EMERALD DIGITAL

The ads keep the promise. The front door *drops it.*

A teardown of Grüns, the daily superfood gummy sold by subscription. We looked at it from the outside, on a phone: the homepage, the product page, the cart and checkout, and the ads running in Meta's Ad Library. Here is what is working, where money leaks, who handles the same moment better, and the three things we would fix first.

Prepared by Matt Berman, Founder, Emerald Digital. Grüns is not a client. Everything here was observed on 26 October 2026.

The short answer.

Your ad pages keep their promise all the way to checkout. The homepage path does not: it promises free shipping, then adds $8.00 at the last step.

None of this is a product problem, and most of it is settings and copy. The ads already do the hard part. The fixes make the store say what the ads say, from the first screen to the second box.

What is already working: ads sent to pages built for each angle (GLP-1, perimenopause, gut health, named creators). The three ad paths we followed delivered what they promised at checkout: $29.99 or $24.99, free shipping and the free gifts. Proof sits high on every page (4.8 stars, 100K+ reviews, 1M+ members), and checkout puts express pay first.

The three things we would fix first, in the order they move revenue.

1 Make the front door honor its own offer.

The free shipping the buy box promises, applied at checkout as on your ad pages. About a day.

2 Say what the second box costs, by the button.

$49.99 plus $8.00 shipping every 4 weeks, in one plain line.
An afternoon.

3 Sell the price, not the percent.

61%, 55% and $20 off describe one deal. Lead with $29.99. A few hours per page.

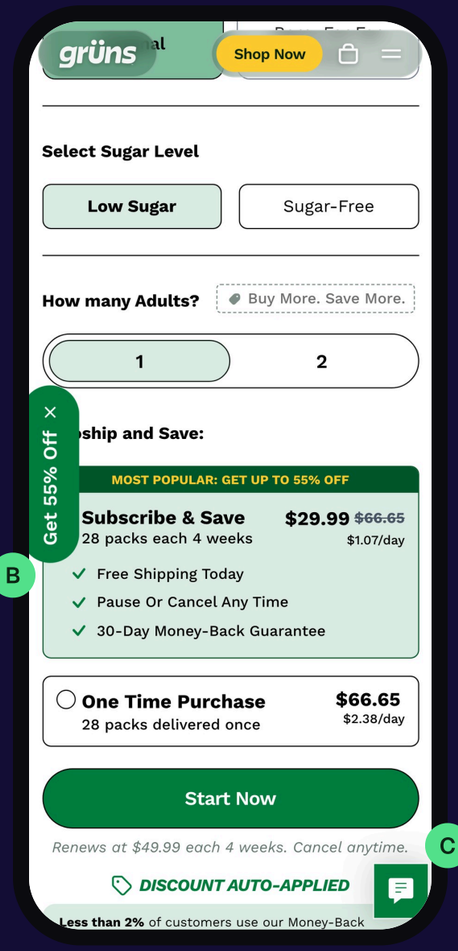
Where you stand: the front door.

We tapped Shop Now on the homepage and went to the last screen before payment, on a phone.

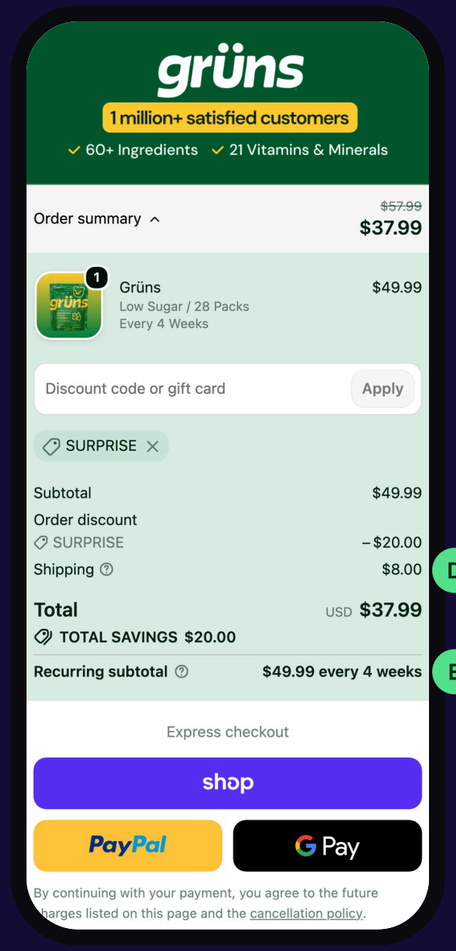
- **A** The first screen does its job: 4.8 stars, 100K+ reviews, 1M+ members, one price ($29.99) and one button, “Save 55% + Free Shipping.”
- **B** The buy box ticks “Free Shipping Today,” and the cart says “Congrats! You’ve unlocked FREE SHIPPING!”
- **C** The renewal is one grey italic line under the button: “Renews at $49.99 each 4 weeks.” Shipping on renewals is not mentioned.
- **D** At checkout, for a New York address, shipping is $8.00 and the total is $37.99.
- **E** Checkout is the first screen to spell out the renewal: $49.99 every 4 weeks, plus shipping at $8.00 every 4 weeks.



The homepage, first screen

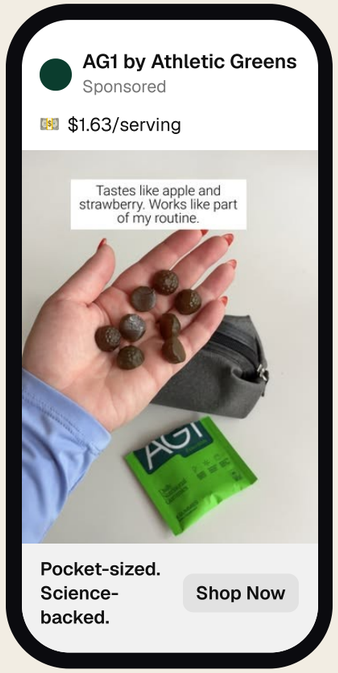


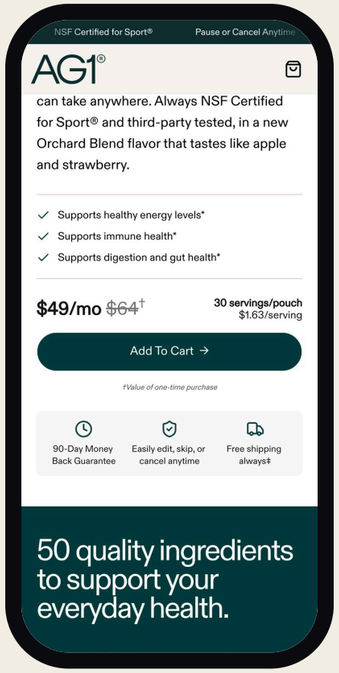
The buy box, after Shop Now



Checkout, before payment

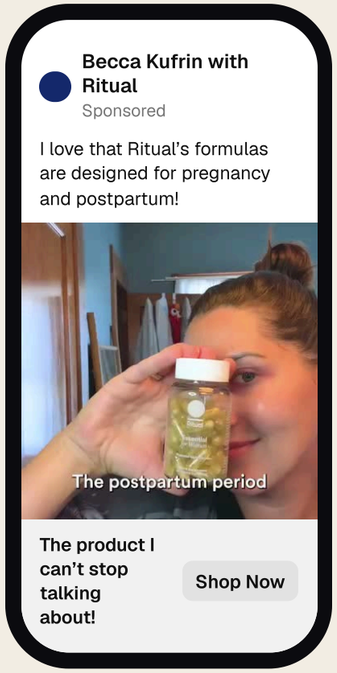
Who does it better: one price, said once.

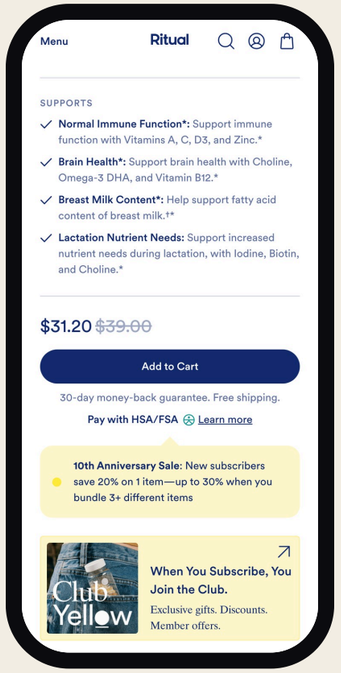




AG1

AG1 now sells a gummy, and its page reads like yours: eight gummies a day, no powder, no shaker. The ad prints $1.63/serving. The buy box shows $49/mo, 30 servings, $1.63/serving and “Free shipping always” under the button. Their footnote limits that to new US customers, so it is not spotless. But the number in the ad is the number in the buy box.





Ritual

A creator ad for the postnatal multivitamin lands on that exact product, not a homepage. One price, $31.20 against $39.00, and one line under Add to Cart: “30-day money-back guarantee. Free shipping.” Their sale is smaller than yours (up to 30% off). It is easier to read.

Meta Ad Library and phone-sized pages, 26 October 2026; we stopped at their buy boxes. TikTok’s public ad library shows only creator-run ads at 0-1K reach for both Grüns (22) and AG1, so TikTok is left out.

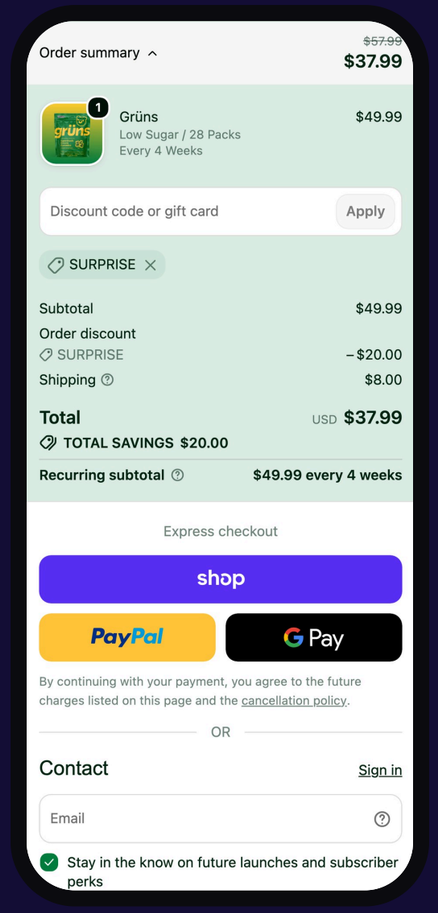
First, make the front door honor its own offer.

What is wrong. From the homepage, the buy box says “Free Shipping Today” and the cart says free shipping is unlocked. Checkout then charges $8.00. Your ad pages, built on the same buy box, apply a “$99 free shipping reward” at checkout and the line drops to free. Your fine print ties the homepage offer to an SMS sign-up, so we may have missed a step. The buy box still says free shipping to everyone.

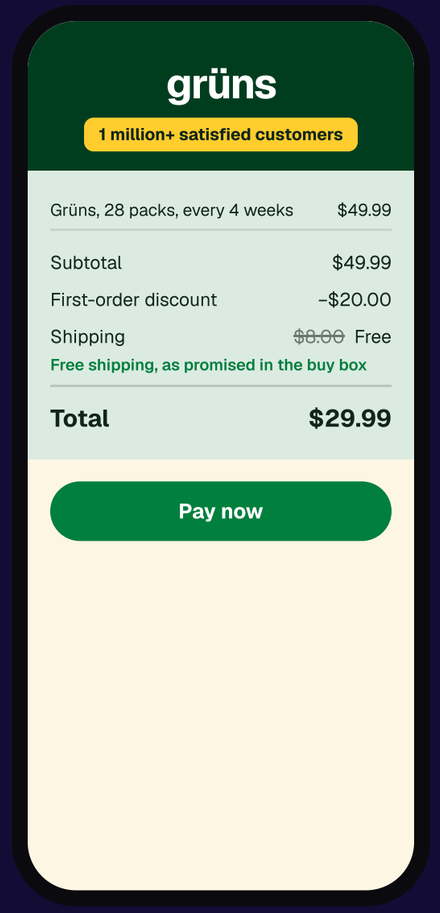
What to do. Apply the same shipping reward to the main product page that your ad pages get. If that offer is meant to need a sign-up, say so in the buy box instead of ticking “Free Shipping Today.”

What it should change. People who come in through the homepage stop meeting a new charge on the last screen. We would compare checkout completion on this path before and after.

Effort: about a day, in your discount and shipping settings.



Today, from the homepage



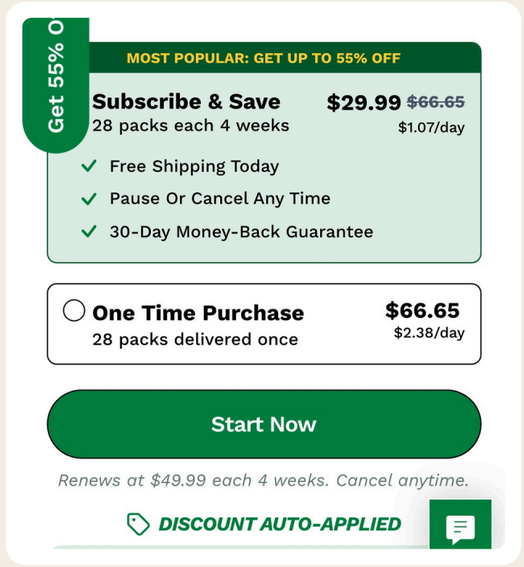
After: what your ad pages already do

Second, say what the second box costs, by the button.

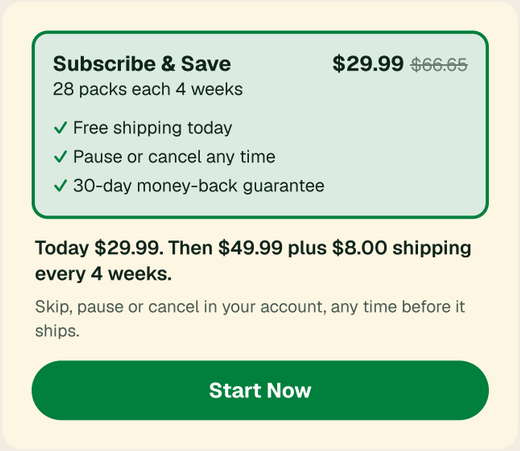
What is wrong. Every buy box we saw says “Renews at $49.99 each 4 weeks” in small grey italics. The ad page bag says “$49.99/month.” Only checkout adds that renewals ship at $8.00 every 4 weeks. A review on your own product page reads: “I hate subscriptions because I feel like they are a trap.”

What to do. One plain line in dark type under the price, the same in the buy box, the bag and the cart: today’s price, then $49.99 plus $8.00 shipping every 4 weeks, then skip, pause or cancel in your account.

What it should change. Fewer people who feel caught when box two arrives. We would watch refund requests and how many first orders reach a second box, month over month.



Today: the renewal in grey italics



After: the whole price, in one line

Effort: an afternoon of copy in three places.

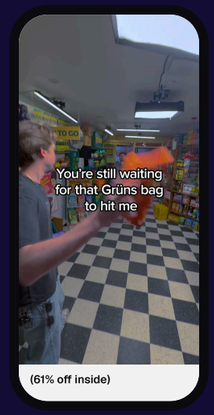
Third, sell the price, not the percent.

What is wrong. The ad says “61% off inside.” The page it opens has “Up to 55% off” in the banner and “Up to 61% off” under the button. The homepage says 55%. Checkout calls it a $20.00 discount named SURPRISE. Each number can be defended. Together they make a buyer do math at the moment they should be deciding.

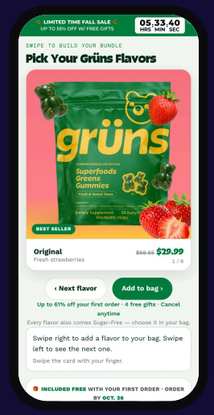
What to do. Lead with the one number that is the same almost everywhere: $29.99 for the first box. Your birthday ad already does it, in big type. Put it in every ad end card, the banner and the cart, and keep the percentages small.

What it should change. Fewer stalls on “which deal is this?” We would read the click to checkout rate on one ad angle before and after.

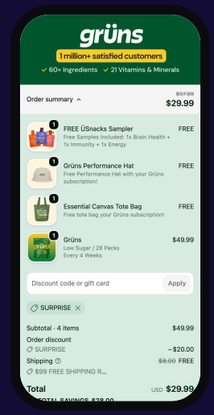
Effort: a few hours per page, plus new end cards.



Ad: 61%



Page: 55% and 61%

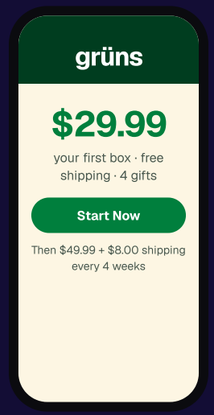


Checkout: $20 off

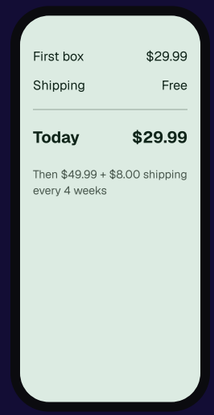
Today: three numbers for one deal



Ad: $29.99 (live)



Page: $29.99



Checkout: $29.99

After: one number, ad to checkout

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Sample teardown · Grüns, unsolicited · observed 26 October 2026

After the first three fixes.

The next, smaller leaks.

Smaller, and each one quick. In order:

The first visit on a phone opens on a full-screen “Try Your Luck” card game before the homepage appears.

A “Get 55% Off” tab sits on the left edge of the product page and covers the start of lines in the buy box.

The refund promise changes by page: “the full value” on the product page, “less a $5 handling fee and original shipping costs” on one ad page, “100%” on another.

You can do this yourselves.

Everything here can be done in-house. Fix one is a discount and shipping rule, set the way your ad pages already have it. Fix two is one line of copy in the buy box, the bag and the cart. Fix three is copy and new end cards for ads that already work. If you do it yourselves, start with fix one: it is the only one where a buyer is told one thing and charged another.

If you want this for your brand: hello@emerald.digital

Great deal. Now keep it all the way to the *box*.

Everything here came from following your ads and your homepage to the last screen before payment, the way a curious stranger would. Every screenshot is saved with its date. If something has changed since 26 October, or we read it wrong, tell us and we will correct it.



Matt Berman

Founder, Emerald Digital. If you want this for your brand: hello@emerald.digital