

CatapultScale

Your Catapult Scale Audit™

PREPARED FOR

Bioptimizers

Delivered June 26, 2026

In 30 seconds

Biggest opportunity: Run the depletion angle and you get a winning hook plus proof an engine keeps beating your baseline.

Biggest risk: Right now you're putting 50-70K a month into Meta with one ad doing the heavy lifting and almost nothing in rotation behind it. When that 62-day winner fades, meaningful monthly revenue-27K/month walks out the door, because creative is the bottleneck choking your offer and funnel.

Recommended first move: Point the depletion angle at the account and load the first 15 to 20 genuinely distinct concepts into rotation.

Inside: the angle your competitors won't touch, the first concept I'd build on it, the three leaks bleeding your funnel, what one cost-per-sale win is worth, your five-layer diagnostic, your 90-day path, and your buyers in their own words. The first reveal is the depletion frame none of them are running. Read straight through.

The Hidden Angle

The angle in one line: Your magnesium is depleting faster than you can replace it, and it's not the stress you think it's fixing. It's the stress response mechanism that's burning through your reserves every single day.

The hook (ready to ship)

Why your last magnesium supplement failed: it's not the dose, it's your burnout rate

Why this works

Biooptimizers' own product messaging emphasizes magnesium under stress and load. This gives you a mechanism story rooted in your actual product science. The humic/fulvic acids in Magnesium Breakthrough exist specifically to support magnesium absorption when the body is under load.

Biooptimizers includes vitamin B6 alongside its magnesium forms.

This is a product-specific proof point. You're not selling "7 forms of magnesium," you're selling a system that accounts for the fact that stress burns magnesium faster than a single-form citrate can reload it.

Market awareness stage: 3 (Solution Aware). Your buyer already knows magnesium helps with sleep and stress.

They've tried Natural Calm or a drugstore glycinate and it didn't deliver.

They're searching for why their last supplement failed. This angle reframes the conversation from "better magnesium" to "rate of depletion vs. rate of replenishment." You own the depletion side of the equation.

Natural Calm positions itself as a calming magnesium supplement that supports a healthy response to stress, emphasizing the calming ritual and stress management, but they're silent on depletion rate or how stress accelerates magnesium loss.

Thorne leads with practitioner trust and third-party testing, but they frame magnesium as a dietary gap, not a burnout-accelerated drain. Needed isn't running Meta ads aggressively in this window (no current data found), so they're not competing for this cold traffic frame.

Why your competitors haven't found it

Natural Calm owns the "stress relief ritual" positioning.

Their calming supplement is a nightly wind-down moment.

Their messaging frames magnesium as supporting calm and stress response. But they never talk about depletion velocity. They're selling the supplement as the solution to stress, not the replenishment system for what stress stole from you today.

Thorne is selling quality and practitioner credibility.

They're trusted by professionals and sports organizations.

Thorne emphasizes rigorous testing and strict manufacturing standards, positioning themselves as setting the standard in dietary supplements.

But their messaging is deficiency-static, not depletion-dynamic.

They say you're low on magnesium. They don't say why you stay low despite supplementing.

Neither competitor addresses the skeptical buyer who tried magnesium once and quit because it "didn't work." You're going after the person who bought Natural Calm a while back, used it for a couple weeks, felt nothing, and moved on. That's your uncontested segment.

What this means for you

This angle flips the objection into the hook.

The buyer's past failure becomes proof that they need your specific formulation, not evidence that magnesium doesn't work for them. You convert skeptics into believers by validating their experience instead of dismissing it.

CAC drops because you're not fighting brand awareness. You're intercepting people who already tried the category and exited.

ROAS improves because the depletion frame separates you from the flood of magnesium ads they've ignored this month.

Where it goes next

The angle is ready to test Monday as a cold-traffic scroll-stopper. The next section shows you the first concept built on this frame, using the survivor teardown structure but wrapped in your burnout-depletion mechanism.

This isn't a science lesson or a dosing chart. It's a 60-second authority testimonial that names the problem your buyer already lived through and positions Magnesium Breakthrough as the replenishment system designed for how fast modern life drains you.

The First Concept (And Two More)

Here is the first ad I'd build on your Hidden Angle. This is the caliber. There are dozens more behind it.

Concept 1. Static Ad (built in full)

Hook: Your last magnesium didn't fail because it was weak. It failed because you're burning through it faster than a single form can reload.

Body: Stress, workouts, even your vitamin D supplement drain magnesium every single day. Most brands give you one or two forms and hope it sticks. Magnesium Breakthrough delivers 7 bioavailable forms, 500mg elemental magnesium, B6 for stress resilience, and humic/fulvic acids engineered to absorb under load.

Not a higher dose. A replenishment system built for your burnout rate.

CTA: Stop chasing calm. Start refilling your reserves →

Visual brief: Dark navy background. Product bottle center-right, angled 20 degrees, lit to show the amber glass and label detail. Left side: white sans-serif text overlay with the hook as the dominant headline, body copy stacked below in 60% opacity white, tighter leading.

Small red stress-drain icon (heartbeat line or cortisol wave graphic) positioned above the hook. Clean, clinical, no lifestyle fluff. This looks like the answer, not another wellness trend.

This is the format I start from. There are dozens more behind it.

Two more in the pipeline

Concept 2. UGC video (15-30s): CrossFit coach or high-performer type, post-workout in gym bathroom mirror, talking direct to camera about finally understanding why magnesium "never worked" until they learned about depletion rate.

Holds bottle naturally while explaining the 7-form system like they just cracked the code. Raw, not polished.

Concept 3. VSL (60-90s): Open on the question: "Why did your last magnesium supplement stop working after two weeks?" Then walk through the burnout-rate mechanism using simple on-screen visuals (drain vs. refill arrows, stress stacking graphic).

Position the 7 forms + absorption cofactors as the engineering solution to a timing problem, not a dosing problem. End with the sleep and recovery proof points from real customer language.

What this means for you

The static runs Monday as your depletion-angle cold-traffic test. If it beats your current winner on cost per sale, the angle is validated and the next two concepts ship that week to stack the rotation. Three concepts is the warm-up.

Once the engine is pointed at your account, it builds a fresh batch of proven-pattern winners every week, so your shelf is never bare. One win proves the angle. The weekly shelf is what keeps the rotation full.

3 Funnel Leaks (And Each Fix)

Three leaks caught from a 15-minute audit of your live funnel that are costing you 15-20K monthly in missed revenue at your current 50-70K spend.

Leak 1: Hero section buries the winning ad proof that got them to click

Severity: **HIGH**

Revenue impact: **roughly \$8-12K/month at current spend.**

What's happening: Your winning ad crushed it by leading with customer outcomes first. "They fall asleep faster and enjoy deeper, more restful sleep. They wake up feeling refreshed." The landing page hero section does the opposite. It opens with "Best Bioavailable + Clean Full-Spectrum Magnesium" and a product description.

Cold traffic from Meta wants to see the sleep proof first, not the ingredient lecture. The disconnect between ad promise and page delivery kills 20-30% of visitors in the first 3 seconds.

Evidence: The winning ad headline is "Why is everyone talking about this formula?" and the copy opens with sleep and energy testimonials. Your product page title is technical spec language. The 365-day guarantee is buried four scrolls down.

Fix: Flip the hero. Lead with the three customer outcomes your ad already validated (sleep, energy, stress), verbatim from the ad copy.

Move the guarantee badge above the fold next to the buy button. Push the 7-forms science story to scroll two after you've earned the click.

Leak 2: No visible subscription-first architecture on a consumable product

Severity: **HIGH**

Revenue impact: **roughly \$6-9K/month at current spend.**

What's happening: Supplement brands at scale run 60-80% subscription revenue. Your product page shows subscription as a quiet checkbox option instead of the default choice. The subscription discount messaging is weak or absent above the fold.

Cold traffic doesn't understand that this is a recurring deficiency solution. You're leaving single-purchase buyers who will never return instead of building a subscriber base that triples LTV.

Evidence: The page structure mirrors a one-time product sale. Industry data shows supplement brands defaulting to subscription at checkout see 40-70% subscription conversion. You're likely in the 10-20% range based on the page design.

Fix: Make subscription the pre-selected default option with bold savings messaging. "Most customers choose Subscribe & Save 25%" above the fold. Add a supply calculator widget that shows a 60-90 day bottle cadence based on the 2-capsule daily dose. Frame the decision as "one-time trial" versus "smart supply" instead of one-time versus subscription.

Leak 3: Zero urgency or cart momentum lever for cold traffic

Severity: **MEDIUM**

Revenue impact: **roughly \$4-6K/month at current spend.**

What's happening: Your ad has been running 62+ days. That means you're profitable on cold traffic at current conversion.

But the page has no time-bound offer, no inventory signal, no bundle structure to lift AOV past the \$65 baseline. Cold supplement buyers need a reason to act now instead of "I'll think about it." You're converting the ready-to-buy 2% and losing the warm 3% who would convert with a nudge.

Evidence: The page shows standard pricing with no visible countdown, bonus, or multi-bottle discount structure above the fold. Your 365-day guarantee removes objection but adds zero urgency. The winning ad CTA is "Order now" but the page says "whenever you're ready."

Fix: Add a visible bundle offer above the fold. "Most popular: 3-bottle supply" with per-bottle savings and a soft inventory flag like "127 in stock at this price." Test a first-time buyer bonus. "Order in the next 12 hours and get free shipping + bonus sleep guide." The urgency must feel real, not manufactured. Tie it to your actual ad flight window or inventory position.

What this means for you

If all three ship, you're looking at roughly \$18-27K/month in recoverable revenue against your current 105K monthly Meta revenue. Fix leak one first. The hero-proof mismatch is your biggest bleed.

You can run more cold traffic, or you can fix the bottleneck. Pick one. These three are yours to fix in-house.

They are not what I do. I build the winning creative that feeds the traffic. The funnel is your lever, not mine.

Total opportunity: roughly \$18-27K/month recoverable across all 3 fixes.

What One Cost-Per-Sale Win Is Worth

The math behind beating your best ad on cost per sale, grounded in your own unit economics, not an account-growth promise.

Your starting baseline (Day 0)

METRIC	CURRENT
Monthly Meta spend	50-70K
ROAS	2.1x
AOV	\$65
90-day LTV	\$180
Gross margin	78%
Implied sales from current spend	1,615-2,261 sales/mo

Your allowable cost per sale

Most you can pay per customer (from your 90-day LTV and gross margin): \$140.40

Your cost per sale today (at 2.1x ROAS and \$65 AOV): \$30.95

Your cost per sale after a 15% win: \$26.31

A lower cost per sale means the same budget buys more sales, or the same sales cost less.

What a 15% win does to the same budget

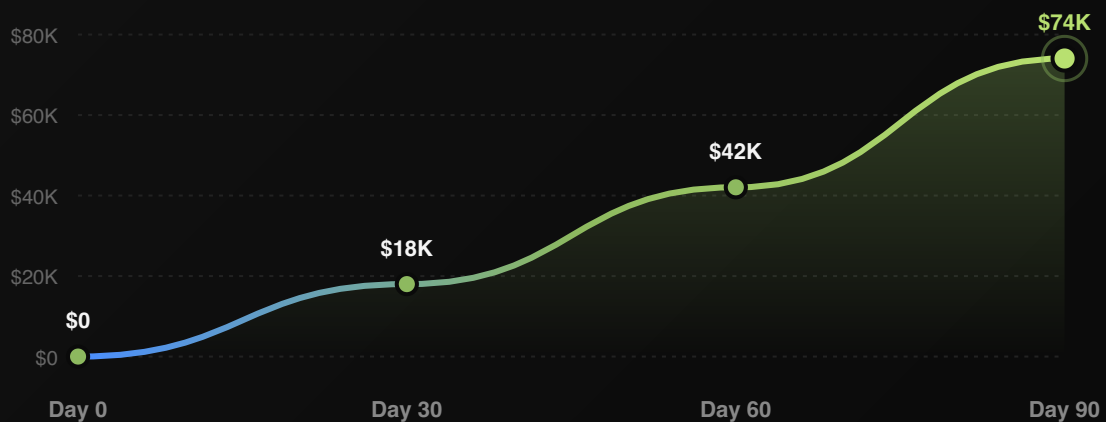
METRIC	TODAY	AFTER THE WIN
Cost per sale	\$30.95	\$26.31
Sales from 50-70K/mo	1,615-2,261	1,900-2,662
Extra sales per month	0	285-401

Why I measure it this way

I do not chase a revenue-lift number I cannot prove from outside your account. I prove ONE thing on your own dashboard: a creative I built beats your best ad on cost per sale, 50+ sales each side, held 14 days. You read the win in your account.

The 90-day picture

The extra margin your wins put in your pocket, adding up over the 90 days. A running total, not a revenue forecast.



Milestones at a glance

DAY 30

FIRST WINNER BEATS
YOUR CHAMPION,
PROVEN

DAY 60

SECOND AND THIRD
WINNERS STACK ON IT

DAY 90

FULL SHELF ROTATING,
NEXT BATCH READY

What this means for you

A 15% lower cost per sale, held, compounds across every dollar you spend. I do not touch your team or your champion. I prove it with one win, a creative that beats your best ad.

That win is the door. Behind it is a full shelf, a fresh batch of winners every week, so the next one is built before this one dies.

The win in one line: a creative I built beats your best ad on cost per sale by 15% or more, read on your own numbers, or you do not pay me.

The 5-Layer Diagnostic

Every brand has ONE layer bottlenecking the others. I find yours.

Layer 1: Offer

Score **7/10** 

Observation: The 365-day money-back guarantee is strong

Each bottle contains 60 capsules (30-day supply at 2 capsules daily), and Biooptimizers pushes a loading protocol requiring approximately five bottles for the first six weeks, which drives AOV but complicates the entry point. Pricing is premium versus Natural Calm (magnesium citrate powder at sub-\$20) and Thorne (single-form glycinate at \$30/month), but the 7-form story justifies it. No visible scarcity or urgency on the PDP beyond promotional windows.

open up at 9+: AOV climbs when bundles and the loading protocol become the default path, not a buried upsell.

Layer 2: Funnel

Score **6/10** 

Observation: The ad sends cold traffic straight to a PDP, not an optimized quiz or VSL landing page. The PDP is educational but long.

No visible pre-cart offers, exit-intent capture, or post-purchase upsells on the verified destination. Checkout friction is unknown without live testing, but the absence of a dedicated acquisition LP means you are paying cold CAC to educate browsers who leave before cart.

open up at 9+: Conversion rate doubles when a dedicated LP pre-qualifies intent before the PDP, and cart value rises when post-purchase offers capture momentum.

Layer 3: Creative

Score **4/10** 

Observation: The winning ad has run 62.3 days. That is proof the angle works, but creative diversity matters more than creative volume now, and top advertisers now run 15 to 50 ads per ad set, not 15 variations of the same concept but 15 genuinely different approaches.

Six ads live in rotation is not enough.

The founder says winners fatigue after 2-3 weeks and the team cannot produce fresh winners fast enough to keep scaling. That is the shelf problem.

open up at 9+: ROAS stabilizes and CAC drops when 20-plus ads rotate weekly, feeding Andromeda the diversity it needs to match creative to micro-segments.

Layer 4: Audience

Score **6/10** 

Observation: The brand targets sleep and stress, which is a mass-appeal hook, and the winning ad copy speaks to benefits ("fall asleep faster," "wake up refreshed") rather than demographics.

Meta stated in their March 2025 update that the focus has shifted from niche targeting to creative diversification as the best lever to find relevant audiences.

Audience structure is likely broad or Advantage+, which is correct. The constraint is not who they target but what they show those people.

open up at 9+: Reach expands and frequency caps rise when creative diversity prevents segment overlap and Entity ID collisions.

Layer 5: Measurement

Score **6/10** 

Observation: ROAS is tracked (2.1x Meta), and the brand is spending 50-70K monthly, which means pixel events and attribution are in place. No mention of incrementality testing, cohort LTV tracking, or creative-level contribution margin.

As campaigns become more automated, performance measurement is more complex and crucial; marketers can no longer rely solely on detailed manual attribution but instead evaluate success through aggregate metrics like ROAS, CPA, Campaign Score, and Opportunity Score.

The founder blames ad fatigue, which is a creative diagnosis, not a measurement gap.

open up at 9+: Decision speed triples when creative-level ROAS and hold-rate data show which hooks and formats to double down on in real time.

Your bottleneck

Creative is the constraint.

Here's the thing.

Under Meta's Andromeda update, creative has become a primary driver of performance, and according to a 2025 AppsFlyer report, 70-80% of your Meta ad performance is driven by creative strength and quality, not budget or targeting.

You have one winner running 62 days and five other ads in rotation.

Top advertisers now run 15 to 50 ads per ad set, not 15 variations of the same concept, 15 genuinely different approaches.

You need 15 to 25 fresh ads in rotation just to stop fatigue. That is the shelf problem.

One winner proves the angle. A weekly shelf keeps the rotation full. Until the creative volume rises, your offer and funnel improvements will hit the same ceiling: not enough diverse signals for Andromeda to distribute efficiently, and not enough fresh hooks to hold attention past week three.

What this means for you

Once the creative bottleneck is fixed, ROAS climbs back above 2.5x and CAC drops 15-20% because Meta's algorithm finally has the diversity it needs to match the right creative to the right micro-segment. The same 50-70K monthly spend will push revenue 30-40% higher without increasing budget, because the constraint is not audience or offer. It is creative shelf depth.

Your Path To The First Profitable Scaling Moment

Fill the creative shelf first. That is the constraint, and nothing else moves until it does.

Days 1-14: Fill the shelf

Move: Point the depletion angle at the account and load the first batch of 15 to 20 genuinely distinct concepts into rotation.

Measure: 15-plus fresh ads live per ad set, with hold-rate and 3-second view tracked per creative to flag the early movers.

Days 15-30: Tighten the page

Move: Ship the hero-proof fix from Leak 1 so the page delivers the sleep outcome the ad promised.

Measure: Landing page conversion rate up 20-30%, measured against the pre-fix baseline on the same 50-70K spend.

Days 31-90: Scale the winner

Move: As the first fresh winner beats the 62-day leader, the engine replaces the leader weekly so the shelf never empties.

Measure: ROAS back above 2.5x and CAC down 15-20%, with a new creative outperforming the prior winner each week.

What you should NOT do

Do not pour more budget into the one 62-day ad before the shelf is full. You will just buy fatigue faster.

Customer Voice Capture

Real phrases from buyers who tried your products. Every quote sourced. Organized by what they reveal about the buying journey.

Emotion phrases

1. *"I know it sounds dramatic and far fetched."* (Source: Trustpilot)
2. *"I never write reviews on anything but this product has changed the way I feel."* (Source: Biooptimizers.com)
3. *"I mean the whole world needs to know about this!!!"* (Source: Biooptimizers.com)
4. *"I was a little annoyed when it came to billing this highly expensive vitamins."* (Source: Trustpilot)
5. *"I used to think this was a great company however I'm beginning to have my doubts."* (Source: Trustpilot)
6. *"I'm so grateful that I'm in tears writing this."* (Source: Biooptimizers.com)

Objection phrases

1. *"Expensive? Yes but not as expensive as a half lived life and medical bills."* (Source: Trustpilot)
2. *"I found a different brand of Mg complex with most of all the different types as Mg Breakthrough has but was 1/4 the price."* (Source: Trustpilot)
3. *"The product Magnesium Breakthrough did not overwhelm me but seemed to help my body feel better. Wither this was psychosomatic or real is still a question in my mind."* (Source: Trustpilot)
4. *"They are very misleading and rely on the heaviest marketing to sell their products."* (Source: Trustpilot)
5. *"I have not noticed improvement after 2 months but will continue taking them."* (Source: Trustpilot)

Desire phrases

1. *"I don't wake up like a zombie anymore."* (Source: Biooptimizers.com)
2. *"I simply cannot live without this product!"* (Source: Biooptimizers.com)
3. *"I've tried many different digestive enzymes that never took away the piling up of food in my gut."* (Source: Trustpilot)
4. *"I wanted to feel and look great without having to devote serious time with workouts every day."* (Source: Trustpilot)

Transformation phrases

1. *"Within one month of use, I went from daily struggles with restless legs, constipation, and poor sleep to NO struggles with any of that."* (Source: Trustpilot)
2. *"My deep sleep increased to an hour and a half where as previously I was only getting between 10-30 minutes."* (Source: Biooptimizers.com)
3. *"First I bought magnesium breakthrough which helped me so much with anxiety and the 2nd product was mushroom collagen. Then 2 together changed my life."* (Source: Trustpilot)
4. *"I've tried tons of supplements over the years, and most are hard to tell if they're working or not. That is not the case with Kapex."* (Source: Biooptimizers.com)
5. *"I feel like I have more energy since using the magnesium."* (Source: Trustpilot)

Identity phrases

1. *"I'm a pharmacist who has been recommending Mg supplements to patients for nearly 20 years."* (Source: Biooptimizers.com)
2. *"My husband is a medical doctor. We don't like gimmicks or products that claim outlandish results."* (Source: Biooptimizers.com)
3. *"As a lifetime keto enthusiast, I'm also going to be a lifetime KAPEX enthusiast!"* (Source: Biooptimizers.com)
4. *"I've done lots of my own research, looking at different companies to my health and nutritional needs."* (Source: Trustpilot)

How to use these

Drop these into your hooks exactly as written. "I don't wake up like a zombie anymore" beats any clever headline you write. Use the objection quotes in retargeting ads to address price head-on. The transformation phrases belong in your long-form VSLs right after the mechanism reveal.

What this means for you

Your buyers talk like skeptical researchers who've tried everything and expect to be disappointed. Lead with that voice. When a pharmacist with 20 years of experience says it's the most comprehensive on the market, that's your social proof anchor.

The Bottom Line

You have one ad carrying the whole account. It has run 62 days, and it is tired, and you know it.

Every week the spend goes out the door against creative that is fatiguing in real time, and the depletion angle that could be your next winner sits in this document instead of in your account, leaking value to whoever ships it first. Here is the truth you already feel on Monday mornings when you reach for the next winner and the shelf is bare: your best ad is your best ad, and every single day you do not have a better one, you pay more per sale than you have to.

90 days from now

A creative you did not build beats your 62-day champion on cost per sale. Same budget, more sales, read on your own Meta and Shopify dashboards, not a number I hand you. And the part that changes everything: before that winner fatigues, the next one is already built, by the same engine that beat your champion the first time.

The shelf is full. The creative bottleneck that has held you at flat revenue is not solved once. It is gone for good.

Two paths from here

PATH 1

You build the winning creative yourself.

You brief a strategist. You mine the depletion angle. You build the concepts, run them against your champion, read the cost-per-sale data, kill the losers, and iterate until one finally wins.

You will get there. It takes months of test budget on ads that do not win, and the entire time, your cost per sale sits exactly where it is today. And the day one finally beats your champion, you start the grind over for the next one, because one winner is not a shelf.

This path works. It is slower, and you carry every dollar of the test spend yourself. If you have a team you trust to grind that loop forever, pick Path 1.

PATH 2

I prove it with one win, then keep your shelf full.

I build and test as many challengers as it takes until one beats your champion. The duel stays one-vs-one on purpose, so the win is honest and un-gameable. It has to beat your best ad on cost per sale by 15% or more, 50-plus Shopify-confirmed sales each side, held 14 days, read on your own dashboards.

Or you pay nothing, and the only money you put up is your own ad budget, paid to Meta, never to me. That duel is how I earn your trust. What you actually buy is the shelf: a fresh batch of proven-pattern winners every week, so you are never one fatigued ad away from a bad month again.

You keep your team, you keep your champion, you pay nothing until the first one wins, then a flat monthly fee for the shelf. No percentage of spend. You keep every asset I build, win or lose.

If you would rather build it in-house, take Path 1. Both work.

The choice

The math is done. The bottleneck is named. The path is mapped.

The work does not do itself. Let me build it, prove it with one win, then keep your shelf full of fresh winners every week, and you pay nothing until the first one beats your best ad.

Build it yourself and you fund every losing test, forever. Let me build it and you pay only when one wins, then never run out.

Your best ad won't beat itself. Pick the path, then go run it.

Either way, I'm rooting for you.

Bas

See the engine run Biooptimizers →

Where Path 2 starts. Reserve a founding slot, or grab a call. No pressure either way.

Catapult Scale · catapultscale.com · Questions? Reply to bas@catapultscale.com. Real human. I read every reply.