

# ReliveX

## Linda's MRI Funnel

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### KEY ASSET

#### 4:00 MRI cold-open VSL

A real-feeling MRI before/after on a named patient at second 0:03. The highest-trust opener in the back-pain category — and the most differentiated creative in this funnel.

▶ [Watch the full VSL on Meta Ad Library](#) →

### INSIDE THIS REPORT

- 01** Why the checkout voice is killing a surgery-skeptical buyer.
- 02** The one word the advertorial dropped — and why it cost the click.
- 03** Four price stories. One number. Why the buyer can't find what they came for.

TL;DR AT A GLANCE

# What this funnel is, in 60 seconds.

## WHAT IT IS

### ReliveX Adaptive Correction System

A wearable NMES device that targets the multifidus — the deep stabilizer at L4-L5 that the brain shuts off as a protective reflex when chronic back pain sets in. 15 minutes daily over a 90-day protocol.

PRICE · \$99.95 one-time

STATUS · FDA-cleared, FSA/HSA eligible

GUARANTEE · 90-day money-back · 10-year warranty

## WHO IT'S FOR

### Surgery-skeptical adults 55-75.

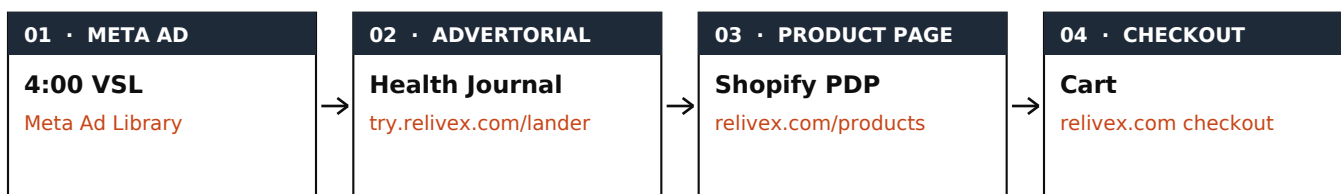
Told they may need spinal fusion for chronic lower back pain. Hopeful for an alternative to a \$35,000 procedure with six-month recovery and no guarantees. High-intent, high-research, decision-mode.

STATE AT CLICK · Investigator, not buyer

PRICE ANCHOR · \$99 vs \$35,000 spinal fusion

TRAFFIC SOURCE · Cold Meta video · 4:00 VSL

## FUNNEL FLOW · THE ORDER A REAL VISITOR EXPERIENCES IT



## KEY TAKEAWAYS · WHAT ANY DR BUSINESS CAN STEAL FROM THIS FUNNEL

- 01 Medical evidence in the first three seconds beats any verbal claim.**  
 An MRI burned with the patient's name earns the click before a benefit is mentioned.
- 02 Name the specific mechanism, not the category.**  
 "The multifidus at L4-L5" outperforms "a deep back muscle." Specificity is the credibility.
- 03 Make the villain the procedure's gap, not the doctor.**  
 Buyers can walk away from \$35K without feeling reckless when the surgery is the failure mode, not the surgeon.
- 04 Anchor against the alternative cost, not the retail price.**  
 \$99 vs \$35,000 surgery is a release. \$99 vs \$200 retail strikethrough is a discount.

01 · THE AD

# The 4:00 VSL is the asset.

VIEW THE AD → [Meta Ad Library · ReliveX page](#)

Real MRI cold open. Named patient. Named muscle. \$99 versus \$35,000 surgery frame. The bottleneck is not here.



FIG. 1 · THE COLD OPEN (00:00-00:03)

**L4-L5 compression ringed in red. "This is Linda's MRI" burned in. The trust signal the rest of the funnel has to earn the right to soften.**

- **Highest-trust opener in the category.**  
Real medical evidence beats any verbal claim. Front-loaded before benefits are named.
- **Mechanism is genuinely new.**  
Multifidus dormancy explains why every prior solution failed — including surgery.
- **Villain is the procedure's gap, not the doctor.**  
Permission to walk away from a \$35K surgery without feeling reckless.
- **The headline survives the feed.**  
Names the doubt the audience already has about their own scans.
- **Price reveal lands at 2:45, not 0:03.**  
\$99 anchored against \$35,000 after three minutes of story reads as relief, not pitch.

AD PRIMARY TEXT · AS IT APPEARS IN THE AD

Spinal fusion surgery costs \$35,000 or more. Recovery takes six months. And there are no guarantees.

Yet many people go through all of it and still struggle with the same limitations. The same mornings. The same walks that have to be cut short. The same activities require planning around what the body can handle.

There's a reason this happens more often than expected.

A deep muscle at the L4-L5 level tends to shut down long before any procedure is scheduled. It's called the multifidus. It provides internal support. And it doesn't show up on any standard scan or get checked during any follow-up appointment.

Addressing this layer first, with consistent daily focus over 90 days, has helped many people experience a shift that changed their entire timeline. Some postponed their procedures. Others found they no longer needed them.

*Learn more before making any decisions → [try.relivex.com/lander](http://try.relivex.com/lander)*

01 · THE AD (CONTINUED)

# Three tests to compound the strength.

*The ad is the strongest single asset in this funnel. These three changes compound that strength without rewriting the script.*

**TEST · HOOK**

**Open on pain, not exposition.**

Currently a voice-over describes the MRI. Variant: open on Linda gripping a cart in pain (named later in script), cut to MRI at 0:05. Pain → payoff in six seconds instead of payoff → backstory.

**TEST · MECHANISM**

**Brand the muscle.**

“Multifidus” is clinical and hard to repeat. Variant: rename to “The Hidden Spine Stabilizer” with multifidus as parenthetical. A name buyers can search and repeat beats clinical accuracy in a surgery-alternative category.

**TEST · PRIMARY TEXT**

**Lead with sentence four.**

“The deep stabilizing muscle responsible for holding the spine together from the inside goes completely offline” is the scroll-stopping line. Currently sentence four. Move it to sentence one.

**GRADE · B+ Real winner. The bottleneck is downstream.**

02 · THE ADVERTORIAL

# The Health Journal lander.

VIEW THE ADVERTORIAL → [try.relivex.com/lander](https://try.relivex.com/lander)

Where the funnel starts hemorrhaging. The ad sells stenosis and the multifidus. The advertorial sells "core muscle lockout."

TRENDING ACROSS THE USA — LOVED BY SPINAL STENOSIS SUFFERERS NATIONWIDE

Health Journal Advertorial

## The Breakthrough That Finally Stops Chronic Spinal Stenosis at Its Source

Forget Pills and Risky Injections. Scientists Reveal the Adaptive, Dual-Action NMES Breakthrough That Finally Resets Your Core Support and Relieves Nerve Compression.

By Diana Westfield - 16 May 2026

If you suffer from the chronic **nerve compression** of a **Spinal Stenosis diagnosis**, or crippling radiating pain (sciatica) down your legs, you are likely trapped in a cruel cycle: the Relief-and-Relapse Cycle.

You wake up stiff, spend the day managing flares, and go to bed dreading the next morning.

Finally Get Instant Relief from Spinal Stenosis & Nerve Pain

Recommended:  
4.8 | 5,876 Reviews

**ReliveX**

SPRING SALE: Get 62% Off + Free Shipping!

[Check Availability](#)

Get 50% Off Today Only 🛒 [Apply Discount and Check Availability](#)

FIG. 2. Advertorial hero. Headline holds the stenosis frame; the subhead pivots to "dual-action NMES." The right-rail price story (62%) does not match the price the ad anchored on (\$99).

## The tonal handoff: Ad → Advertorial

Half clean. The headline holds the stenosis frame. "The Breakthrough That Finally Stops Chronic Spinal Stenosis at Its Source" is the right register for a viewer arriving from a four-minute MRI walkthrough.

Then the mechanism pivots. The ad set up a single named muscle 30 to 50mm deep that the brain shuts off and the surgeon cannot reach. The advertorial swaps that out for "Core Muscle Lockout," abstracts depth into a generic dual-action pitch, and barely references the multifidus by name in the top third.

**"You had A-grade specificity in the ad and traded it for B-minus abstraction on the page. The buyer wants the multifidus reinforced, not replaced."**

SINGLE-SENTENCE DIAGNOSIS

**02 · THE ADVERTORIAL (CONTINUED)****The credibility handoff**

The ad implicitly trades on a spinal rehabilitation specialist with 15 years of stenosis cases. That figure does not appear on the advertorial. The byline is a stock-photo "Diana Westfield" with no credential, no clinic, no photograph that reads as a working clinician. The reader who came in trusting a doctor is now being addressed by a journalist they have never heard of.

**Pain dimensionalization**

The pain section does its job. "Skip the golf game, avoid bending down, stop and lean over a shopping cart" names real moments. The Relief-and-Relapse Cycle framing is the right vocabulary for the category.

What is missing is the identity layer. The ad already established what stenosis takes from a 60-plus person beyond bending over carts — the daughter's wedding, being the grandparent who cannot keep up. The advertorial pulls back from that. The ad has more emotional depth than the page, which is backwards.

**Mechanism execution on the page**

"Phase 1: Release & Relax. Phase 2: Correct & Restore." A reasonable two-stage framing on its own, but it does not build on the ad. The ad established that surface-level NMES units fail because they cannot reach the multifidus. The advertorial should open on that, with a depth-comparison graphic (surface NMES 5 to 10mm vs Adaptive NMES 30 to 50mm) above the fold. Instead it buries the depth issue.

**CTA and offer**

Two CTAs above the fold. The sidebar says "Check Availability," implying scarcity. The sticky bottom bar says "Apply Discount and Check Availability," implying the discount is not yet applied. Two competing frames at the same moment. Pick one.

The bigger issue is price. The ad anchors on \$99. The advertorial runs a "50% off" frame with no number visible above the fold. The buyer arrived chasing a specific dollar figure they heard out loud and the page is selling a percentage. Put \$99 vs \$200 above the fold and let the percentage live below it.

**TEST · ENTRY OVERLAY TIMING****Move overlay to exit-intent.**

The discount overlay fires on entry before the reader has seen the headline. Buyers arriving from a 4:00 VSL are already warm. Variant: exit-intent only, or trigger at 60% scroll. Let the page do its job first.

**TEST · IN-VOICE CLOSE****Rewrite the "Important Information" block in reader voice.**

Variant: "Our editors confirmed availability directly with ReliveX. Readers of this article get 50% off plus free shipping through this link, while stock lasts." Same info, does not break the editorial frame.

**GRADE · C+** **Structure is fine. The continuity break is the largest single lift upstream of checkout.**

03 · THE PRODUCT PAGE

# Where the funnel falls apart.

VIEW THE PRODUCT PAGE → [relivex.com/products/massagerset-cc](https://relivex.com/products/massagerset-cc)

Different domain, different identity, different price story, zero callback to Linda or the multifidus.

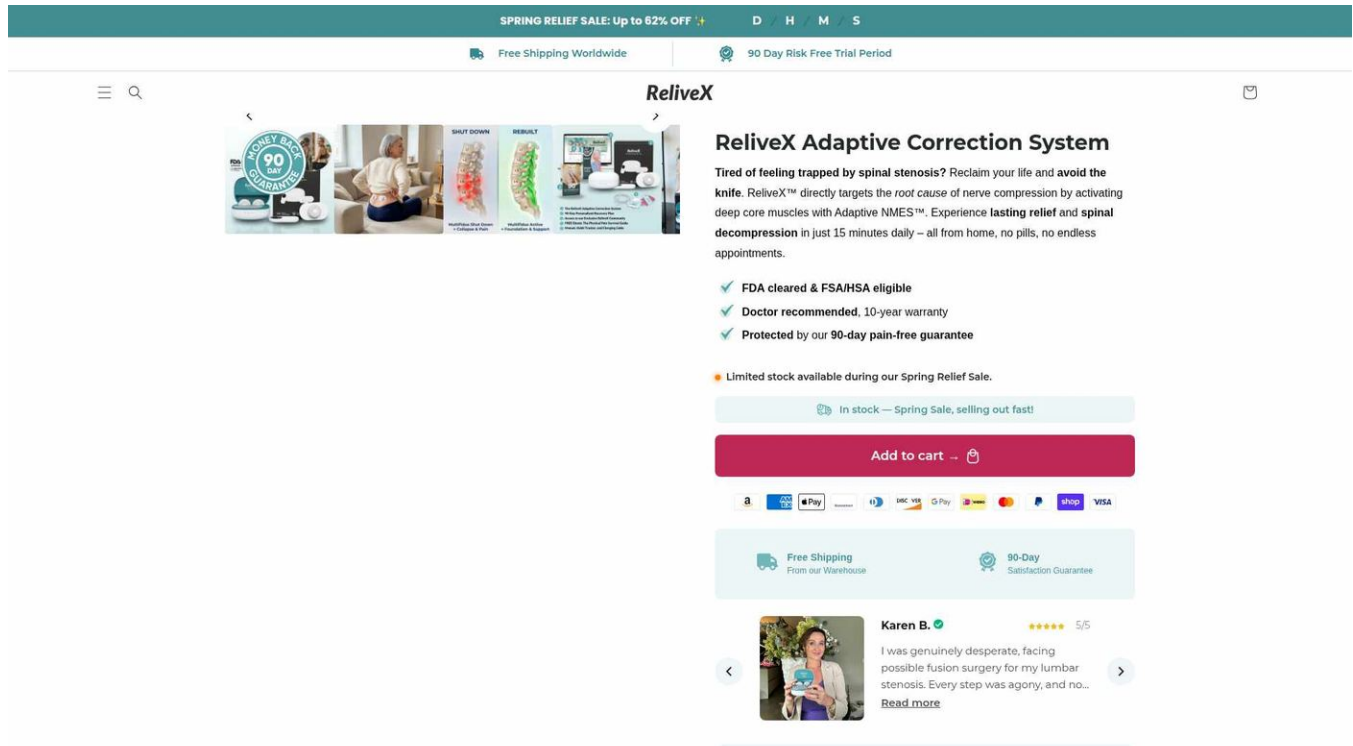


FIG. 3. PDP first impression. "ReliveX Adaptive Correction System," "avoid the knife" hook, FDA cleared, 90-day pain-free guarantee. Clean as a standalone PDP. No memory of the funnel that brought the buyer here.

## The domain break

The PDP is on the Shopify domain (relivex.com), not the advertorial subdomain (try.relivex.com). The buyer has scrolled through thousands of pixels of Health Journal branding, clicks "Apply Discount and Check Availability," and lands on a Shopify product page with a totally different header, footer, color system, and chrome. The second-biggest single leak in the entire funnel.

## The third price story

The sticky top bar now says "SPRING RELIEF SALE: Up to 62% OFF" with a countdown timer. The ad sold \$99. The advertorial sold 50% off. The PDP sells 62% off plus a generic site-wide Spring Sale frame. Three different stories in three steps. The buyer is hunting for a number they were promised and cannot find. That hunt is where you lose them.

***"The advertorial sells a continuation. The PDP sells a SKU. The customer can feel the switch in under two seconds."***

SINGLE-SENTENCE DIAGNOSIS

**03 · THE PRODUCT PAGE (CONTINUED)****The missing concept: STORY CONTINUATION**

If a cold buyer landed on this PDP from a Google search, it would convert at a respectable rate. But this is not a cold buyer. This is a buyer who has just consumed 8+ minutes of warming content built around the multifidus, Linda, and a \$99 anchor. The PDP makes zero reference to any of it. Every element on the PDP should resolve a question the funnel already raised. Five executions.

**EXECUTION 1 · CONTINUITY HEADER BAND**

Add a stripped horizontal band at the very top of the PDP for funnel UTMs. Suggested copy: "You just read about the dormant muscle the surgeon never mentioned. This is the system built to reactivate it." Carry the same typography as the advertorial so the visual transition reads as one experience.

**EXECUTION 2 · PRICE LOCKUP**

Above the buy box, show \$99 vs \$200 struck through at full size. Mirror the exact number the buyer heard at 2:45 in the ad. Let the 62% live below it as math, not as the headline price story. One number, three places, one frame.

**EXECUTION 3 · MULTIFIDUS BADGE STACK**

Replace the generic "Doctor recommended / FDA cleared" row with: Targets the L4-L5 multifidus · Adaptive NMES reaches 30-50mm deep · 90-day pain-free guarantee. FDA and HSA points move below the mechanism row.

**EXECUTION 4 · LEAD WITH KAREN B.**

The Karen B. testimonial ("facing possible fusion surgery for my lumbar stenosis") is the highest-impact piece of social proof and is currently below the fold. Move 3-5 stenosis-specific testimonials above the buy box. Lead with the avoid-the-fusion story.

**EXECUTION 5 · KILL THE SECOND POPUP ON FUNNEL TRAFFIC**

The same discount overlay logic flagged on the advertorial is re-triggering inside the PDP via the homepage Spring Sale apparatus. On funnel-source UTM traffic, suppress the global Spring Sale chrome and let the PDP stand on its own narrative.

**GRADE · C** Fine in isolation. Broken as a funnel surface — zero memory of what brought the buyer here.

04 · THE CHECKOUT

# The right number in the wrong voice.

**VIEW THE CHECKOUT** → [relivex.com](https://relivex.com) (after Add to Cart)

*Strongest closing surface in the funnel by a wide margin. Bundle math, retention proof, and the price the buyer came for — all on one page. The voice around them is borrowed from a different brand.*

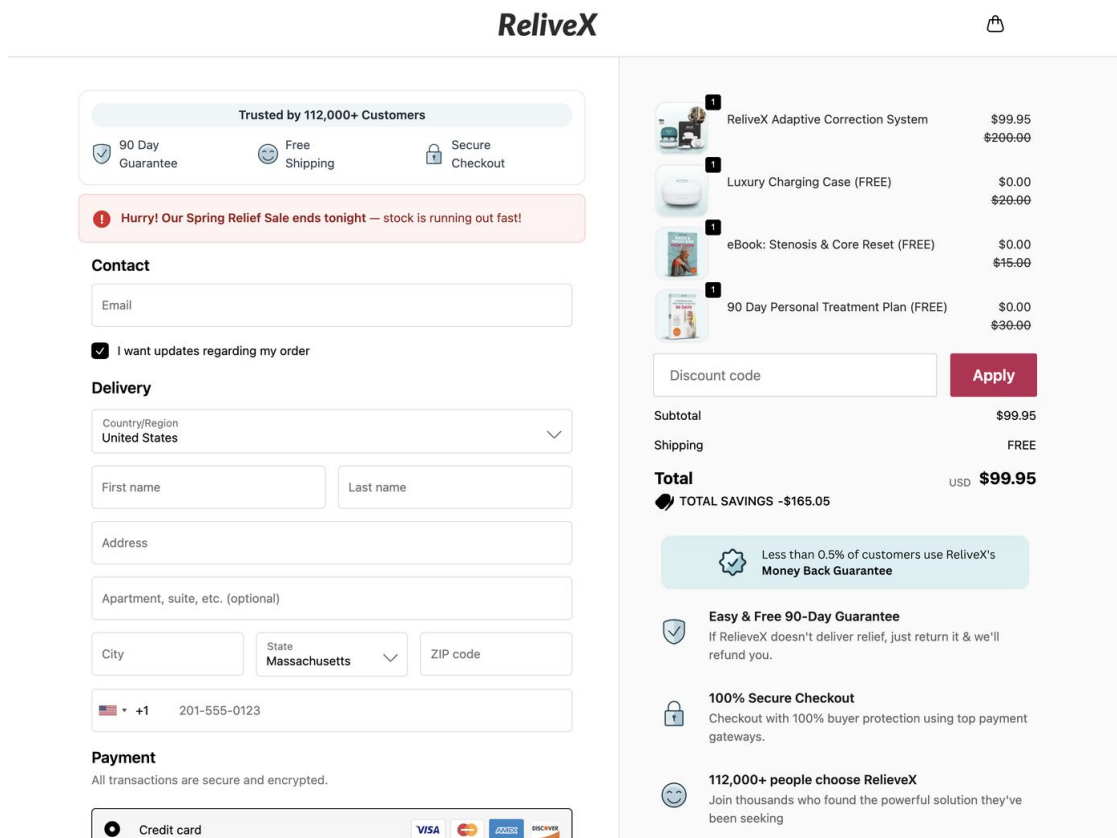


FIG. 4. Checkout. Trust bar above, urgency banner in red, four-item bundle with \$165.05 in total savings, and the strongest trust signal in the funnel ("Less than 0.5% of customers use the Money Back Guarantee") buried below the cart total in low-contrast text.

## The tonal handoff: PDP → Checkout

Half clean. The price the buyer came for is finally on screen. \$99.95 with \$200 strikethrough, free shipping, four items in the cart, and a \$165.05 total-savings stamp at the bottom of the order summary. The math finally pays off the click.

Then the voice breaks one more time. Directly under the trust bar, in red, with an alert icon: "Hurry! Our Spring Relief Sale ends tonight — stock is running out fast!" The buyer is at the credit card moment, after 8+ minutes of clinical content about a dormant deep muscle and a \$35,000 surgery they want to avoid. The page is still selling them on a deadline.

***"The price the buyer came for is finally on screen. Everything around it is still the wrong voice."***

SINGLE-SENTENCE DIAGNOSIS

**04 · THE CHECKOUT (CONTINUED)****The missing concept: REASSURANCE**

The PDP needed STORY CONTINUATION. The checkout needs REASSURANCE — a structural answer to the one question the buyer is silently asking at the credit card field: "If I give you \$99.95 and this does not work for me, what actually happens next?" Five executions.

**EXECUTION 1 · KILL THE URGENCY BANNER ON FUNNEL TRAFFIC**

Suppress "Hurry! Spring Relief Sale ends tonight" for any session arriving from the Linda's MRI funnel UTM. Replace with: "Clinically reviewed device · Ships from our US fulfillment center within 48 hours · 90-day risk-free trial." No countdown. The absence of the gimmick is the credibility signal.

**EXECUTION 2 · PROMOTE THE 0.5% RETENTION STAT**

Move the buried stat from low-contrast right-column placement to a hero strip directly under the trust bar. Lead with the active number: "99.6% of ReliveX customers keep their device." Less than 0.5% ever request the 90-day guarantee. Highest-leverage single addition on the page.

**EXECUTION 3 · ANCHOR AGAINST \$35,000, NOT \$200**

Replace the \$200 strikethrough on the device line with \$35,000. The ad anchored on "\$99 vs a \$35,000 spinal fusion." The checkout currently anchors against a fictional \$200 retail price. Add: "Spinal fusion: \$35,000 average. ReliveX: \$99.95 one-time, 90-day return window."

**EXECUTION 4 · REWRITE "LUXURY CHARGING CASE"**

Current: Luxury Charging Case (FREE). Test: Medical-Grade Charging Dock (included). "Luxury" is the only word on the order summary that fights the brand. "Included" lands cleaner than "FREE" stacked next to a strikethrough.

**EXECUTION 5 · REMOVE THE DISCOUNT CODE FIELD FOR FUNNEL UTMS**

Every empty discount-code field silently tells the buyer there is a price below this one. Replace with: "Your patient access discount has been applied automatically. Total savings: -\$165.05." Reframes the bundle as a deliberate concession, not a sale gimmick.

**GRADE · B-** **The price the buyer came for is finally on screen. Voice still hasn't caught up. Cheap to fix.**

## PRIORITY FIX LIST

# Ranked tests.

Six tests, ranked by estimated lift. Each is a hypothesis, not a verdict. Run them in this order. The first two move the most revenue per developer-hour spent and live in front of buyers who are already past the hardest objection.

TEST

01

**Kill the checkout urgency banner. Promote the 0.5% retention stat.**

Two adjacent changes on the checkout. Suppress "Hurry! Spring Relief Sale ends tonight" for funnel UTMs and replace with a clinical reassurance line. Move the buried "Less than 0.5% use the Money Back Guarantee" stat from below the cart total to a hero strip under the trust bar, rewritten as "99.6% of ReliveX customers keep their device." Cheapest checkout-stage lift in the funnel.

**Estimated lift: 8-15% on checkout completion**

TEST

02

**Unify the offer. One number across all four surfaces.**

Strip Shopify site chrome on the PDP for funnel UTMs. Match the advertorial's visual identity. Unify the offer language to one number — \$99 with the \$35,000 surgery cost as the anchor — across the ad, advertorial, PDP, and checkout. Let any percentage live as math underneath. Give the buyer the dollar figure every time, including on the checkout strikethrough.

**Estimated lift: 15-25% on LP → PDP → ATC → purchase**

TEST

03

**Rewrite the advertorial top third around the multifidus by name.**

Lead with the dormant muscle the surgeon never mentioned, in the first two paragraphs, by name. Keep the tent metaphor as a secondary frame. Add a depth-comparison graphic above the fold (surface NMES 5-10mm vs Adaptive NMES 30-50mm). The advertorial then earns the click by paying off the exact concept the ad set up.

**Estimated lift: 10-15% on LP scroll-to-CTA**

**PRIORITY FIX LIST (CONTINUED)**

TEST

**04****Continuity header band on the PDP for funnel traffic.**

Strip the Shopify site chrome and add a band at the top of the PDP that says "You just read about the dormant muscle the surgeon never mentioned. This is the system." Pin one Linda-style stenosis testimonial directly underneath. The PDP becomes the advertorial's continuation rather than its replacement.

**Estimated lift: 5-10% on PDP → ATC**

TEST

**05****Move the discount overlay from entry to exit-intent.**

Buyers arriving from a 4:00 VSL are already warm. Interrupting them before they've read a word converts a warm reader back into cold traffic. Move the overlay to exit-intent, or trigger it at 60% scroll. Let the page do its job first.

**Estimated lift: 5-10% on LP CTA click-through**

TEST

**06****Put a real doctor figure on the advertorial.**

Replace the stock-photo "Diana Westfield" byline with a named, credentialed spinal rehabilitation specialist who matches the ad's implied authority. Headshot, 15+ years of stenosis experience, a specific clinic or institution. The same figure should be referenced in any future version of the ad to close the loop.

**Estimated lift: 5-8% on LP scroll-to-CTA****BOTTOM LINE****Ship the two-line checkout fix first.**

Ad: B+. Advertorial: C+. PDP: C in isolation, D as a funnel surface. Checkout: B-. The ad is the strongest single creative the brand has running. The funnel is finally letting the price through; now it has to let the voice through too. Kill the urgency banner and promote the 0.5% retention stat first — cheapest move in the report and runs in front of buyers who are already past the hardest objection. Then unify the offer. Then rebuild the LP-to-PDP handoff. Then tighten the advertorial mechanism back to the multifidus by name.

# Run your own funnel through this same framework.

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Get a full CRO Funnel Review from StefanBrain in minutes.

[stefanbrain.com](https://stefanbrain.com) →