

FEBRUARY 2025 - EMAILS										
RETURNING PURCHASERS										
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE	SL	PRE		
2/01 - Valentine's Day Edition - 14		54.59%	0.10%	91359	2	\$147.44	Get Valentine's 14 Days to a Flat Belly, Clear Skin & Smooth Digestion			
2/02 - Recycled - Fastening Timeline		54.77%	0.09%	91430	0	\$0.00	How to Fast With Discover The Smarter Way To Fast Inside			
2/03 - National Women Physician		53.62%	0.07%	90886	0	\$0.00	Dr Anika Explain Your burning questions about vaginal health, hormonal in			
2/04 - Inno Fit30 Challenge (Fat E		53.24%	0.08%	90820	3	\$895.30	Get "summer" re Thousands transformed in January. Are you next?			
2/05 - Recycled - Spotlight - 8am		53.47%	0.09%	90120	3	\$311.79	Are you still on t Only 137 days left till summer!			
2/06 - Apex Male Stack Launch -		36.87%	0.11%	132298	2	\$449.12	[NEW PRODUCT] The Bioactive Blueprint for Next-Level Masculinity			
2/07 - Flash Friday - Inno Fit30 Cl		43.00%	0.08%	110033	2	\$548.04	We Just Handed Click here for 20% + Save Up To \$70!			
2/08 - Trapped In The Junk Food		9.57%	0.09%	33830	1	\$133.48	Can't stop craving Here's how your brain's reward system is keeping you hc			
2/08 - Espresso Shot - APEX LAL		79.97%	0.13%	55068	1	\$50.29	For Men Who W Testosterone + Blood Flow = Peak Masculinity			
2/09 - Night Shred Alpha Wave - i		33.57%	0.08%	131577	0	\$0.00	NOW LIVE: Nigh! Don't sleep on this breakthrough PM fat-burning formula			
RETURNING PURCHASERS										
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE	SL	PRE		
2/01 - Valentine's Day Edition - 14		58.10%	0.12%	289,815	31	\$4,282.79	Get Valentine's 14 Days to a Flat Belly, Clear Skin & Smooth Digestion			
2/02 - Are You Struggling with OT		58.49%	0.12%	289835	17	\$2,002.08	Why training too + Unlock the secret to better recovery			
2/03 - National Women Physician		56.93%	0.09%	289106	13	\$2,212.73	Dr Anika Explain Your burning questions about vaginal health, hormonal in			
2/04 - Inno Fit30 Challenge (Fat E		56.56%	0.15%	288885	28	\$4,746.80	Get "summer" re Thousands transformed in January. Are you next?			
2/05 - Recycled - Spotlight - 8am		56.83%	0.14%	287803	18	\$2,893.10	Are you still on t Only 137 days left till summer!			
2/06 - Apex Male Stack Launch -		39.58%	0.28%	414153	49	\$11,561.03	[NEW PRODUCT] The Bioactive Blueprint for Next-Level Masculinity			
2/07 - Flash Friday - Inno Fit30 Cl		46.73%	0.12%	342891	21	\$2,920.43	We Just Handed Click here for 20% + Save Up To \$70!			
2/08 - Trapped In The Junk Food		7.67%	0.12%	95058	2	\$217.52	Can't stop craving Here's how your brain's reward system is keeping you hc			
2/08 - Espresso Shot - APEX LAL		82.02%	0.19%	180064	13	\$3,185.95	For Men Who W Testosterone + Blood Flow = Peak Masculinity			
2/09 - Night Shred Alpha Wave - i		36.48%	0.17%	413093	12	\$1,780.35	NOW LIVE: Nigh! Don't sleep on this breakthrough PM fat-burning formula			
TOTAL					218	\$38,338.24				

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<div> <div> <div>🔍</div> <div>↶</div> <div>↷</div> <div>🖨</div> <div>🔗</div> </div> <div> 100% <div>▼</div> </div> <div> \$ % .0 .00 123 </div> <div> Arial <div>▼</div> </div> <div> <div>10</div> <div>+</div> </div> <div> <div>B</div> <div>I</div> <div>↶</div> <div>A</div> <div>🔗</div> </div> <div> <div>📊</div> <div>🔍</div> <div>📄</div> <div>📄</div> </div> <div> <div>≡</div> <div>▼</div> <div>▼</div> <div>⌵</div> </div> </div>						
	A	B	C	D	E	F
1						GA4
2	CAMPAIGNS	SEGMENT	SENT	CTR	ORDERS	REVENUE
3	<a href="#">2.1 - Get V-Day Ready - Inno Cleanse - 0 Purchasers - PS+</a>	0 Purch	123.99K	0.84%	25	\$2,706.42
4	<a href="#">2.1 - Get V-Day Ready - Inno Cleanse - 1 Purchasers - PS+</a>	1+ Purch	151.61K	1.16%	66	\$10,286.12
5	<a href="#">2.1 - Get V-Day Ready - Inno Cleanse - INTL - PS+</a>	INTL	43.18K	1.21%	8	\$1,168.33
6						
7	<a href="#">2.4 - Lock In Your Summer Body - Fit30 - Engaged Prospects - PS+</a>	Eng Prospects	11.63K	7.21%	4	\$648.51
8	<a href="#">2.4 - Lock In Your Summer Body - Fit30 - Engaged Purchasers - PS+</a>	Eng Purch	18.09K	7.21%	22	\$3,325.80
9	<a href="#">2.4 - Lock In Your Summer Body - Fit30 - Engaged INTL - PS+</a>	Eng INTL	6,606	3.77%	5	\$798.85
10						
11	<a href="#">2.6 - Apex Male Stack Launch - 0 Purchasers - PS+</a>	0 Purch	113.32K	0.90%	11	\$2,139.40
12	<a href="#">2.6 - Apex Male Stack Launch - 1 Purchasers - PS+</a>	1+ Purch	140.63K	1.67%	41	\$8,764.41
13	<a href="#">2.6 - Apex Male Stack Launch - INTL ONLY - PS+</a>	INTL	43.41K	1.44%	5	\$607.07
14						
15	<a href="#">2.9 - Night Shred Alpha Wave Launch - 0 Purchasers - PS+</a>	0 Purch	125.51K	0.90%	4	\$403.78
16	<a href="#">2.9 - Night Shred Alpha Wave Launch - 1 Purchasers - PS+</a>	1+ Purch	152.56K	1.45%	23	\$5,850.06
17	<a href="#">2.9 - Night Shred Alpha Wave Launch - INTL - PS+</a>	INTL	44.10K	1.17%	0	\$0.00
18						
19						
20						
21						
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23						
24						
25						
26						
27						
28						
29					Total Orders	Total Revenue
30					214	\$36,698.75

The Objective:

Inno Supps, one of the fastest-growing names in the supplement industry since its founding in 2019, was preparing to launch a new line of male performance products with a fresh formulation. I led the end-to-end copy process for the launch, handling everything from in-depth research and brand positioning to final execution across every marketing channel.

The Problem:

Inno Supps already had 2 lines of similar products with similar benefits (T-Drive™, Nitro Wood™, T-Drive™ Magnum and Nitro Wood™ Magnum).

We needed to come up with a new audience and different messaging that didn’t cannabalize the other best-selling products.

## Our Approach:

Specifically, we built a new messaging strategy from the ground up that positioned the Apex Male Stack as a category leader without overlapping with the other products.

### **Step 1: Break Down the Formula at a Scientific Level**

- I started with the raw Supplement Facts panel.
- Then, I conducted in-depth research on every ingredient, digging into clinical studies to uncover nuanced, compliant claims that weren't already highlighted in other products.
- From here, I identified unique focal points for Apex's formula — like dual-pathway performance benefits that supported both testosterone and blood flow simultaneously.

### **Step 2: Build the Apex Identity**

I decided to leverage the “Apex” name to create an aspirational brand narrative, positioning it as the top of the food chain and the complete package of a man.

After that, I wove together three core archetypes:

1. Peak physical prowess with noticeable muscle density and exceptional strength
2. Elite sexual performance with stronger erections and greater stamina
3. Unshakable mental edge with composure under pressure and confidence in high-stakes situations

### **Step 3: Align With Real Customer Sentiment**

To start, I analyzed customer surveys, testimonials and purchase data to uncover language and desires that resonated most with our audience. From there, I explored Reddit, Quora and niche forums to gather unfiltered conversations about men's performance supplements.

### **Step 4: Structure the Landing Page for Escalating Impact**

I organized the copy into three benefit pillars: physical performance, sexual performance, and mental edge.

For each pillar:

- Opened with an emotional trigger that reflected customer aspirations.
- Connected that desire to a clear, verifiable scientific mechanism.

- Backed it up with hard stats from clinical studies.

This created a narrative arc where desire → proof → purchase was repeated and intensified across the page.

### **Step 5: Activate the Research-Driven Copy Framework Across Channels**

Finally, I applied the emotional trigger + science + proof structure to emails, SMS, press releases, ad scripts and retail pitch decks.

As the lead copywriter, I coordinated with social media, design and other departments to ensure every touchpoint reinforced the Apex identity and the benefit stacking established in the landing page.

I was responsible for putting together the:

- Product fact sheets
- Product guidelines (for other teams)
- Press releases
- Landing pages
- Launch email and SMS
- Unique mechanisms
- Ad concepts and scripts
- Retail pitch decks
- Doctor quotes

I wore the hats of a researcher, writer, brand steward, and behavior-driven storyteller all in one.

### **FINAL PRODUCT:**

Below are some of the final copy outputs that I've written.

- [LA Weekly - T-Drive™APEX](#) (Press Release)
- [LA Weekly - Nitro Wood™ APEX](#) (Press Release)
- [APEX Male Stack Landing Page](#)
- [APEX Male Stack Launch Email](#)