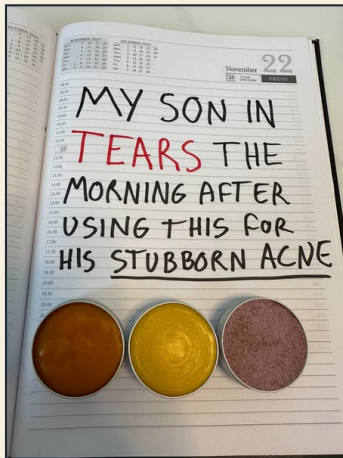


Norse Organics

Stop Teen Acne Funnel

KEY ASSET



Handwritten mom-journal static

Real planner page from a November 22 entry. "MY SON IN TEARS THE MORNING AFTER USING THIS FOR HIS STUBBORN ACNE" - hand-lettered in black with TEARS in red and STUBBORN ACNE underlined. Three balm tins underneath. Reads forwarded between friends, not paid.

▶ [View the live ad in the Meta Ad Library →](#)

INSIDE THIS REPORT

- 01** Why the mom-perspective journal page is doing elite cold-Meta work - and the headline ambiguity that may be costing hook rate.
- 02** Why the very first testimonial on the LP is Eric Thompson, a 50+ year-old man - on a page targeting moms of teens.
- 03** Why the LP is doing all the work - and what the otherwise-clean cart drawer still gives away to the LP's discount-math chaos.

TL;DR · AT A GLANCE

What this funnel is, in 60 seconds.

WHAT IT IS

Kill Acne & Redness Ritual

A four-balm topical skincare set positioned as the #1 teen-acne treatment. Wild-harvested Arctic botanical formulation (sea buckthorn, rosehip, arnica) marketed as the answer for buyers who've cycled through Accutane, Retin A, Proactive, and prescription antibiotics.

PRICE \$99 one-time · \$76 subscribe
STATUS Active · Cold paid Meta traffic
GUARANTEE 60-day money-back

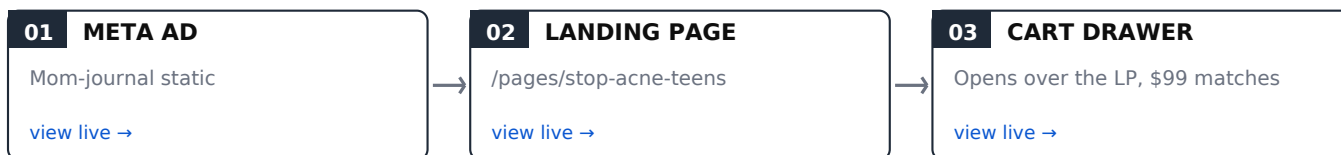
WHO IT'S FOR

Mom of an acne-prone teen

Moms of teens 13-19 who've already cycled through Accutane, Retin A, Proactive, antibiotics, chemical peels - and still watch their kid break out the next morning. Out of ideas. Low on patience. High on guilt.

STATE AT CLICK Worried, guilt-driven
PRICE ANCHOR \$127 retail, dropping to \$76
TRAFFIC SOURCE Cold Meta paid

FUNNEL FLOW



KEY TAKEAWAYS

01

When the ad sells a mom-and-son story, the LP hero cannot greet her with a discount carnival. Tonal handoff is binary.

02

The first testimonial on the LP must match the avatar from the ad. If the ad targets moms of teens, the lead testimonial cannot be a 50-year-old man.

03

A failed-solutions ad creates a mechanism question. The LP has to answer it. "Vikings used herbs" doesn't close the loop.

04

One discount number across every surface. The cart's 22% savings shouldn't have to reconcile with the LP's 40% and 45% claims.

01 · THE AD

VIEW THE AD

[view live →](#)

The handwritten mom-journal hook

Real planner page. Three balm tins. The word *TEARS* in red is the scroll-stopper.

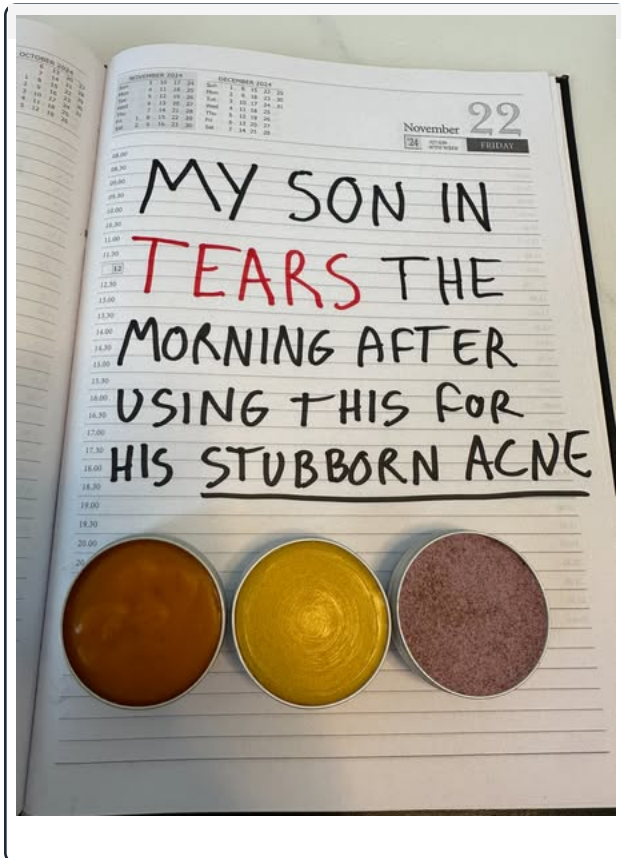


FIG. 01

Live creative captured from the Meta Ad Library. Real planner page with calendar grid, hand-lettered headline, three product tins underneath. The deliberate absence of every ad convention - no logo, no benefit stack, no model - is what earns the click.

WHAT'S WORKING

Real planner page beats lined paper.

The November 22 calendar grid in the corner makes the image look like a phone photo of a real planner. Higher-fidelity UGC than a generic Notes-app screenshot.

TEARS in red is the pattern interrupt.

Black handwriting + one red word + one underline = three visual hits, all earned. The eye lands on TEARS first; the resolution opens a curiosity loop.

Three colored tins, no logo.

Orange / yellow / pink/purple. No brand mark visible. Reads forwarded between friends, not paid placement.

Hook works on identity, not benefit.

Mom clicks because she's the protagonist, not because she's promised clear skin. That's why the body-text failed-solutions list pays off.

POST-ENGAGEMENT · THE AVATAR IS LANDING

The ad post itself has 181 reactions and 23 shares with named-mom commenters (Wyatt Taylor, Melissa Bennett) talking about their sons. The targeting is pulling exactly the right buyer - validates the ad creative independent of LP performance.

01 · THE AD

Raw ad copy + one risk to test

AD PRIMARY TEXT · reproduced as it appears

If your TEEN has ACNE you must get this. Your teen deserves Acne-FREE skin.

Tried everything? As did our 100,000+ customers. They tried Accutane, Antibiotics, Benzoyl, Tretinoin, Rx, OTC, Clindamycin, Doxycycline, Retin A, Proactive, Dry ice, Chemical peels, Diets, Probiotics, Natural skincare, High-end brands, Light therapy, Laser, Micro-needling, Salicylic Acid and more without results.

Then they tried Norse Organics...

Help your kid now: <https://norseorganics.co/pages/stop-acne-teens>

ONE FLAG · HEADLINE AMBIGUITY

On a fast mobile feed, "MY SON IN TEARS THE MORNING AFTER USING THIS" can read as "this product made my son cry" before the tins land. The body copy rescues the meaning, but most mobile viewers don't read body. Worth testing visual flips that clarify the resolution inside the image itself.

TESTS · IN PRIORITY ORDER**TEST 1 Flip the headline ambiguity in the image**

Test "TEARS OF RELIEF" or add a second handwritten line below the first that resolves the meaning before the tins land. Clearer in-image resolution lifts hook rate on mobile-feed scanners who never read body. +5-10% hook rate.

TEST 2 Vary the kid's age and gender

Run "my 13-year-old daughter" and "my 17-year-old son" variants against the same composition. The gender/age cell underrepresented in current reviews will likely win. +10-15% hook rate on the winning cell.

TEST 3 Name ONE failed treatment in the handwritten line

"He's been on Accutane twice. Same week. Same breakout." One named failure cuts deeper than the exhaustive body-text list. +6-9% hook rate.

GRADE · B+

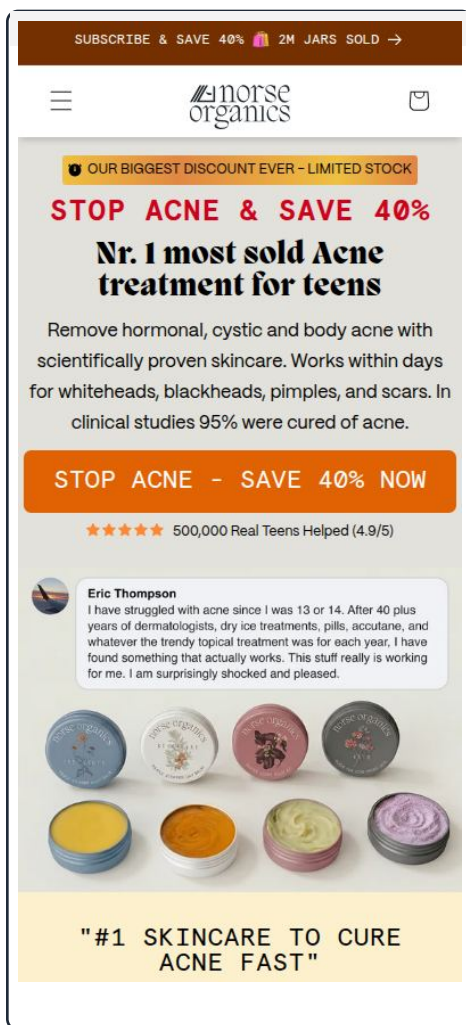
Strong concept, scroll-stop image, perfect failed-solutions list. Headline ambiguity is the only ceiling.

02 · THE LANDING PAGE

VIEW THE LP
[view live →](#)

From a mom-and-son story to a flea-market hero in one click.

The ad's intimate journal frame meets a discount carnival. Continuity breaks on the first viewport.



WHAT'S WORKING

- Strong star-rating + count combo.**
 "500,000 Real Teens Helped (4.9/5)" - high-volume social proof above the fold.
- 60-day guarantee, repeated 7+ times.**
 "If we don't help you, we don't want your money" lowers refund risk.
- Mom-of-teen testimonials exist.**
 "Mom of Peter (18)", "Mom of Michael (17)" cards live at scroll 7-8 - right avatar, wrong location.
- Ingredient education is deep.**
 18+ named botanicals with clinical references (52% wound healing, 79% cured of acne after 60 days).
- Press logos in the right place.**
 Forbes / CBS / Stanford / GQ are positioned correctly in the top fold.

FIG. 02

Live LP top-fold captured at 390 × 844. The ad sold a story. The page opens with a discount carnival - announcement bar 40%, hero "STOP ACNE & SAVE 40%", orange CTA "STOP ACNE - SAVE 40% NOW", and the first testimonial card is Eric Thompson, a 50+ year-old man.

02 · THE LANDING PAGE

Where the LP leaks — tonal + audience

LEAKS · FIRST FOUR

LEAK 01 Ad-to-LP tonal whiplash on the first viewport

DIAGNOSIS	The ad is an intimate mom's-journal-page about her son in tears. The LP hero is "SUBSCRIBE & SAVE 40% 🛒 2M JARS SOLD / OUR BIGGEST DISCOUNT EVER / STOP ACNE & SAVE 40% NOW" - discount stack with a shopping bag emoji.
WHY IT MATTERS	The ad earned the click on emotional state. The LP greets the buyer in transactional state. The mom who felt seen is now being sold to. That gap is the largest single source of bounce above the fold.
TEST	Build a paid-traffic LP variant where the first viewport mirrors the ad's voice: "Your little boy deserves Acne-free skin" headline (already exists - it's at scroll 6, move it to scroll 1), with a single mom-of-teen testimonial card and ONE clear CTA. Push the discount stack below the fold.
EXPECTED	10-15% lift on time-on-page and scroll depth past 3 viewports

LEAK 02 First testimonial is Eric Thompson, a 50+ year-old man

DIAGNOSIS	Eric Thompson appears immediately under the offer block on the first viewport: "I have struggled with acne since I was 13 or 14. After 40 plus years of dermatologists, dry ice treatments, pills, accutane..." - 40-year acne history from a grown man.
WHY IT MATTERS	The ad pulled a mom of a teen. The very first social-proof card on the LP is a grown man talking about his own face. She doesn't see herself in the page until she scrolls to segment 7-8 where the "Mom of Peter (18)" cards live. Most mobile visitors will bounce before that.
TEST	Lead with "Mom of Peter (18)" or "Mom of Michael (17)" as the first testimonial card. Push Eric Thompson below the cart. Run the strongest mom-of-teen testimonial as the literal first piece of social proof above the fold.
EXPECTED	7-12% lift on PDP → ATC; biggest impact on female-teen segments

LEAK 03 Mechanism story is "Why Vikings," not "Why this works when Accutane didn't"

DIAGNOSIS	The mechanism section opens "Our philosophy was used by the Vikings for 1000s of years" then runs into Arctic plants and cold-processed framing. The actual mechanism ("pores get clogged with dirt and germs, our balm clears them") is thin and lives at scroll segments 13-19.
WHY IT MATTERS	The ad lists 20+ failed treatments and creates a huge implicit question: "WHY didn't all that work and WHY does this?" The LP answers with Norse mythology. For a mom who just spent \$3K on a pediatric dermatologist, "Vikings used herbs" doesn't clear the believability bar.
TEST	Insert a 200-300 word "Why nothing else worked" section directly under the as-seen-in row. Name three failed categories (Rx topicals, harsh actives, generic OTC) and tie each to the specific Ritual mechanism that's different. Keep the Viking story for further down the page.
EXPECTED	5-9% lift on PDP → ATC; compounds on cold traffic

LEAK 04 Four conflicting discount percentages on one SKU

DIAGNOSIS	Announcement bar: 40%. Hero: 40%. First CTA: "SAVE 40% NOW". Subsequent CTAs: "SAVE 45%". PDP card: "SAVE 22%" one-time / "SAVE 40%" subscribe. Cart drawer: \$99 with "SAVINGS: \$28" (effectively 22%). Four different savings claims for the same SKU across the same session.
WHY IT MATTERS	Buyers' lizard brains notice number conflicts before conscious mind does. The brand looks unreliable on the most important number on the page - and the discount is doing all the offer-strength heavy lifting. Worse, the 22% one-time vs 40% subscribe gap creates a punitive subscribe-or-die feel for a first-time buyer, and the cart's 22% is the smallest number she sees - the implicit walk-back of the LP's promise at the checkout moment.
TEST	Lock ONE discount headline across banner, hero, every CTA, PDP card, and cart drawer. Test 40% as the universal because it's the most-stated. Restructure the one-time price so 40% is the math that lands at the cart - or soften the subscribe delta so 22% / 40% isn't the gap.
EXPECTED	8-12% lift on PDP → ATC

02 · THE LANDING PAGE

Where the LP leaks — UX + structure

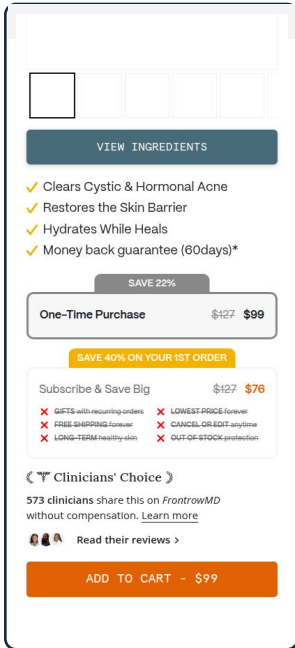


FIG. 03
The PDP card.
SAVE 22% / SAVE 40%
gap is the punitive
subscribe-or-die signal.

LEAK 05 Hero CTAs are anchor links, not Add-To-Cart buttons

DIAGNOSIS
"STOP ACNE NOW - SAVE 45%" buttons at scroll segments 1, 3, 5, 7 jump to the product widget at segment 13 instead of adding to cart. Three more decisions (subscribe vs one-time, frequency, click ATC) before cart fires.

TEST
Convert the first two hero CTAs to direct ATC actions that pre-select the most-purchased variant and open the cart drawer instantly. Keep the anchor-jump CTA further down for shoppers who want offer details first.

EXPECTED
6-10% lift on PDP → ATC

LEAK 06 Page is 13,662 pixels - 30+ mobile screens

DIAGNOSIS
Critical conversion elements scattered across segments 7, 13, 14, 19. Most mobile traffic bounces between segments 5 and 8 - past offer reveal but before strongest proof.

TEST
Re-sequence the first six segments: (1) hero/offer (2) mom-of-teen testimonial (3) before/after (4) mechanism/"why nothing else worked" (5) clinical proof + guarantee (6) ATC widget.

EXPECTED
8-14% lift on PDP → ATC for mobile cold traffic

LEAK 07 Authority stack is mismatched to the dermatologist-tier audience

DIAGNOSIS
On-page authorities: "Eric Thompson" (customer) at scroll 1, "Laurel Ash, Board certified naturopath" further down, and "573 clinicians share this on FrontrowMD" on the PDP card itself. No named pediatric dermatologist anywhere on the path. The FrontrowMD signal is positioned correctly on the PDP but it's the only MD-tier authority on the page.

WHY IT MATTERS
The avatar the ad pulled - mom whose teen has been on Accutane - has already trusted MD prescribers and been disappointed. A naturopath endorsement reads as a downgrade. The strongest authority signal (573 clinicians) lives at the PDP card but the buyer encounters two weaker signals (Eric Thompson, naturopath) before she gets there.

TEST
Promote a named pediatric dermatologist or licensed esthetician endorsement to the first viewport. Pull the "573 clinicians on FrontrowMD" callout up to appear above the mechanism section, not just at the PDP card. Replace the naturopath card with the FrontrowMD avatar row.

EXPECTED
4-7% lift on PDP → ATC; biggest impact on Rx-fatigued segments

GRADE · C+ Real ingredient and guarantee equity. Tonal handoff, audience-mismatched first testimonial, anchor-link CTAs, and 30-screen mobile scroll are the seal-the-leaks moves.

03 · THE CART DRAWER

[VIEW THE CART](#)

[view live →](#)

The clean handoff the LP doesn't always earn.

Opens over the LP. \$99 matches the PDP price. No SKU swap, no dark-pattern popups. The cart isn't where this funnel leaks.



FIG. 03

Live cart drawer. Kill Acne & Redness Ritual at \$99 (matches PDP). Subscribe & Save \$51 toggle defaults OFF. Free-shipping progress bar, \$28 savings line item, and a \$99 Secure Checkout CTA. Cross-sell sidebar shows the \$153 Gut Repair and \$159 Acne Killer System 2.0 - both more expensive than what's in the cart.

WHAT'S WORKING

Cart price matches PDP price.

\$99 in the cart for the \$99 product. No silent SKU swap. No bait-and-switch.

Subscribe & Save toggle defaults OFF.

Cold-traffic buyer doesn't get dropped into an unannounced subscription. Honest UX.

Secure Checkout CTA is prominent and priced.

Big orange button, locked at \$99, sits at the bottom of the drawer.

Comprehensive payment stack.

PayPal, Visa, MC, Amex, Apple Pay, Google Pay, iDEAL, Bancontact, Meta, Shop Pay - no payment friction.

Trust trio at footer.

"500,000+ happy customers · Better skin or money back" above the payment row.

03 · THE CART DRAWER

Two leaks the cart inherits from the LP

LEAKS · TWO MILD, BOTH INHERITED

LEAK 08 Cart shows the smallest discount the buyer has seen all session

DIAGNOSIS	The cart drawer displays \$127 → \$99 with "SAVINGS: \$28" - a 22% effective discount on the one-time purchase. The LP banner, hero, and sticky CTAs have been claiming 40% and 45% all the way through.
WHY IT MATTERS	The cart is the last place the buyer reconciles the offer with what she thought she was buying. "22% savings" at the checkout moment, after seeing 40% and 45% promised on the LP, registers as the brand walking back the promise. Even if she still buys, perceived value drops.
TEST	Either lock the LP's discount headline to 22% one-time / 40% subscribe (the math the cart actually delivers), or restructure the offer so one-time pricing matches the 40% claim. Pick one and align every surface to it.
EXPECTED	3-6% lift on Cart → Checkout; bigger compounding effect with LEAK 04

LEAK 09 Cross-sell ladder shows products 50-60% more expensive than what's in the cart

DIAGNOSIS	The cart drawer's left sidebar shows "YOU MIGHT ALSO LIKE" with the \$153 Complete Gut Repair & Hormonal Balance System and the \$159 Complete Acne Killer System 2.0 - both pictured prominently with their own 5-star ratings.
WHY IT MATTERS	A mom who just decided to buy the \$99 product is now looking at two products at \$153 and \$159 sitting next to her cart line. The natural "wait, should I be buying the more expensive thing?" hesitation is exactly what you don't want at the secure-checkout moment.
TEST	Replace upsell cross-sells in the cart drawer with sub-\$50 add-ons (Pimple Stopper Day/Night Balm at \$27-39, Acne Patches at \$29). Add-on cross-sells lift AOV without triggering price-comparison hesitation at the cart.
EXPECTED	4-7% lift on Cart → Checkout; possible 8-12% AOV lift via add-on attach

GRADE · B+

Honest pricing, clean payment stack, no dark patterns. The two leaks here are LP-side problems showing up at the cart, not cart-side problems.

PRIORITY FIX LIST

Seven tests, ranked in build order

Implementation order, not discovery order. Cheapest, highest-leverage test always at TEST 1. Where two tests have similar lift, the test with the cheaper build sits earlier. The funnel is short (Ad → LP → Cart), so most of the lift lives on the LP.

TEST 01**Lock ONE discount headline number across every surface**

Pick 40% (most-stated). Apply to banner, hero, every CTA, PDP card, and cart drawer. Eliminate the 22%/40%/45% chaos between the LP and the cart.

8-12%

PDP → ATC

TEST 02**Lead with a mom-of-teen testimonial above the fold**

Swap Eric Thompson out of the first social-proof slot. Promote "Mom of Peter (18)" or "Mom of Michael (17)" to the first card the LP shows.

7-12%

PDP → ATC

TEST 03**Convert hero anchor-link CTAs to actual Add-To-Cart actions**

Pre-select the most-popular variant and open the cart drawer on the first CTA click instead of jumping the buyer down the page.

6-10%

PDP → ATC

TEST 04**Re-sequence the first six mobile screens**

(1) Hero/offer (2) Mom-of-teen testimonial (3) Before/after (4) Mechanism / "Why nothing else worked" (5) Clinical proof + guarantee (6) ATC widget.

8-14%

PDP → ATC

TEST 05**Add a "Why nothing else worked" mechanism section**

200-300 words under the as-seen-in row. Name 3 failed categories and tie each to the specific Ritual mechanism. Close the loop the ad opens.

5-9%

PDP → ATC

TEST 06**Swap cart cross-sells from upsells to add-ons**

Replace \$153 Gut Repair and \$159 Acne Killer System cards in the cart drawer with sub-\$50 add-ons (Pimple Stopper Day/Night, Acne Patches). Lifts AOV without price-comparison hesitation.

4-7%

Cart → Checkout

TEST 07**Test "TEARS OF RELIEF" or in-image headline disambiguation**

Resolve the ambiguity inside the image so mobile-feed scanners who don't read body copy still get the right meaning.

5-10%

Hook rate

BOTTOM LINE

Where to start. Where not to.

SURFACE GRADES

01 · THE AD

B+

Strong concept and scroll-stop image; headline ambiguity is the only ceiling.

02 · THE LANDING PAGE

C+

Real equity buried under tonal mismatch, wrong-avatar testimonial, anchor-CTAs.

03 · THE CART DRAWER

B+

Honest pricing, no dark patterns. Inherits the LP's discount-math chaos.

THE BOTTOM LINE

The ad is doing the hard part. A mom-perspective handwritten static with TEARS in red and an exhaustive failed-treatments list is rare for this category and exactly the right pull for the avatar. The 181 reactions and 23 shares on the post itself confirm the targeting is landing on real moms of teens.

The LP is where this funnel lives or dies. It greets the mom with a discount carnival when she expected a story. The very first testimonial is Eric Thompson, a 50-year-old man, on a page selling to moms of teens. The mechanism story the ad set up - WHY did all those Rx treatments fail - gets answered with Norse mythology instead of a real mechanism. Three structural mismatches in the first six mobile screens.

The cart drawer, on the other hand, is the cleanest surface in the funnel. \$99 in the cart for the \$99 product, no SKU swap, Subscribe & Save off by default, comprehensive payment stack. Its only real leaks are inherited from the LP - the cart's 22% effective discount has to reconcile with the LP's 40% and 45% claims, and the cross-sell sidebar offers products 50%+ more expensive than the cart line at the worst possible moment.

Implementation order: TEST 1 (single discount number across LP and cart) and TEST 2 (mom-of-teen first testimonial) are the cheapest fixes with the biggest defensible lift. TEST 3-5 compound on cold traffic. TEST 6 (cart cross-sell swap) is the only cart-side play. TEST 7 lifts hook rate at the ad.

Run your own funnel through this lens.

StefanBrain CRO Funnel Reviews deconstruct any live funnel - cold-traffic ad through checkout, surface by surface. Same template. Same rigor. Different stakes for your business.

WHAT YOU GET

- Honest line-by-line walkthrough of every funnel surface, in the order the buyer experiences it
- Four-part leak entries (Diagnosis · Why It Matters · Test · Expected Lift) on every diagnosed leak
- Ranked priority fix list in implementation order, not discovery order