

THE DRM LAB

Listicle Funnel

FUNNEL TYPE

Claymation ad -> Listicle -> PDP

KEY ASSET

Claymation video ad

► View the live ad in the Meta Ad Library -> [facebook.com/ads/library/?id=4354689931468964](https://www.facebook.com/ads/library/?id=4354689931468964)

INSIDE

A look at how this funnel works, and a few small ideas to push it even further.

THE FUNNEL

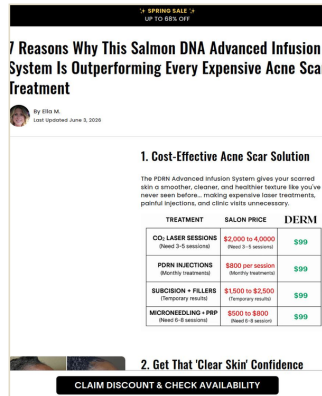
Here's how it works.



01 THE AD

Stop-motion claymation on Meta.

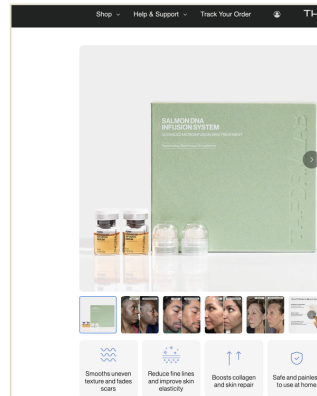
[Meta Ad Library ->](#)



02 THE LISTICLE

A five-reason review advertorial.

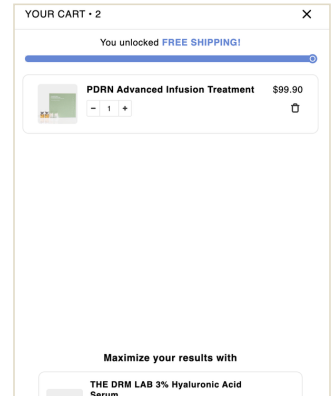
</pages/acne-scars-5-reasons>



03 PRODUCT PAGE

Single-product Shopify PDP.

</products/pdrn-...>



04 THE CART

Cart drawer with cross-sell.

</cart>

WHAT IT IS

Salmon DNA Infusion System

A 5-minute at-home stamp with 24K gold needles + a salmon-derived PDRN serum. Built to replace the \$400-\$600 clinic micro-infusion session most people repeat six to ten times.

WHO IT'S FOR

Adults quoted \$400+ a clinic session

Has tried serums that did nothing, been quoted \$400 to \$600 per dermatologist visit, and is one Google search away from buying a knock-off microneedling pen. She has heard of PDRN. She is not sure which at-home device actually delivers it.

VIEW THE AD ON META AD LIBRARY -> <https://www.facebook.com/ads/library/?id=4354689931468964>



FIG. 1 · The opening frame. A brown plush 'buyer' character with sweat drops stares down a white poodle dermatologist holding a laser arm. The clinic is the cartoon villain. The buyer is the hero.

- Category outlier. Most acne-scar ads in this feed are UGC selfie footage. A stop-motion claymation is the scroll-stop.
- Caption opens in first person, present tense. 'Me having acne scars running away from the clinic bill' projects the buyer into the ad in three words.
- The clinic is anthropomorphized as a poodle. Turns the antagonist into a cartoon - the buyer can walk away from a \$2,000 quote without feeling like she's being reckless about her face.
- Mechanism is named in the primary text, not on screen. '24K gold needles + PDRN Salmon DNA serum' lands in paragraph four, after the pain is fully drawn out.
- Price reveal is a per-treatment math. '\$21' against an implied \$2,000 clinic quote - the same math the listicle expands on.

ONE IDEA TO PUSH IT

Add the dollar amount to the on-screen caption.

'Me having acne scars running from the \$4,000 clinic bill' makes the satire land harder and pre-frames the listicle's \$4,000-vs-\$99 math before the click.

AD PRIMARY TEXT · AS IT APPEARS IN THE AD

This ad is funny until you realize acne scar clinics REALLY charge like this.

You walk in thinking: "Maybe this treatment will finally fix my skin..." Then suddenly they hand you a payment plan bigger than your car loan.

Lasers. Microneedling. Chemical peels. And somehow every session costs your entire nervous system AND your savings account.

That's why so many people are switching to the Salmon DNA Infusion System from THE DRM LAB. It's an at-home micro-infusion treatment designed to help support collagen rebuilding where acne scars actually form. Using ultra-fine 24K gold needles + PDRN Salmon DNA serum.

So instead of just sitting on top of your skin like regular products... The formula actually gets deeper into the skin where texture forms. And the craziest part? People are seeing smoother-looking texture from HOME.

No painful clinic appointments. No hiding inside for a week after lasers. No spending thousands just to maybe see improvement. Plus each treatment comes out to around \$21.

Honestly if a fancy clinic poodle tried charging me \$2,000 I'd sprint home too.

Try THE DRM LAB risk-free for 90 days and save up to 56% off today.

ONE IDEA TO PUSH IT

Tighten the close. The funnel's 90-day refund and 56% off are doing the heavy lifting at the end - try a two-line variant that names them earlier, around the \$21-per-treatment beat, so risk-reversal lands before the click instead of after.

VIEW THE LISTICLE -> <https://www.thedrmlab.com/pages/acne-scars-5-reasons>

⚡ SPRING SALE ⚡
UP TO 68% OFF

7 Reasons Why This Salmon DNA Advanced Infusion System Is Outperforming Every Expensive Acne Scar Treatment

By Ella M.
Last Updated June 3, 2026

1. Cost-Effective Acne Scar Solution

The PDRN Advanced Infusion System gives your scarred skin a smoother, cleaner, and healthier texture like you've never seen before... making expensive laser treatments, painful injections, and clinic visits unnecessary.

TREATMENT	SALON PRICE	DERM
CO ₂ LASER SESSIONS (Need 3-5 sessions)	\$2,000 to 4,000 (Need 3-5 sessions)	\$99
PDRN INJECTIONS (Monthly treatments)	\$800 per session (Monthly treatments)	\$99
SUBCISION + FILLERS (Temporary results)	\$1,500 to \$2,500 (Temporary results)	\$99
MICRONEEDLING + PRP (Need 6-8 sessions)	\$500 to \$800 (Need 6-8 session)	\$99

2. Get That 'Clear Skin' Confidence

CLAIM DISCOUNT & CHECK AVAILABILITY

FIG. 2 · Top of the listicle. The H1 reaches for 'outperforming every expensive treatment' while the comparison table directly below proves it: \$2,000-\$4,000 CO2 sessions, \$800 PDRN injections, \$1,500-\$2,500 fillers - all against \$99.

- Anchored on real prices. The comparison table delivers the cost story the H1 only claims - \$99 against \$2,000-\$4,000 in clinic sessions.
- Long-form by design. Five reasons signal 'real review' - a shorter version would feel thinner against the \$99 vs \$4,000 ad that sent the click.
- Named reviewer with timestamp. 'By Ella M., Last Updated June 3, 2026' reads as editorial, not branded.

ONE IDEA TO PUSH IT

Rewrite the H1 to lift the body's strongest claim up.

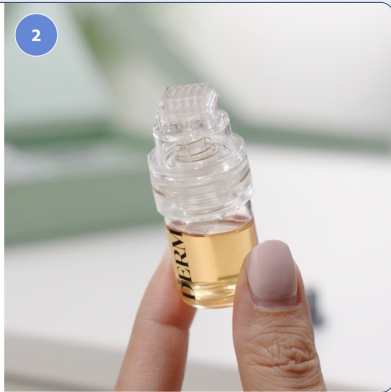
Try: 'The At-Home Salmon-DNA Stamp That Reaches The Same Dermis Layer Where Acne Scars Actually Form - For Less Than One Visit To Your Dermatologist.' Same article body, new H1.

VIEW THE LISTICLE -> <https://www.thedrmlab.com/pages/acne-scars-5-reasons>

It Uses The Same Tech As \$600 Clinic Treatments

Professional micro-infusion treatments cost \$400-\$600 each. Most people need 6-10 sessions. That's \$2,400 to \$6,000 — and you still have to book appointments, drive there, and hope your dermatologist isn't rushing. The Derm system uses the same pharmaceutical-grade PDRN serum and sterile micro-infusion technology. Same depth. Same ingredients. Same results. Just from your bathroom, at a fraction of the cost.

2



3

Before



After 6 treatments



It Works On ALL Scar Types

Most treatments target one scar type and ignore the rest. Fillers help rolling scars but can't reach ice picks. Lasers help boxcar but can worsen deep pitting. The Derm system works differently — it supercharges your skin's natural collagen production, rebuilding damaged tissue from the inside out.

FIG. 3 · Reasons 2 and 3 below the fold. The mechanism work is real. The three-beat closers ('Same depth. Same ingredients. Same results.') flatten it.

- Mechanism is named, not implied. PDRN, dermis-layer delivery, ice pick / rolling / boxcar - every claim has a noun behind it.
- Three-beat closers signal AI authorship. 'Same depth. Same ingredients. Same results.' is parallelism without specificity, sitting directly under the page's strongest math.
- 'ALL Scar Types' headline checks a box. The body names ice pick, rolling, and boxcar - the three scar types every other treatment fails on. The H2 doesn't.

ONE IDEA TO PUSH IT

Rewrite Reason 2's closer to earn the equivalence claim.

'It Delivers The Same PDRN The Clinic Charges \$4,000 To Deliver.' Same word budget, mechanism stays, the math lands.

VIEW THE PRODUCT PAGE -> <https://www.thedrmlab.com/products/pdrn-advanced-infusion-treatment>

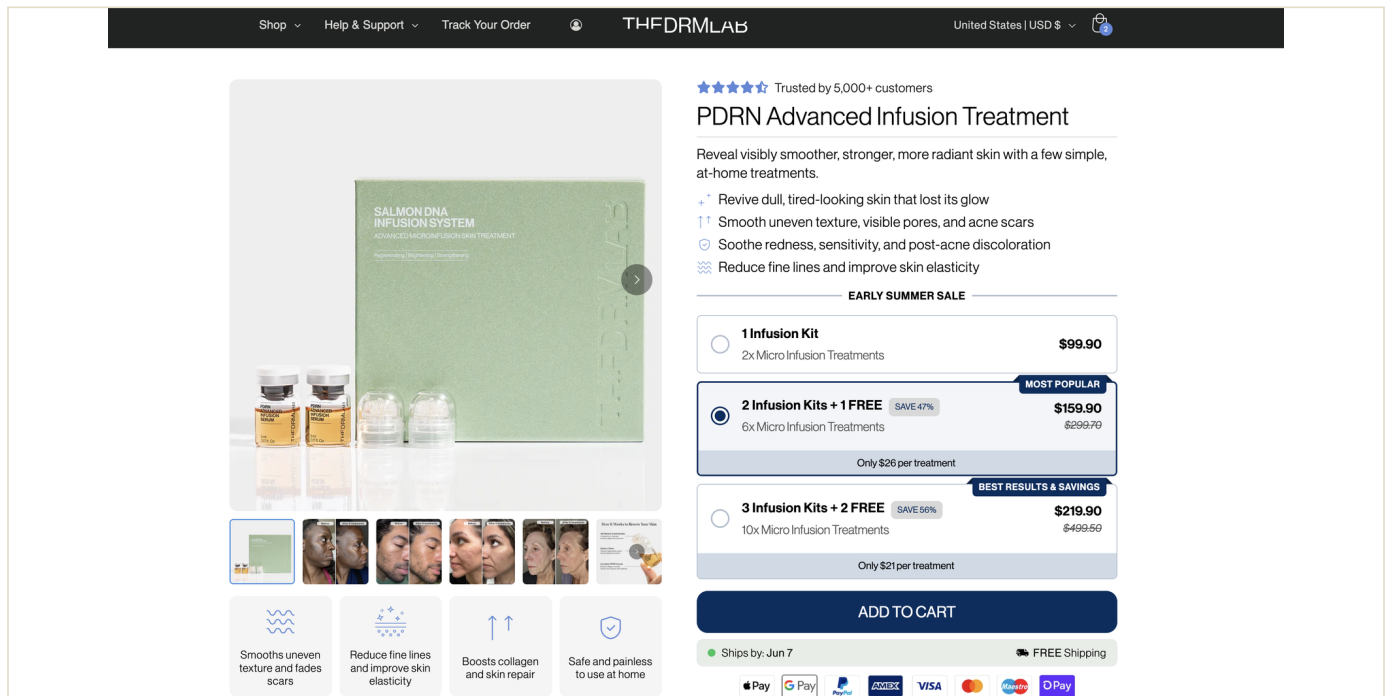


FIG. 4 · The PDP above the fold. Product image on the left names SALMON DNA INFUSION SYSTEM. The H1 on the right says 'PDRN Advanced Infusion Treatment.' Two names for one product, on the same fold.

- The \$21 per treatment math earns the ad's promise. 'Only \$21 per treatment' on the 3-Kit bundle is the exact number the ad's primary text closed with. Continuity done right.
- Bundle structure is clean. Three options, MOST POPULAR and BEST RESULTS labels, free-gift framing inside two of the three.
- Star rating plus customer count anchors the fold. '4.5/5 · Trusted by 5,000+ customers' sits above the title - real social proof at the right moment.
- Two product names on the same fold. Product image says SALMON DNA INFUSION SYSTEM. H1 says PDRN Advanced Infusion Treatment. The ad sold Salmon DNA - the H1 swaps to PDRN.
- The 24K gold needles spec is invisible above the fold. The ad anchored the buyer on '24K gold needles + PDRN Salmon DNA serum.' The PDP shows the gold-tipped stamps in the image but never names the spec.

ONE IDEA TO PUSH IT

Change the H1 and add a one-line spec strip.

Change the H1 to 'Salmon DNA Infusion System' (or 'Salmon DNA PDRN Infusion System') and add a one-line spec strip under the bundle selector: '24K gold medical-grade needles · pharmaceutical-grade PDRN serum.' Pulls the ad's romance into the page where the buyer is deciding.

STEP 04 · THE CART

4 OF 04 ○ ○ ○ ●

VIEW THE CART -> <https://www.thedrmlab.com/cart>

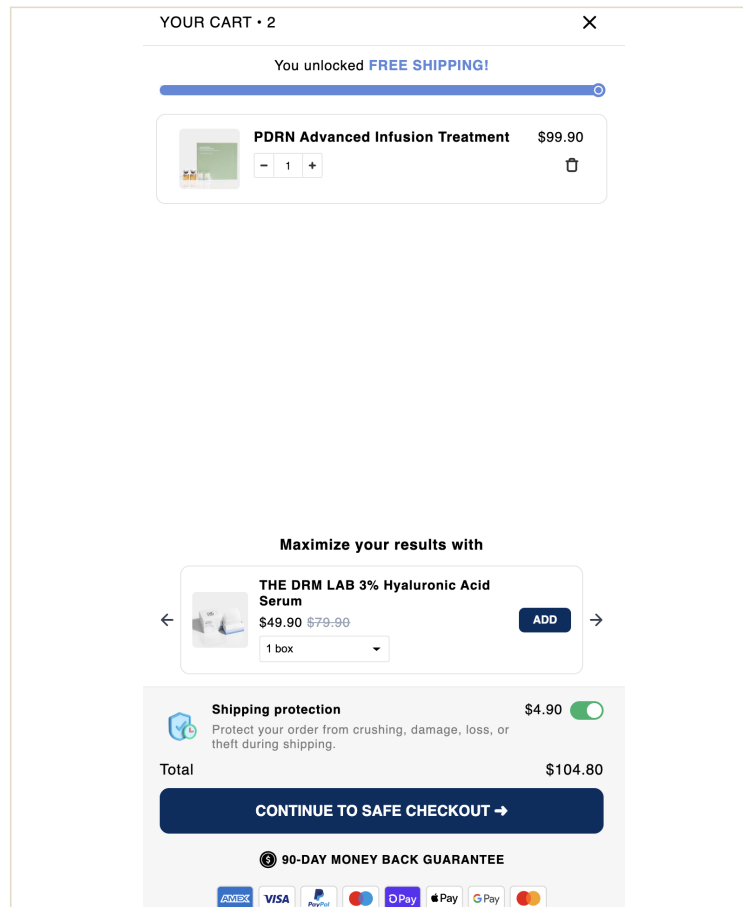


FIG. 5 · Cart drawer on mobile. PDRN at \$99.90 in the main slot. Hyaluronic moisturizer offered as the upsell. Total reads \$104.80.

- Free-shipping bar is unlocked at \$99.90. Good progress framing for a buyer on the fence.
- Cross-sell logic does not continue the buyer's reason. The listicle just spent 1,500 words explaining that scars need PDRN delivered to the dermis. The cart suggests a serum that hydrates the surface.
- 90-day money-back guarantee is visible above the CTA. Echoes the ad's risk-reversal promise at the right moment.

ONE IDEA TO PUSH IT

Swap the standalone hyaluronic card for a co-positioned bundle.

'Daily Scar-Healing Companion' - the same SKU at the same \$49.90, reframed as the 14-day support stack the PDRN protocol calls for.

PUSH IT FURTHER

Three things to try.

Unify the product name to 'Salmon DNA' across the funnel.

The ad romances 'Salmon DNA Infusion System.' The product image says SALMON DNA. The PDP H1 says 'PDRN Advanced Infusion Treatment.' Buyer arrives and quietly wonders if the page is the right product. Pick one name. Salmon DNA wins - it's what the ad earned the click on.

EFFORT

MEDIUM

Half a day

Add the 24K gold needles spec to the PDP above the fold.

The ad named the most vivid mechanism in the funnel: '24K gold needles + PDRN Salmon DNA serum.' The PDP shows the gold-tipped stamps in the image but never names the spec. One strip under the bundle selector closes the loop.

EFFORT

CHEAP

1-2 hours

Rewrite the listicle H1 to lift the body's mechanism up.

Both live variants ('7 Reasons...Outperforming' and 'Fade Like Magic +') leave the body's strongest claim out of the headline. Lift the dermis-layer PDRN line up. Body stays untouched.

EFFORT

CHEAP

1-2 hours

SHIP FIRST

Unify the product name first.

Cheapest hour with the biggest continuity payoff. The ad sells Salmon DNA. The product box says Salmon DNA. The PDP H1 says PDRN. Every buyer arriving from the ad hits that break. One H1 edit on the PDP closes the loop and puts the ad's romance back where the buyer is deciding.

Show me your funnel.

stefanbrain.com ->