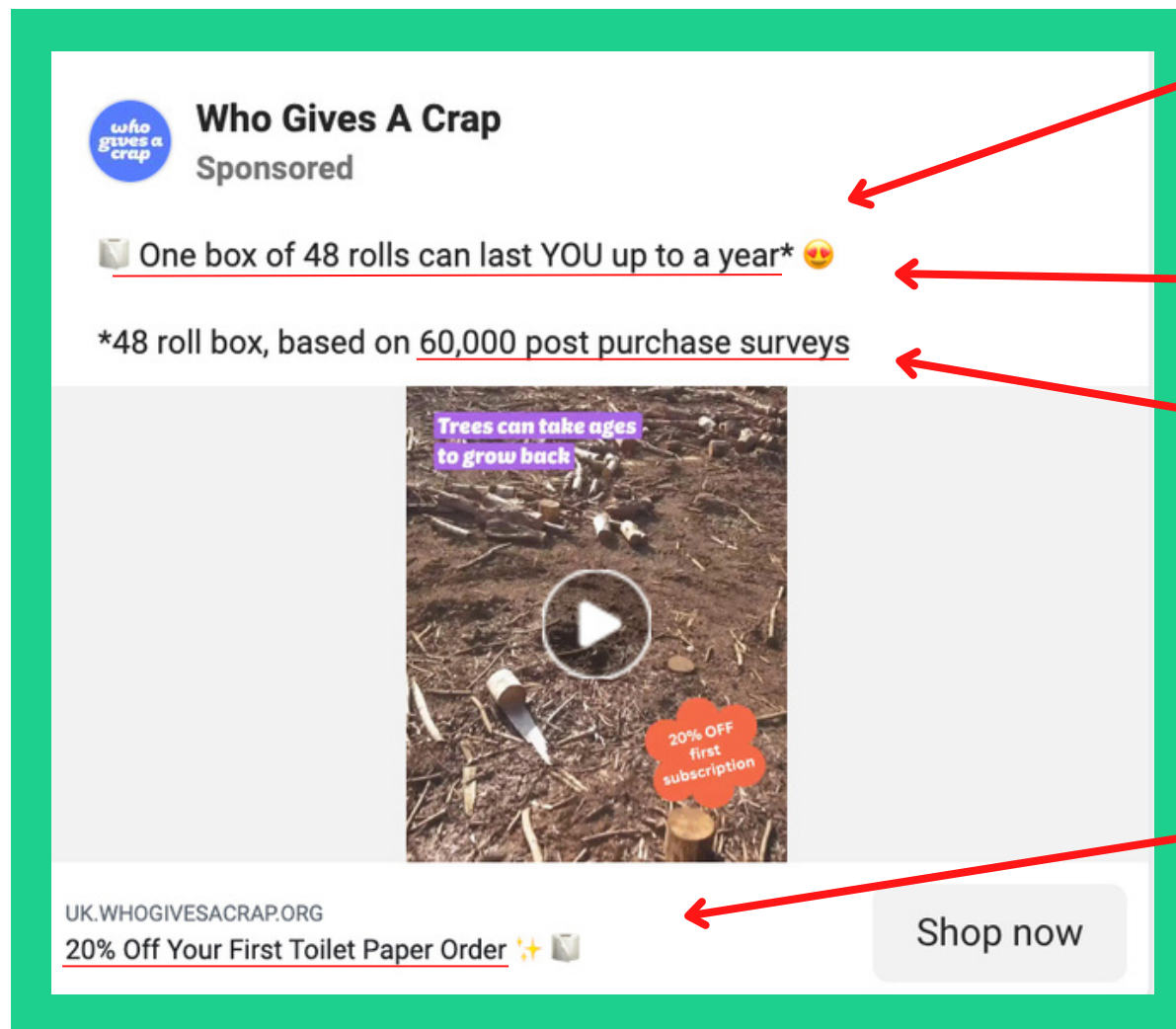
CTA of stocking up to drive a higher AOV.

Including the option to subscribe and save.

Shows convenience with "toilet paper delivered."

HOUSEHOLD PRODUCTS

WHO GIVES A CRAP



Starts off with the value proposition.

Uses the word "you."

Gives social proof by saying "based on 60,000 post purchase surveys."

Offer of 20% your first order is right next to CTA button of "Shop now."

HOUSEHOLD PRODUCTS

WHO GIVES A CRAP

The advertisement is for 'Who Gives A Crap' and is sponsored. It features a blue circular logo with the brand name. The main text promotes a new year offer for 2023, encouraging users to create an eco-friendly toilet paper subscription, highlighting that it is easy, flexible, and includes a 20% discount on the first order. A note states that terms and conditions apply. A central graphic with a pink and green background displays the offer: 'Save 20% on new toilet paper subscriptions' with the code 'TWENTYTREE', accompanied by images of toilet paper rolls. At the bottom left, the website 'UK.WHOGIVESACRAP.ORG' and a 'Save on a subscription' badge are shown. A 'Shop Now' button is located at the bottom right. Red arrows from external text blocks point to specific elements: the brand name, the 'eco-friendly' claim, the 'easy, flexible' description, the 20% discount offer, the product image, and the 'Shop Now' button.

who gives a crap
Who Gives A Crap
Sponsored

New year, new loo. Make every flush count in 2023 when you create an eco-friendly toilet paper subscription. It's easy, flexible and right now comes with 20% off your first order. Woohoo!

*T&Cs Apply

Save 20% on new toilet paper subscriptions
Use code TWENTYTREE

UK.WHOGIVESACRAP.ORG
Save on a subscription

Shop Now

Mentions what makes them different "eco-friendly toilet paper."

Explicitly says the subscription is easy and flexible.

Offer of 20% off the first order.

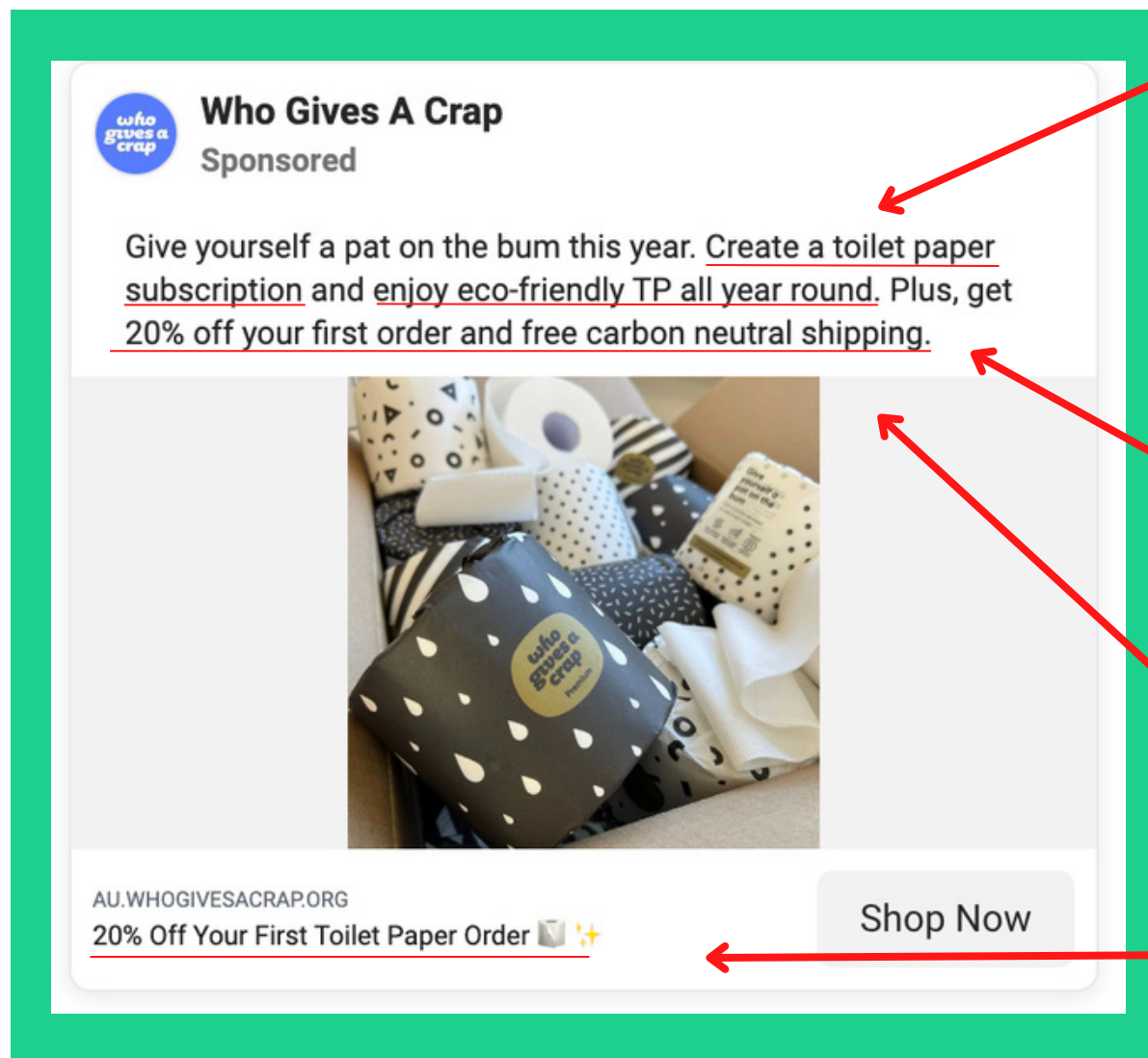
Image reemphasizes offer.

CTA is "save on subscriptions."

Overall, this ad is very subscription focused.

HOUSEHOLD PRODUCTS

WHO GIVES A CRAP



The image shows a Facebook advertisement for 'Who Gives A Crap'. At the top left is the brand's logo, a blue circle with the text 'who gives a crap'. To its right, the text 'Who Gives A Crap' is displayed in bold, followed by 'Sponsored' in a smaller font. Below this, a paragraph of text reads: 'Give yourself a pat on the bum this year. Create a toilet paper subscription and enjoy eco-friendly TP all year round. Plus, get 20% off your first order and free carbon neutral shipping.' A central image shows several rolls of toilet paper with different patterns (polka dots, stripes, and a 'who gives a crap' logo) inside a cardboard box. At the bottom left, the URL 'AU.WHOGIVESACRAP.ORG' is shown above the text '20% Off Your First Toilet Paper Order' which is accompanied by a gift box icon and two star icons. At the bottom right is a grey button with the text 'Shop Now'. Red arrows from the text on the right point to specific elements: one points to the underlined subscription text, another points to the benefit text 'enjoy eco-friendly TP...', a third points to the offer text '20% off...', and a fourth points to the '20% Off Your First Toilet Paper Order' text.

"Create a toilet paper subscription," shows that it's customizable.

Refers to the benefit of subscribing.

Offer of 20% off and free shipping.

Reemphasizes offer next to the CTA button.

HOUSEHOLD PRODUCTS

WHO GIVES A CRAP

Ad · <https://www.whogivesacrap.org/au> ⋮

Who Gives A Crap Australia - Free Same Day Shipping

Skip The Supermarket With Forest Friendly **Paper** Towels & Tissues. Get It Shipped Today.
7,500+ 5-Star Reviews. Saving The World, One Wipe At A Time. 100% money back guarantee.

About Us

We Delivered Our First Product In March 2013. [Know More.](#)

Our Impact

We Ensure Everyone Has Access To Clean Water. [Know More.](#)

Money back
guarantee
helps makes
customer
feel more
secure.

"Skip the
supermarket"
shows the
convenience of a
subscription.

Social proof by
referencing
7,500+ 5-star
reviews.

Shows why
they're
different.

HOUSEHOLD PRODUCTS

BLUE AIR

Ad · <https://www.blueair.com/>

Blue Pure Air Purifiers - Blueair.com

High performance in a lightweight, compact package. Signature performance with customizable design. Best-In-Class Performance. Easy Filter Replacement. Extended Warranty. 60 Day Free Return. HEPASilent™ technology. Pay over time with Affirm.

Why Blueair

We do what others can't Thanks to our HEPASilent technology

Save 15% On Filters

Fresh filters, delivered right on time with always free shipping

Blueair Support

Speak To US Based Blueair Employees Explore FAQs, Videos And More

Shows value proposition.

"Easy filter replacement" could allude to convenience of subscription.

Subscribe and save 15% and free shipping offer

"Delivered right on time" shows convenience as well.

HOUSEHOLD PRODUCTS

YOOR AIR

https://yoorair.com

Yoor Air | Home HVAC Filter Subscriptions with Free Delivery

Fighting Dust. Defending Air. Yoor Air filters fit tight like a fresh pair of skinny jeans, filling any gaps between your HVAC and the air you breathe.

Dust's Worst Enemy Has Arrived

Only Available Online, Because Internet. Dust's Worst Enemy ...

The Yoor Air Difference

Yoor Air Filters: Family owned and operated by Cyd, Michael ...

2-Ply Antimicrobial Filter

Rigid cardboard-framed filters let dirty air sneak right around their ...

Products

Ready to finally impress your father-in-law and check air ...

Highlights subscriptions first thing.

Offer of free delivery.

Uses analogy to illustrate value proposition.

Tries to relate to target audience.

APPAREL

STITCH FIX MEN

Stitch Fix Men
Sponsored

"Why do I love Stitch Fix? I look good and I don't have to shop. It's a win-win."
- Rob G. ★★★★★
Get \$20 off your first purchase today!

STITCHFIX.COM
Date night on your mind?
Get Your \$20 Credit

Learn More

Uses a review for social proof.

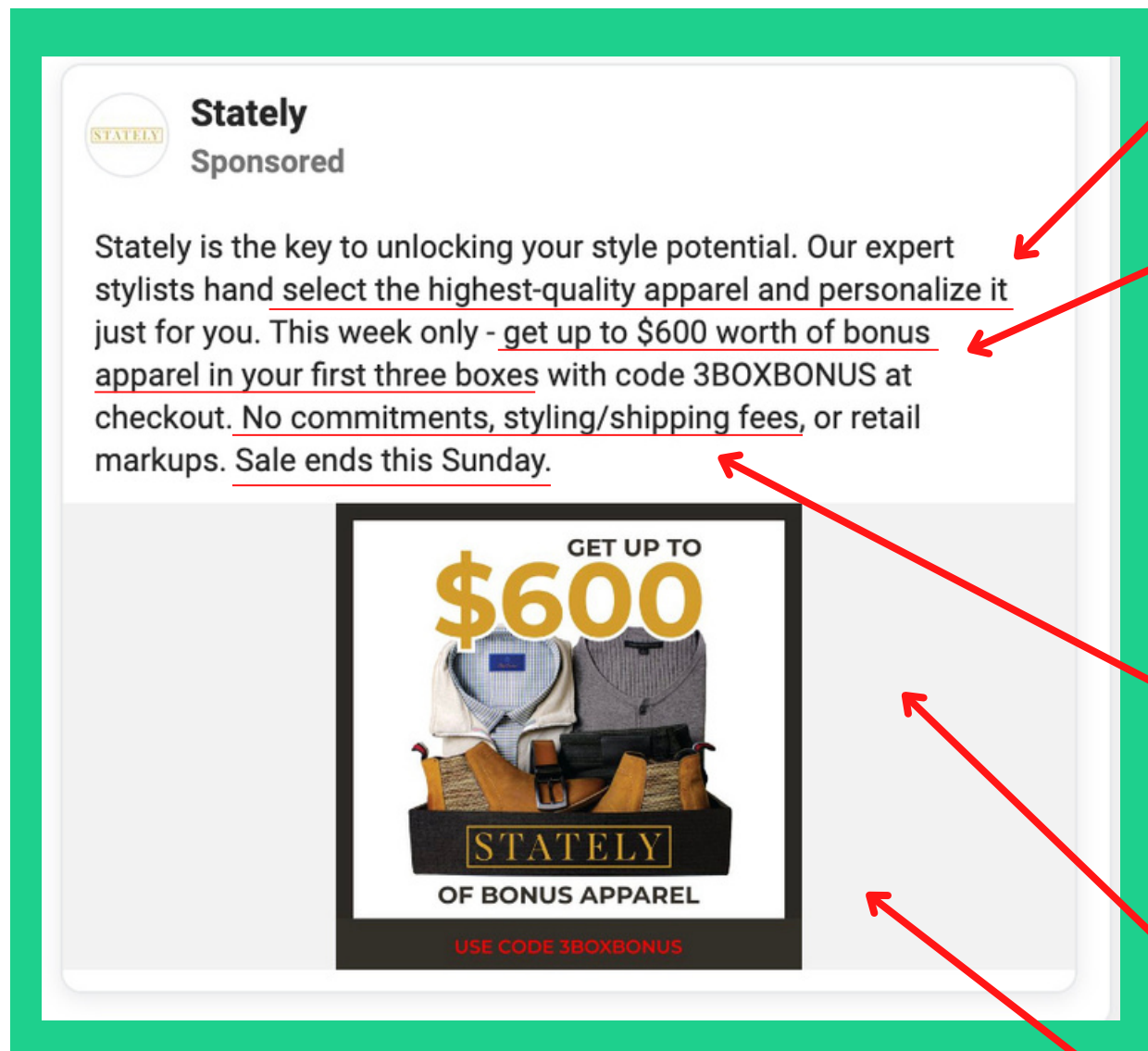
Review shows convenience and value proposition of the product.

Offer of \$20 off on your first purchase.

Tries to relate with target audience.

APPAREL

STATELY



The advertisement is titled "Stately Sponsored" and features a circular logo with the word "STATELY" inside. The main text reads: "Stately is the key to unlocking your style potential. Our expert stylists hand select the highest-quality apparel and personalize it just for you. This week only - get up to \$600 worth of bonus apparel in your first three boxes with code 3BOXBONUS at checkout. No commitments, styling/shipping fees, or retail markups. Sale ends this Sunday." Below the text is a black box containing a white box with the text "GET UP TO \$600" in large yellow letters, an image of a shirt and a sweater, and the text "STATELY OF BONUS APPAREL" in black. At the bottom of the black box, it says "USE CODE 3BOXBONUS" in red. Red arrows point from the text on the right to specific parts of the advertisement: one to the "Stately Sponsored" header, one to the "get up to \$600" text, one to the "No commitments..." text, one to the "Sale ends this Sunday" text, and one to the "\$600" text in the image.

Highlights value proposition.

Strong offer of \$600 worth of bonus apparel in first three boxes. Spreading the offer out across boxes helps lessen churn.


Gives customer reassurance by saying "no commitments..."

Saying when the sale ends creates urgency.

Image emphasizes offer.

APPAREL

STATELY



Stately
Sponsored

Stop overpaying for clothes! ✨ Save over 50% off retail prices with Stately. We deliver stylist-curated outfits from premium menswear brands starting at only \$129. PLUS, use code BONUS150 to get \$150 of BONUS apparel + free shipping. Don't miss out, this offer ends in 48-hours! ⌚

STATELY TRY STATELY ▶

Touches on customer pain point first thing.

Immediately follows it with solution "save over 50%" and Stately's value proposition.

Offer of \$150 of bonus apparel and free shipping.

Offer ending in 48-hours creates urgency.

PET PRODUCTS

CHEWY'S

Ad · <https://www.chewy.com/> ⋮

Chewy.com® Official Site - Shop The Pharmacy at Chewy.com

Did You Know You Can Also Order Your Pet's Medications on **Chewy.com**? Shop Pharmacy Today. Order All Your Pet's Medications Online Through Chewy's Trusted Pet Pharmacy. Free Shipping. Helping 18,000+ Shelters. Low Prices. 24/7 Customer Service. Free Returns.

New Pet Parents?

Shop All the Supplies You'll Need To Welcome A New Pet Into Your Home

Today's Deals

Limited Time Deals at Chewy.com. Save Big on Top Brands Today!

20% Off First RX Order

Valid on First Pet Pharmacy Order Use Code RX20.

35% off 1st Autoship

Never Run Out of Pet Essentials. Flexible Schedule & frequency.

Value proposition

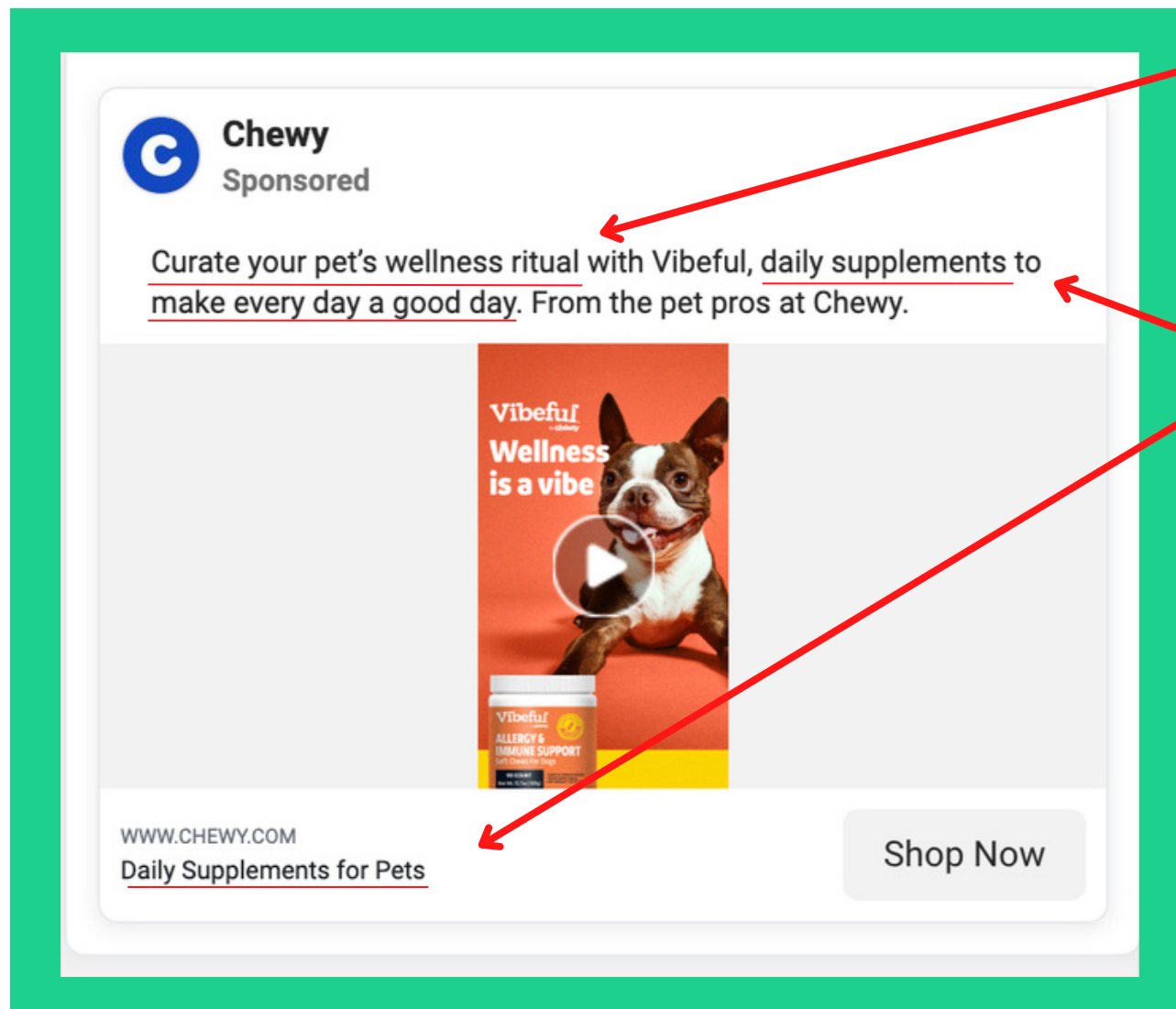
Emphasizes convenience of subscription by saying "never run out of pet essentials."

References flexible schedule and frequency.

Has an entire heading for signing up for autoship and saving

PET PRODUCTS

CHEWY'S



Shows flexibility and customization of the product "curate your pet's wellness"

Alludes to frequent/daily use "daily" supplements to make "every day" and "daily supplements."

PET PRODUCTS

CHEWY'S

The image shows a Facebook advertisement for Chewy. At the top left is the Chewy logo (a blue circle with a white 'C') followed by the text 'Chewy Sponsored'. Below this is the headline: 'Save and relax. Chewy has great prices, handles Rx approvals and ships free on orders over \$49.' The main body of the ad is a dark blue rectangle containing the 'chewy pharmacy Rx' logo, '20% OFF 1st Pharmacy Purchase*', and a yellow button that says 'Use Code: RX20'. At the bottom of the ad, there is a small text line: '*20% off select Rx medication items only. Maximum discount of \$30. © 2022 Chewy, Inc. All Rights Reserved.' In the bottom left corner of the ad frame, it says 'FB.COM' and 'Get 20% off 1st Rx order'. In the bottom right corner, there is a grey button that says 'Learn more'. Three red arrows point from the text on the right to specific parts of the ad: one points to the headline, one points to the '20% OFF' offer, and one points to the 'Get 20% off 1st Rx order' text.

"Save and Relax" copy alludes to the convenience of a subscription.

Gives free shipping with a caveat

Value proposition for multiple orders by saying "Get 20% off first order."

PET PRODUCTS

PET FLOW

Ad · <https://www.petflow.com/> ⋮

Dog & Cat Food Delivery - Pet Supplies & Treats | PetFlow.com

Featuring the top brands for your **cat**, with fast & convenient delivery.

[Refer & Earn Up to \\$500](#) · [How PetFlow Gives Back](#) · [Save \\$50 With Auto-Ship](#) · [The Cat Shop](#)

Deal: 20% off NutriSource · Code NUTRISOURCE20

Starts with
"delivery"

"Fast and
convenient
delivery"

Emphasizes the
savings of subscribing
"Save \$50 with Auto-
ship."

PET PRODUCTS

PET FLOW



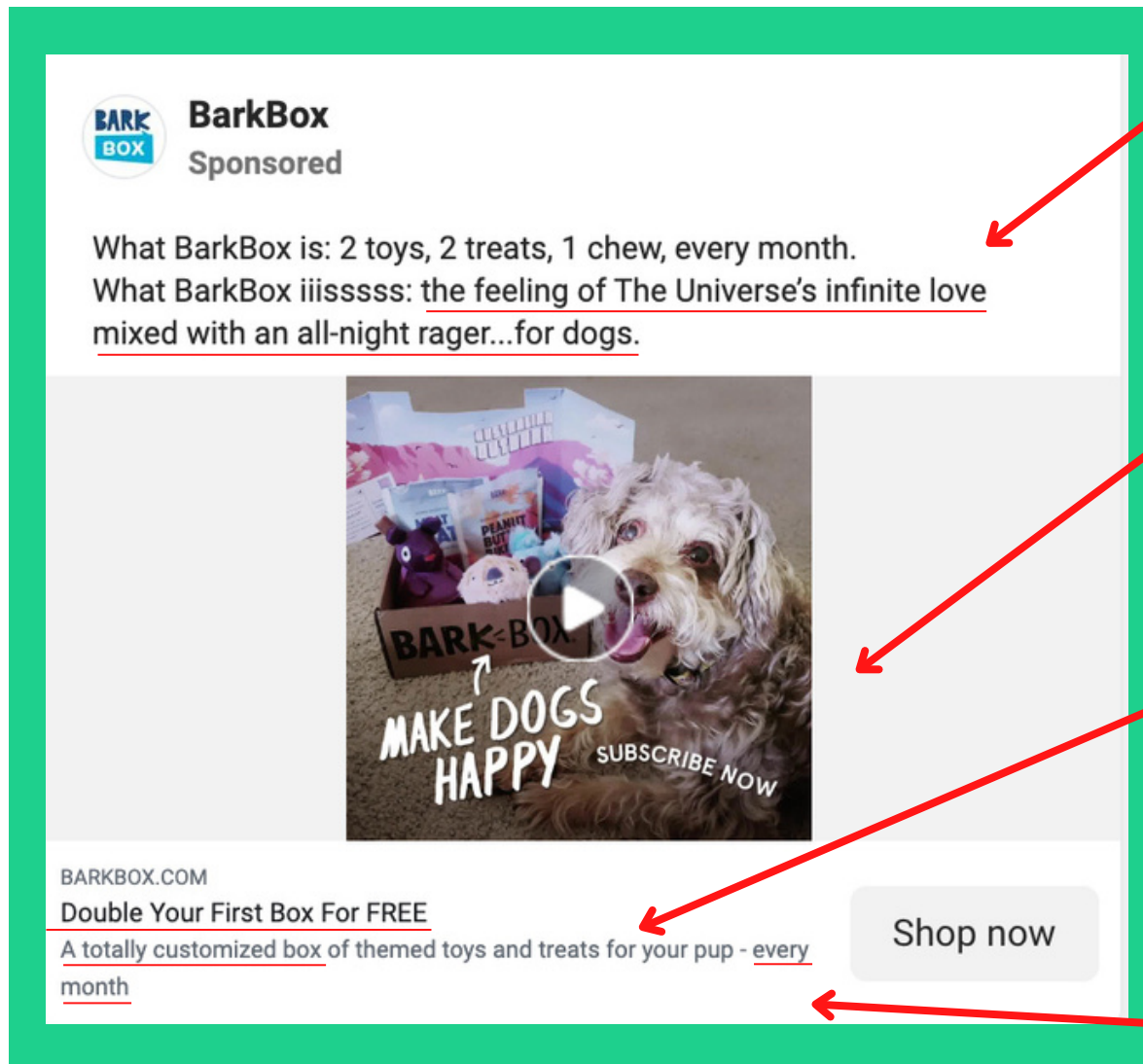
Shows benefit of subscription first thing.

Offer of 25% off your first Auto-ship.

Image shows a variety of dogs that could use/benefit from product.

PET PRODUCTS

BARK BOX



The advertisement for BarkBox features a central image of a dog's face next to an open BarkBox filled with toys and treats. A play button icon is overlaid on the image. Text elements include the BarkBox logo and 'Sponsored' at the top left, a description of the box's contents, a promotional offer for a free first box, and a 'Shop now' button at the bottom right. Red arrows point from the descriptive text to the right, from the promotional offer to the right, and from the frequency text to the right.

BarkBox
Sponsored

What BarkBox is: 2 toys, 2 treats, 1 chew, every month.
What BarkBox iiisssss: the feeling of The Universe's infinite love mixed with an all-night rager...for dogs.

BARKBOX.COM
Double Your First Box For FREE
A totally customized box of themed toys and treats for your pup - every month

Shop now

Relays a feeling to the customer on top of explaining what the subscription box is.

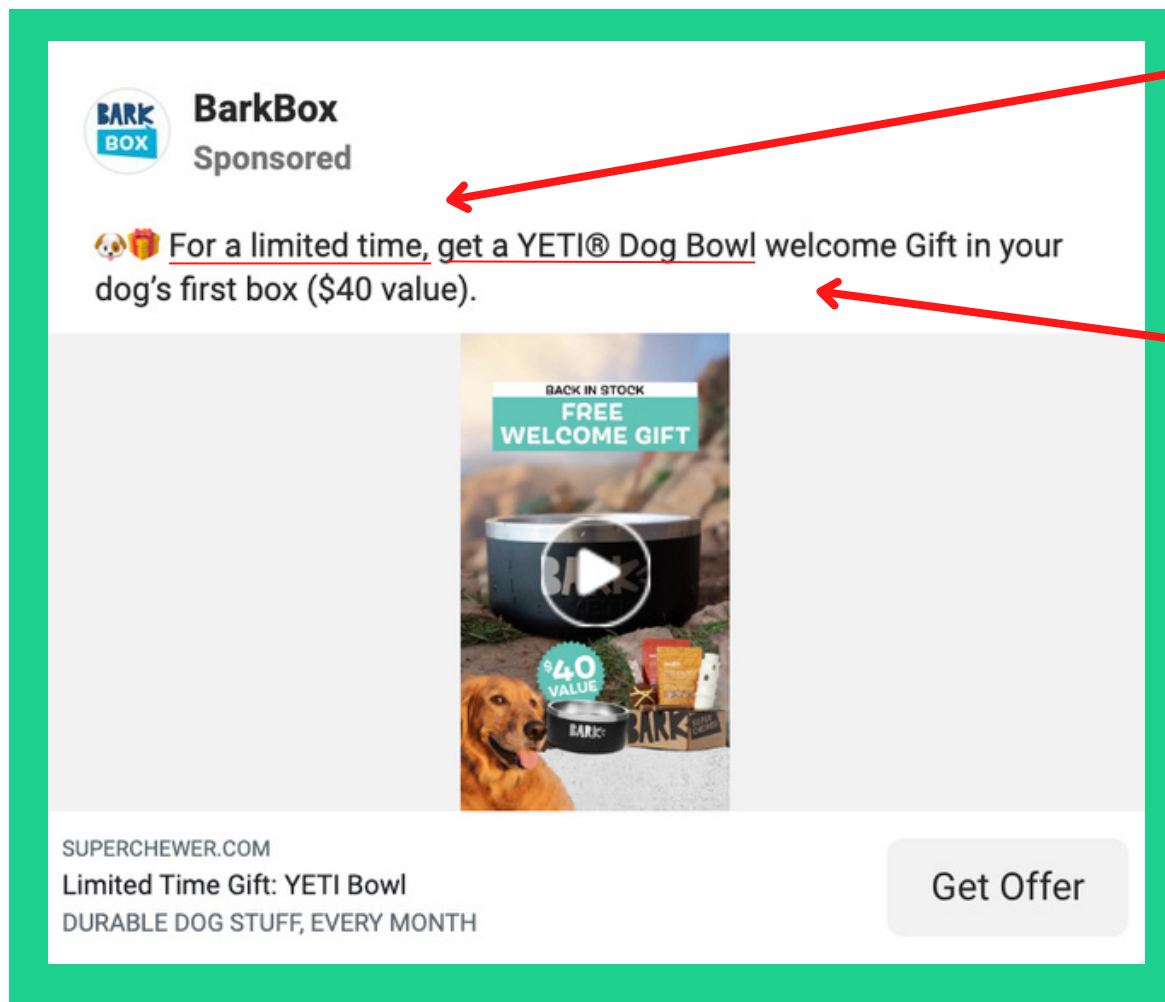
Offer of getting double in your first box for free.

Mentions ability to customize the box giving the subscriber more freedom.

Shows frequency with every month.

PET PRODUCTS

BARK BOX



The advertisement is a rectangular banner with a white background. At the top left is the BarkBox logo, which consists of a blue square with the words 'BARK BOX' in white. To the right of the logo, the text 'BarkBox Sponsored' is displayed. Below this, a line of text reads: 'For a limited time, get a YETI® Dog Bowl welcome Gift in your dog's first box (\$40 value)'. A red arrow points from the text 'Limited time' to the text 'For a limited time'. Below the text is a video player showing a black YETI dog bowl with a white play button in the center. Above the bowl, a green banner says 'BACK IN STOCK FREE WELCOME GIFT'. Below the bowl, a green circular badge says '\$40 VALUE'. At the bottom left of the video player, there is a small image of a golden retriever's head. Below the video player, the text 'SUPERCHEWER.COM' is on the left, 'Limited Time Gift: YETI Bowl' is in the center, and 'DURABLE DOG STUFF, EVERY MONTH' is on the right. At the bottom right of the banner is a grey button with the text 'Get Offer'.

"Limited time" creates a sense of urgency.

Offer of a free YETI bowl as welcome gift.

This most likely makes a great retargeting ad as it's giving additional value to first-time subscribers.

PET PRODUCTS

BARK BOX

BarkBox
Sponsored

Your dog's destiny? Amazing toys and treats every month. ✨ Snag your Star Wars™ Box and 2 FREE toys inspired by The Mandalorian™.

STAR WARS | BARK
FREE TOYS AWAIT...
THE MANDALORIAN
SPECIAL EDITION
BARK
The Jedi™ Box

BARKBOX.COM
Star Wars™ Box ✓ 2 FREE Toys inspired by The Mandalorian™ ✓
Join Now ✓
A totally customized box of themed toys and treats for your pup—every month.

Get Offer

Offer of 2 free toys.

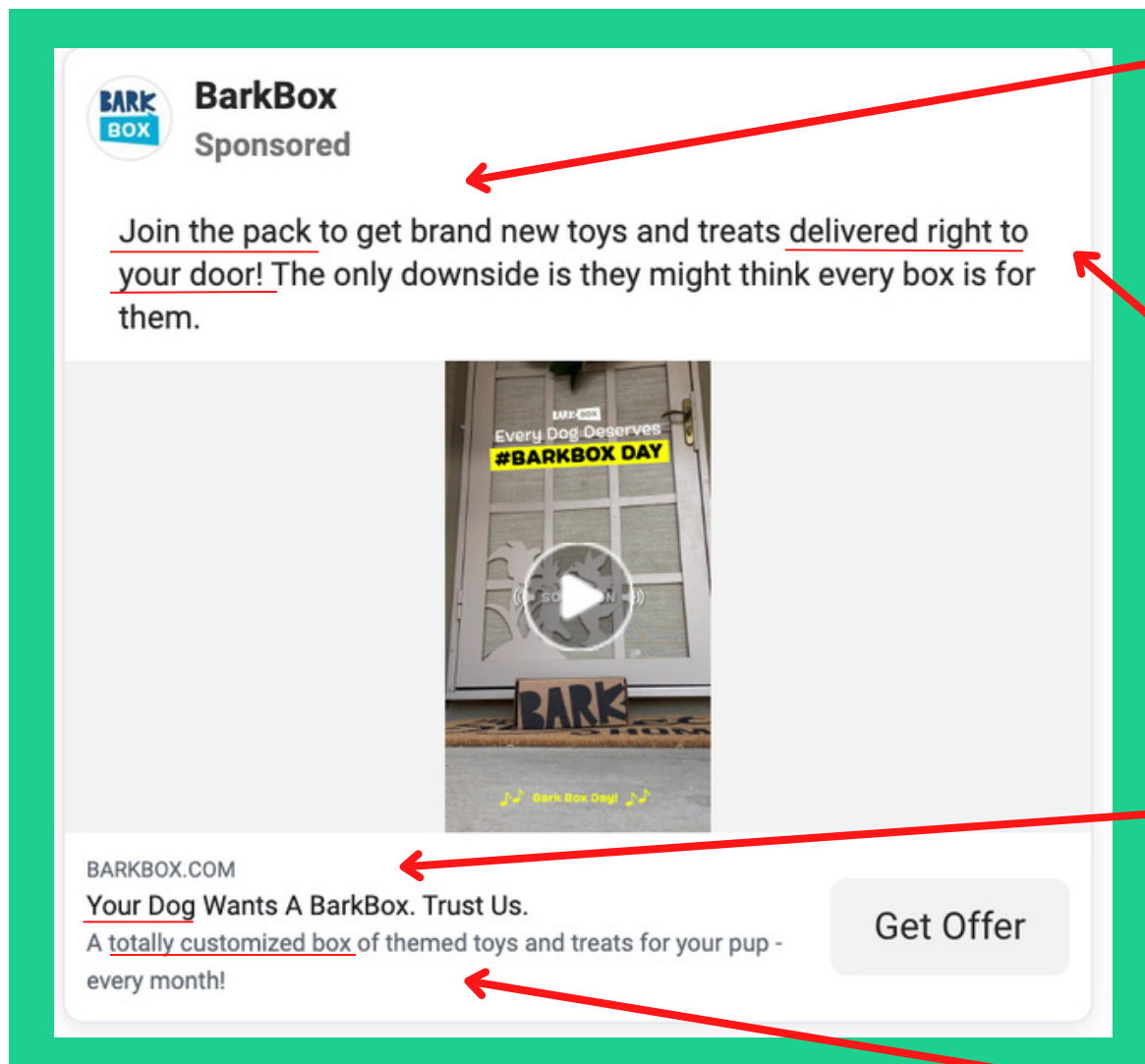
Shows frequency of every month.

Reaffirms value proposition and offer.

Explicitly mentions customization.

PET PRODUCTS

BARK BOX



The image shows a sponsored advertisement for BarkBox. It features a video thumbnail of a front door with a sign that says "Every Dog Deserves #BARKBOX DAY" and a "BARK" sign on the floor. Red arrows point from the text on the right to specific parts of the ad: the first arrow points to the "BarkBox Sponsored" header, the second points to the first sentence of the main text, the third points to the video thumbnail, the fourth points to the "BARKBOX.COM" link, and the fifth points to the "A totally customized box" text.

BarkBox
Sponsored

Join the pack to get brand new toys and treats delivered right to your door! The only downside is they might think every box is for them.

Every Dog Deserves
#BARKBOX DAY

BARKBOX.COM
Your Dog Wants A BarkBox. Trust Us.
A totally customized box of themed toys and treats for your pup - every month!

Get Offer

Creative play on words for CTA in first sentence.

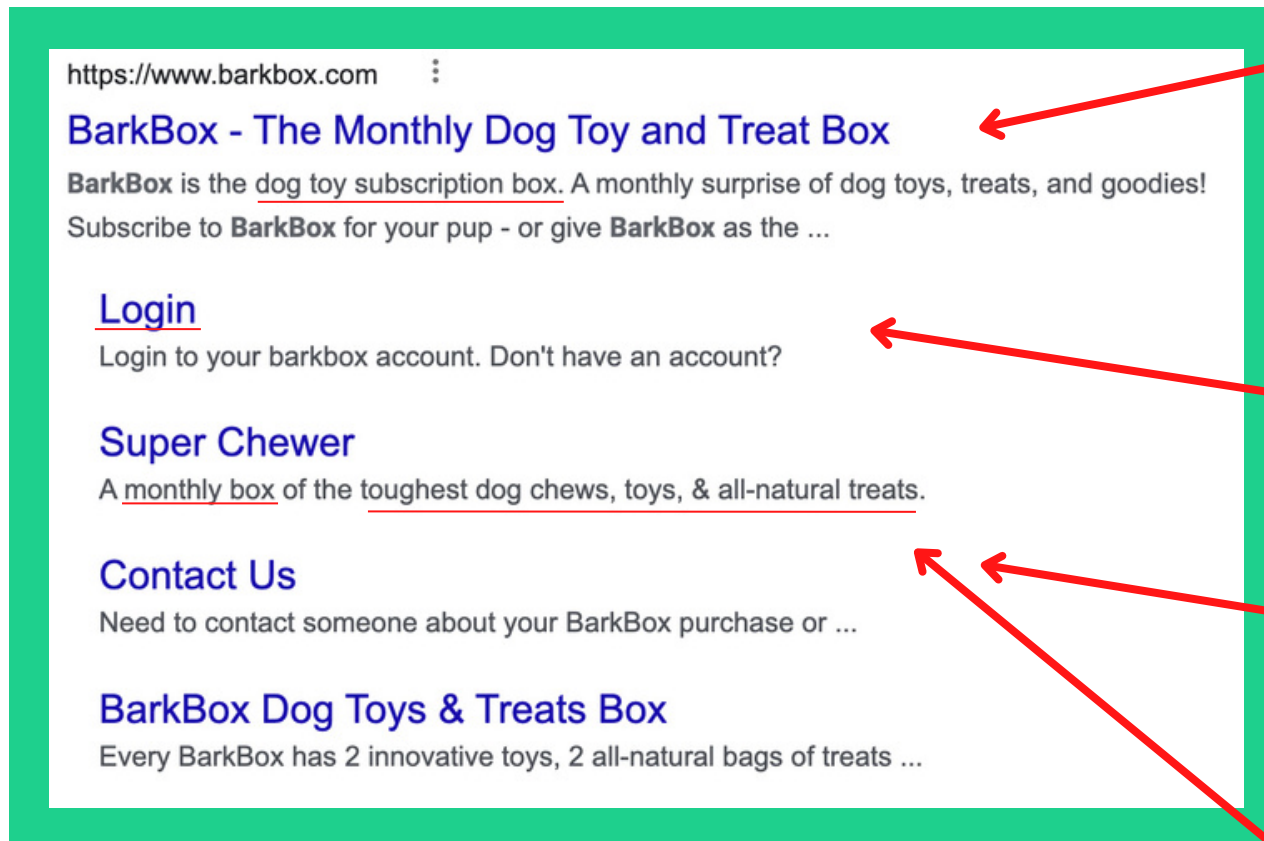
Shows convenience of subscription with straight to your door.

Speaks directly to target audience with you language.

Highlights the customization of subscription.

PET PRODUCTS

BARK BOX



Explicitly states subscription box within the first sentence.

Has a customer portal.

Mentions the frequency of "monthly."

Tells you wants in the box/value proposition.