

**Understanding
Our Customer To
Drive Growth**

"Understanding Our Customers at a Deep Level" – Eugene Schwartz

"The power, the force, the overwhelming urge to own that makes advertising work, comes from the market itself, and not from the copy. Copy cannot create desire for a product. It can only take the hopes, dreams, fears, and desires that already exist in the hearts of millions of people, and focus those already existing desires onto a particular product." – **Eugene Schwartz, Breakthrough Advertising**

Why This Matters for eskiin:

We don't just convince people to buy an eskiin filtered showerhead—we tap into what they already fear, desire, and believe. Our customers already struggle with dry skin, thinning hair, and irritation—they just haven't connected the dots yet.

Our job is to understand them better than they understand themselves and create ads that make them feel the urgency to act.

 Every winning ad will do one thing: **channel an existing emotion into action.**

Why People Buy: Understanding Mass Desire

🚀 The best ads don't sell products—they sell emotions.

🚀 People don't buy because of logic—they buy because of deeply rooted desires.

Every successful ad taps into one fundamental truth:

✓ We're not creating new desires—we're channeling existing ones.

✓ The better we match an ad to what our audience already wants, fears, or dreams about, the more it will convert.

💡 Eugene Schwartz called this "Mass Desire"—the public spread of a private want.

🔥 The #1 rule? Every high-converting ad will focus on ONE dominant emotional driver.

The Three Core Mass Desires That Drive Every Purchase

Every ad we create will tap into one or more of these three core human motivators:

1 Security & Survival → Fear & Problem Awareness

 “Your water is ruining your skin & hair—fix it before it’s too late.”

 This is about AVOIDING pain, discomfort, or harm.

 People don’t want to risk losing their health, beauty, comfort, or money.

 Best for Problem Aware Ads (cold traffic).

How brands use this:

- Insurance companies: “What happens to your family if you die unexpectedly?”
- Skincare brands: “Toxins in your makeup could be damaging your skin.”
- Health supplements: “Your diet is missing the essential nutrients you need to stay healthy.”

 This works because fear makes people take action FAST.

2 Self-Improvement & Transformation → Aspiration & Solution Awareness

 “Upgrade your shower. Upgrade your skin.”

-  This is about BECOMING better, more confident, or more successful.
-  People want to look better, feel better, and improve their lives.
-  Best for Solution Aware Ads (comparison & differentiation).

 How brands use this:

- Apple: “Think Different.” (Buy this, and you’ll be more creative, productive, and successful.)
- Luxury brands: “The car you drive says everything about you.” (This product makes you look & feel elite.)
- Peloton: “Motivation that moves you.” (You will become the best version of yourself.)

 This works because people don’t just buy a product—they buy the future version of themselves.

3 Social Proof & Belonging → FOMO & Final Push to Convert

 “Women everywhere are making the switch—don’t get left behind.”

 This is about fitting in, being admired, and trusting what others love.

 People don’t want to be left out—they want to buy what others trust & desire.

 Best for Retargeting & Conversion Ads (product aware & most aware).

 How brands use this:

- Nike: “Just Do It.” (You’re part of an elite group of athletes & achievers.)
- Tesla: “The car of the future—drive what the world is moving toward.”
- TikTok ads: “This product is going viral—don’t miss out!”

 This works because people trust what others have already validated.

How This Relates to eskiin & Our Product Category

🚀 Every high-spending ad we've run has tapped into these three desires.

💡 Looking at our top-performing ads, here's how they map to these motivators:

1 Security & Survival (Fear & Problem Awareness) → Our Most Scalable Cold Traffic Angle

- Most people don't even realize their water is the problem—we have to show them.
- Rusty pipes, contaminated water, hair loss, skin irritation = Hidden Threat.
- Our top-performing ads tap into fear first, then introduce eskiin as the solution.

🔥 How we've used this:

- "Guys, behind your showerhead, this is what the water pipes look like." (🔴 Rusty pipe visual = FEAR.)
- "Your expensive skincare & shampoos aren't working... because of your water." (🔴 Pain + problem education.)
- "If your hair keeps falling out, here's what might be causing it..." (🔴 Fear of damage.)

✓ This is why the Rusty Pipe ads dominate—it makes people FEEL the problem.

How This Relates to eskiin & Our Product Category Cont.

2 Self-Improvement & Transformation (Aspiration & Solution Awareness) → Making eskiin Feel Like a Beauty & Wellness Upgrade

- Once people understand the problem, they want a fix.
- They don't just want clean water—they want visible results.
- Our best solution-aware ads promise transformation in skin & hair.

🔥 How we've used this:

- "Upgrade your shower. Upgrade your skin." (◆ Self-care & beauty-driven messaging.)
- "I tried eskiin & my hair stopped falling out." (◆ Personal transformation = proof.)
- "The easiest way to get softer skin & healthier hair overnight." (◆ Effortless beauty boost.)

✓ This is why Before & After visuals and testimonials work—they sell a future version of the customer.

How This Relates to eskiin & Our Product Category Cont.

3 Social Proof & Belonging (FOMO & Urgency) → Closing the Sale & Driving Conversions

- People trust what other people love.
- They want to buy what's trending, highly rated, and socially validated.
- Our top retargeting ads focus on trust, credibility, and exclusivity.

🔥 How we've used this:

- "Women everywhere are switching to this for better skin & hair." (♦ FOMO = must-have product.)
- "We have thousands of 5-star reviews—try it risk-free." (♦ Trust = reassurance.)
- "Over 100,000 sold—don't miss out while it's still on sale." (♦ Urgency = act now.)

✓ This is why "best-rated" and "selling out fast" messaging works—it makes people trust and act immediately.

The Emotional Triggers We Need to Tap Into:

🔥 Fear & Urgency (Security & Survival) → "Your water is working against you."

- The fear of hidden contaminants → Rust, heavy metals, chlorine, and toxic chemicals are damaging their skin and hair every single day.
- The frustration of spending money on skincare & haircare that isn't working → Expensive serums, shampoos, and treatments won't fix the real problem if their water is still full of chemicals.
- The fear of long-term damage → Hair thinning, premature aging, and breakouts will only get worse until they fix their water.

💡 How we tap into this in ads:

- "This is what's really coming out of your shower pipes." (Rusty pipe visual)
- "If your hair keeps falling out, here's what might be causing it..."
- "Your expensive skincare routine is useless if your water is the real problem."

🌟 Transformation & Self-Improvement (Aspiration) → "Upgrade your shower, upgrade your skin."

- The desire for effortless beauty & self-care → The best skincare & haircare is clean water.
- The excitement of an instant change → No complicated routines, just better skin & hair overnight.
- The emotional appeal of transformation → Their skin will be softer, their hair will be stronger, and they'll feel more confident.

💡 How we tap into this in ads:

- "I switched to eskiin & my hair stopped falling out."
- "The easiest way to get softer skin & healthier hair—just by changing your showerhead."
- "Why women everywhere are making the switch to filtered shower water."

👀 Trust & Belonging (Social Proof & FOMO) → "Everyone is switching to eskiin—don't be the last."

- The reassurance of proof → Thousands of people have already solved this problem—it works.
- The power of trends & belonging → They don't want to be the last one to make the switch.
- The confidence of a risk-free decision → They don't have to hesitate—it's guaranteed.

💡 How we tap into this in ads:

- "Over 100,000 people have already made the switch—don't be left behind."
- "We have thousands of 5-star reviews—see why people love eskiin."
- "Try it for 60 days, risk-free—if you don't love it, we'll refund you."

Final Takaway

🔥 The best ads don't just list features—they make people **FEEL** something.

- Our most successful ads don't just state what eskiin does—they connect emotionally with the audience.
- We need to trigger a strong reaction—whether it's fear, excitement, or social validation—to make people act.

🔥 We sell relief from fear, the excitement of transformation, and the power of belonging.

- 4 out of our top ads tap into Security & Survival → People fear what's in their water once we show them.
- 5 of our top ads focus on Self-Improvement → People want visibly better skin & hair as an effortless upgrade.
- 3 of our top ads leverage Social Proof → People trust what others are switching to & don't want to be left behind.
- Many of our best ads combine at least two of these mass desires, making them even stronger.

🔥 Every winning ad will channel at least **ONE** of these mass desires.

- Fear-based ads (Security & Survival) are best for cold traffic & problem-aware audiences.
- Transformation ads (Self-Improvement) work best for solution-aware audiences.
- FOMO & social proof ads (Belonging) drive the final conversions.

🚀 Let's create ads that don't just sell eskiin—let's make people **NEED** it.

- Our job is not just to explain the product—it's to make people feel like they can't go another day without it.
- Every ad we create should tap into one or more of these mass desires to increase engagement, conversions, and overall brand dominance.

🔥 When we trigger the right emotion, we win. Let's keep refining and scaling what works. 🚀



The 5 Levels of Customer Awareness

Filtered Showerhead Market – Awareness Stage

The filtered showerhead market as a whole sits between Problem Aware and Solution Aware, depending on the audience segment:

1 Majority of the Market → Problem Aware

- Most people experience dry skin, hair thinning, or irritation but don't realize their shower water is the cause.
- They blame skincare, haircare, or genetics instead of identifying water quality as the root issue.
- Marketing must educate, agitate the problem, and create urgency (e.g., "Your water is damaging your skin & hair—here's why").

2 Growing Segment → Solution Aware

- More people are becoming aware that shower water quality matters (thanks to brands like Jolie, eskiin, and TikTok education).
- They know filtered showerheads exist but haven't picked one yet.
- They need comparisons, proof, and differentiation to choose the best solution.

3 Smallest Segment → Product Aware & Most Aware

- This is the hottest group—people who already know about eskiin and other brands.
- They need social proof, urgency, and risk reversal to convert.

Key Takeaway for eskiin:

The biggest opportunity lies in Problem Aware marketing, since most consumers don't yet connect their skin/hair issues to their shower water.

- Dominate Problem Aware ads → Educate & agitate the problem.
- Capture Solution Aware buyers → Show why eskiin is superior.
- Retarget Product & Most Aware → Remove hesitation & push conversion.

 **Strategy:** Expand market demand by making water quality a mainstream beauty & wellness issue, then convert them into eskiin buyers.

Unaware

Who they are:

- People who don't know they have a problem.
- Not actively searching for a solution.
- Might be experiencing a problem but don't recognize it as one.

How to market to them:

- Focus on education and storytelling to create awareness.
- Use broad, engaging hooks to capture attention (e.g., shocking stats, storytelling, or humor).
- Example: Instead of talking about a showerhead, we create content around "How Your Shower Water Might Be Ruining Your Skin & Hair Without You Knowing."
- Ads and content should highlight problems subtly rather than pitching a solution right away.

Best Content Formats:

- Entertaining or educational videos (TikToks, Reels, YouTube shorts).
- Viral-style ads and social proof that generate curiosity.

Unaware Hook Examples

Here are 10 engaging hooks designed for the completely unaware audience, based on eskiin's top-performing ads. These hooks are crafted to grab attention instantly, create curiosity, and introduce the problem in a compelling way before transitioning into the solution.

1. The Water in Your Shower is Dirtier Than You Think...

👉 (Visual: Side-by-side of clean water vs. brown, rusty water from pipes.)

🔴 "You wouldn't drink dirty water... so why are you showering in it?"

2. Your Shower Might Be Wrecking Your Skin & Hair – Here's Why

👉 "If your skin feels dry, your hair keeps thinning, or breakouts won't go away... your shower water might be the hidden culprit."

3. This is What's REALLY Coming Out of Your Shower Pipes

👉 (Show actual footage of rust, chlorine, and contaminants in unfiltered water.)

😱 "Most people have NO idea what's in their water until they see this..."

4. The Shocking Truth About Your Shower Water

✗ "Tap water is treated with chemicals that can strip your skin and damage your hair... and you're soaking in it every single day."

5. Dermatologists Warn: Your Shower Water Could Be Ruining Your Skin

❗ "If you struggle with dry, irritated skin or brittle hair, your shower water might be loaded with chemicals you'd NEVER put on your body otherwise."

6. The Silent Skin & Hair Killer Hiding in Your Shower

😱 "It's not your skincare routine... it's your water. The chemicals in your shower can lead to dry skin, eczema, and hair thinning—but most people don't even realize it."

7. Would You Wash Your Face With This?

👉 (Show a glass of murky, brownish tap water)

⚠️ "Millions of people shower in water filled with chlorine, rust, and contaminants—and it's affecting their skin & hair more than they realize."

8. If You Have Dry Skin & Frizzy Hair... STOP Ignoring This

🔥 "The problem isn't your expensive skincare or haircare products—it's your water. Here's what's happening..."

9. Why Women Everywhere Are Switching to This Filtered Showerhead

👀 "Most people don't think twice about their shower water... until they realize what's in it. Here's why thousands are making the switch."

10. The Hidden Reason Your Hair Won't Grow & Your Skin Feels Dry

⚠️ "If your hair feels weak and your skin keeps drying out, your shower water might be working against you. Here's what you need to know..."

These hooks are designed to spark curiosity, agitate the problem, and make the audience aware of an issue they've never thought about before.

Problem Aware

Who they are:

- They know they have a problem but don't know a solution exists.
- They might be searching for answers to why they have this issue.

How to market to them:

- Agitate the problem and help them understand why it exists.
- Use emotional storytelling, research, and credibility to make the problem feel urgent.
- Example: "Hard water can cause dry skin, frizzy hair, and clogged pores – but most people have no idea their shower water is the culprit."

Best Ad Formats:

- Direct-response video ads: Focus on pain points (e.g., hair thinning, dry skin, irritation).
- UGC-style videos: Show real people experiencing the problem and reacting to a fix.
- Shock-style ads: Dramatic visuals of rusty water, clogged pores, brittle hair strands.
- Before & After visuals: Comparisons of hair/skin before & after filtering shower water.
- Customer testimonial ads: A real person talking about how they struggled for years before fixing their water.

Problem Aware Hook Examples

1. Your Shower Water is Stripping Your Skin & Weakening Your Hair—Here's How to Stop It

👉 "Chlorine, heavy metals, and hard water minerals are drying out your skin and making your hair thinner—most people don't realize it's happening every single day."

2. If Your Skin Feels Dry & Your Hair Keeps Breaking... Your Water is to Blame

👉 "It's not your moisturizer or shampoo—your water is filled with harsh chemicals that strip away moisture and damage your hair at the root."

3. Hard Water is Ruining Your Skin & Hair—But No One Talks About It

👉 "Every time you shower, your water leaves behind buildup that clogs pores, weakens hair, and irritates your skin—here's what you can do about it."

4. STOP Ignoring What Your Shower Water is Doing to Your Skin & Hair

👉 "If your skin is always dry and your hair feels brittle, it's because your water is loaded with chlorine, hard minerals, and rust from your pipes."

5. Your Shower Water is Full of Chemicals That Are Destroying Your Skin Barrier

👉 "That tight, dry feeling after a shower? That's your skin reacting to harsh chemicals stripping away its natural protective layer."

6. If Your Hair is Thinning or Falling Out, Read This

👉 "Hard water buildup clogs your scalp, weakens hair follicles, and leads to breakage—until you remove it, no shampoo or serum will help."

7. Your Water is Working Against Your Skin & Hair—Here's How to Fix It

👉 "Filtered water = softer skin, healthier hair, and zero chemical exposure every time you shower."

8. Your Skincare & Haircare Routine is Useless If You Ignore This

👉 "No amount of moisturizer or deep conditioner can fix the damage caused by chlorine, heavy metals, and minerals in your water."

9. If You're Breaking Out, Losing Hair, or Have Dry Skin... It's Not Just Genetics

👉 "Most people blame their products, but the real culprit is what's coming out of your showerhead."

10. Your Shower Water is Aging Your Skin & Weakening Your Hair—Fix It Before It's Too Late

👉 "Over time, chlorine and hard water minerals accelerate skin aging, cause fine lines, and make hair thinner. Every shower adds to the damage."

Unaware vs Problem Aware Hook Examples

1. Unaware Hook:

- 🔴 "Most People Have No Idea What's Hiding in Their Shower Water..."
- 👉 Creates curiosity and makes them question something they haven't thought about before.

1. Problem Aware Hook:

- 🔵 "Your Shower Water is Loaded with Chemicals That Are Wrecking Your Skin & Hair"
- 👉 Directly tells them the cause of their frustration, making it feel urgent.

2. Unaware Hook:

- 🚿 "Would You Wash Your Face With This?" (shows a glass of rusty water)
- 👉 Visually shocking, makes them pause and wonder about their own water.

2. Problem Aware Hook:

- 🔵 "Your Shower Water is Filled with Chemicals That Clog Pores & Dry Out Your Skin"
- 👉 They already know their skin is suffering—this confirms why and pushes urgency.

3. Unaware Hook:

- 😊 "If Your Hair Feels Thin & Your Skin Feels Dry... This Might Be Why"
- 👉 Keeps it open-ended, inviting curiosity without assuming they know the problem.

3. Problem Aware Hook:

- ⚠️ "Hard Water is Destroying Your Skin & Hair—Here's What You Need to Know"
- 👉 Assumes they know they have a problem and validates the cause immediately.

4. Unaware Hook:

- 骺 "The One Thing No One Talks About When It Comes to Hair Thinning & Breakouts"
- 👉 Mysterious and attention-grabbing, but doesn't immediately reveal the issue.

4. Problem Aware Hook:

- 🌟 "Chlorine & Hard Water Buildup Are Weakening Your Hair & Irritating Your Skin—Here's How to Stop It"
- 👉 Direct, clear, and pressing—it confirms a problem they already suspect.

5. Unaware Hook:

- ✗ "Your Skincare Routine is Useless If You Ignore This"
- 👉 Provokes curiosity without giving away the solution.

5. Problem Aware Hook:

- 🔥 "Your Water is Stripping Your Skin & Hair of Natural Oils—No Skincare Product Can Fix That"
- 👉 Calls out their exact frustration and positions the problem as something that needs fixing ASAP.

Solution Aware

Who They Are:

- They know filtered showerheads exist but haven't picked one yet.
- They're comparing options like Jolie, Culligan, etc.
- They need proof that eskiin is the best choice.

How to Market to Them:

- ✓ Show why eskiin is superior (2.5x water pressure, 15-layer filtration).
- ✓ Use direct comparisons to highlight competitor weaknesses.
- ✓ Leverage customer reviews, proof, & social credibility.
- ✓ Remove friction (easy install, risk-free guarantee).

Top Ad Styles:

- 1 Comparison Ads: Side-by-side breakdown of eskiin vs. competitors (water pressure, filter quality, lifespan).
- 2 Mistake Ads: "Most people buy the wrong shower filter—here's why eskiin is different."
- 3 POV/Transformation Ads: "POV: You switched to filtered water... and your skin & hair have never felt better."
- 4 Testimonial Ads: Real customers proving eskiin works.
- 5 Trending TikTok/UGC Ads: "I saw this showerhead all over TikTok, so I tried it..."

Solution Aware Concepts

1. Side-by-Side Competitor Comparison Ads

Objective: Clearly show why eskiin is superior to other shower filters (e.g., Jolie, Culligan).

Why It Works: People at this stage are actively comparing options and need clear, factual reasons to choose eskiin.

Structure:

- Hook: "Not all shower filters are created equal—see how eskiin stacks up against [competitor]."
- Comparison Points:
 - 🚀 2.5x water pressure vs. weak water flow (Jolie, Culligan, etc.)
 - 🌄 15-layer filtration vs. cheap 1-3 layer filters
 - 💰 Longer-lasting filters vs. frequent replacements
 - 🛠 Easy installation (2 min) vs. complicated setups
- Visual Format:
 - Side-by-side product shots (design, performance, filtration breakdown).
 - A split-screen "real use test" (e.g., water pressure demo, water quality test).
- CTA: "Ditch weak water pressure & ineffective filters—switch to eskiin today!"

Execution:

- UGC-style product comparison (real person trying both).
- Infographic-based explainer with checkmarks & pros/cons.
- "Buyers Guide" style advertorial format leading to a CTA.

2. "Mistakes People Make When Buying a Filtered Showerhead" Ads

Objective: Educate viewers by framing other brands as the wrong choice, while positioning eskiin as the only smart option.

Why It Works: People don't want to make mistakes—this ad makes them feel informed & confident about choosing eskiin.

Structure:

- Hook: "Most people make this mistake when buying a shower filter..."
- Mistake #1: Thinking all filters are the same (Most have weak pressure & don't remove toxins effectively).
- Mistake #2: Buying a filter that doesn't last (Cheap filters clog fast, while eskiin lasts longer).
- Mistake #3: Forgetting about water pressure (Eskiin is the only filter that increases pressure instead of reducing it).
- CTA: "Avoid cheap knockoffs—get the #1 showerhead designed for better skin and hair."

Execution:

- TikTok/Reel with fast cuts of text callouts & a creator listing "mistakes."
- Expert-style talking head video explaining why most filters fail.

3. "POV: You Switched to eskiin" Transformation Ads

Objective: Show a clear before-and-after transformation of switching to eskiin.

Why It Works: People want proof of results—this ad makes them visualize the improvement.

Structure:

- Hook: "POV: You Finally Stopped Showering in Hard Water..."
- Before Scene:
 - Frizzy hair, dry skin, clogged pores.
 - Close-up of an old, ineffective showerhead.
- Transition to eskiin:
 - Installing it in under 2 minutes.
 - First reaction—"Wait... my hair actually feels softer already??"
- After Scene:
 - Healthy, glowing skin & softer hair after a few showers.
 - Side-by-side visuals of hair/skin before & after using eskiin.
- CTA: "Stop dealing with bad shower water—fix it in under 2 minutes with eskiin."

Execution:

- TikTok/Reel with fast cuts of hair/skin transformation over a few weeks.
- UGC-style video showing the product in action.

Solution Aware Concepts Cont.

4. Customer Testimonial Ads

- Hook: "I didn't believe it until I tried it—but my skin and hair have NEVER felt better."
- Pain Point: Customer talks about dry skin, hair thinning, irritation before using eskiin.
- Solution: After switching, they saw real, noticeable results in days/weeks.
- CTA: "If you're still using an unfiltered showerhead, you're missing out."

5. "TikTok Made Me Buy It" Trend-Based Ads

- Hook: "I Kept Seeing This Shower Filter on TikTok—So I Finally Tried It."
- Showcase Product: Close-up of eskiin showerhead, installation, first impressions.
- Reaction: "OMG, why didn't I do this sooner?"
- CTA: "If you've been thinking about it, this is your sign to try it."

6. "My Honest Review" Influencer/UGC Ad

- Hook: "I tested this showerhead for a month—here's my honest review."
- Breakdown:
 - Before & after results on skin/hair.
 - Ease of installation (2-minute setup).
 - Water pressure test to prove 2.5x pressure.
- CTA: "I'm never showering without this again."

7. Side-by-Side "Real Use" Demo Ads

- Hook: "Let's put these shower filters to the test."
- Showcase: Water pressure test, filtration effectiveness, price comparison.
- CTA: "Why settle for weak water flow? Upgrade your shower experience with eskiin."

8. Before & After Ads (Split-Screen Format)

- Hook: "This is the difference filtering your shower water makes..."
- Left Side: Dry skin, hair breakage, poor pressure.
- Right Side: Hydrated skin, stronger hair, 2.5x pressure.
- CTA: "Try it risk-free for 60 days & feel the difference."

9. "Why I Ditched My Old Showerhead" UGC Ads

- Hook: "I had no idea my shower water was the problem until THIS."
- Pain Point: Dry skin, frizzy hair, weak pressure.
- Solution: Switched to eskiin → immediate improvement.
- CTA: "If you've been struggling with bad water, you need this."

10. "Doctor/Dermatologist-Backed" Science Ads

- Hook: "Here's why unfiltered water is damaging your skin & hair, according to science."
- Breakdown: Hard water, chlorine, heavy metals → Skin irritation, hair loss.
- Solution: Filtration = better moisture retention, stronger hair, healthier skin.
- CTA: "Fix your water, fix your skin—switch to eskiin today."

Product Aware

Who They Are:

- They know about eskiin but haven't purchased yet.
- They might be hesitating due to price, skepticism, or decision fatigue.
- They need a final push to convert.

How to Market to Them:

- ✓ Eliminate objections (price, effectiveness, installation).
- ✓ Use strong social proof (customer reviews, before & afters).
- ✓ Create urgency (limited-time offers, low stock warnings).
- ✓ Reinforce risk-free purchasing (money-back guarantee, free shipping).

Top Ad Styles:

- 1 Testimonial/Review Ads: "I was skeptical, but here's what happened when I tried eskiin..."
- 2 Objection-Handling Ads: "Worried it won't work? Here's why thousands swear by it."
- 3 Urgency & Scarcity Ads: "🔥 Almost Sold Out! Don't miss your 23% off discount."
- 4 Guarantee & Risk Reversal Ads: "Try it risk-free for 60 days—love it or your money back."
- 5 Cart Abandonment Retargeting: "Still thinking about it? Your exclusive deal is waiting."

Key Takeaway:

They already want it—give them the confidence & urgency to buy now. 🚀

Most Aware

Who They Are:

- They are ready to buy but may need a final nudge.
- They've visited the site, added to cart, or engaged with ads but haven't checked out.
- They need urgency, reassurance, or a final incentive to complete the purchase.

How to Market to Them:

- ✓ Use urgency & scarcity (limited-time deals, low stock warnings).
- ✓ Overcome last-minute hesitation (fast shipping, easy returns, secure checkout).
- ✓ Make the purchase feel like a no-brainer (bonuses, extra discounts, social proof).

Top Ad Styles:

- 1 Cart Abandonment Retargeting: "Your 23% off deal is expiring—complete your order now!"
- 2 Urgency/Scarcity Ads: "🌟 Selling Fast! Only a few left at this price."
- 3 Bonus Offer Ads: "Order today & get free shipping + an exclusive bonus."
- 4 One-Click Reminder Ads: "Still thinking about it? Your eskiin showerhead is waiting."
- 5 FOMO & Social Proof Ads: "Thousands have already made the switch—don't miss out!"

Key Takeaway:

They're one step away—give them a reason to act now instead of waiting. 🚀

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	\$5k/mo		\$25k/mo		\$50k/mo		\$100k/mo		\$300k/mo		\$1M/mo		\$3M/mo	
Stage	%	\$	%	\$	%	\$	%	\$	%	\$	%	\$	%	\$
Unaware	0%	\$0	0%	\$0	0%	\$0	0%	\$0	5%	\$15,000	15%	\$150,000	20%	\$600,000
Problem aware	0%	\$0	5%	\$1,250	8%	\$4,000	15%	\$15,000	25%	\$75,000	35%	\$350,000	40%	\$1,200,000
Solution aware	10%	\$500	15%	\$3,750	17%	\$8,500	30%	\$30,000	35%	\$105,000	35%	\$350,000	30%	\$900,000
Product aware	20%	\$1,000	30%	\$7,500	40%	\$20,000	30%	\$30,000	20%	\$60,000	10%	\$100,000	7%	\$210,000
Most aware	70%	\$3,500	50%	\$12,500	35%	\$17,500	25%	\$25,000	15%	\$45,000	5%	\$50,000	3%	\$90,000
Total	100%	\$5,000	100%	\$25,000	100%	\$50,000	100%	\$100,000	100%	\$300,000	100%	\$1,000,000	100%	\$3,000,000

Structure as of Feb 24th*

10 Ads Per Strategist

Unaware - 1

Problem Aware - 3 to 4

Solution Aware - 3 to 4

Product Aware - 2

Most Aware - 1

Image to Video Split

Since eskiin's top-performing ads are video-based (UGC, founder-led, problem agitation, and transformation-style ads), video should dominate the ad mix. However, image ads are still valuable for retargeting, quick reminders, and low-cost testing.

Format	% of Ads	Total Ads Per Month
Video Ads	75%	90 ads
Image Ads	25%	30 ads

How to Distribute Image vs. Video Ads Across Awareness Stages:

Awareness Stage	% of Total Ads	Video Ads	Image Ads
Unaware (5%)	6 ads/month	5 videos	1 image
Problem Aware (47%)	56 ads/month	45 videos	11 images
Solution Aware (30%)	36 ads/month	27 videos	9 images
Product Aware (10%)	12 ads/month	9 videos	3 images
Most Aware (8%)	10 ads/month	4 videos	6 images

Why This Split Works for us:

- ✓ Video is king for education & problem-aware audiences → It's the best format for hooking cold traffic and demonstrating our product's value.
- ✓ Image ads work great for retargeting & solution-aware audiences → Quick, bold CTAs for people who are already familiar with the product.
- ✓ Meta rewards video ads with better engagement & lower costs, making it the best way to scale.

Key Takeaways:

- 🚀 75% of ads should be video → The best format for engaging new audiences and storytelling.
- 💡 25% should be image ads → Great for retargeting and reinforcing urgency in lower-funnel audiences.
- 🔥 Focus video on cold traffic (Problem & Solution Aware) and use images more in retargeting (Product & Most Aware).

By Strategist Per Week

Awareness Stage	% of Total Ads	Video Ads	Image Ads
Unaware (5%)	0-1	1 video	or 1 image
Problem Aware (47%)	5	4 videos	1 image
Solution Aware (30%)	3	2 videos	1 image
Product Aware (10%)	1	1 video	or 1 image
Most Aware (8%)	1	1 video	or 1 image

This will give us 120 Ads per month between the 3 of us

#1 TOP SPENDING AD



Script: Guys behind your showerhead this is what the water pipes look like (holds up rusty water pipe) and this is what they look like on the inside. My name is Wes and I'm the Founder at eskiin and we created the world's best filtered showerhead. It filters out all the rust, all the heavy metals, all the chlorine, all the impurities that come out of your shower head that leave your skin dry, itchy, your hair brittle and falling out. We created not only the best filtered showerhead but we created the one with the best water pressure on the market. You can see right here the pressure is absolutely unbelievable it 3X's your water pressure it's just unbelievable. We have thousands and thousands of 5-star reviews, so many satisfied customers, we're 23% off today. Click the link and try us out today we have a 60 day money back guarantee. You have literally nothing to lose. Try us out and fall in love with eskiin.

adspend: \$543,000

cpa: \$104

roas: 1.28

ctr (all): 2.3%

#1 TOP SPENDING AD - AWARENESS STAGE (PROBLEM AWARE)



Why This Ad Spent \$500K to the Problem Aware Audience

✓ It Agitates a Problem Most People Haven't Fully Connected Yet

- The opening line immediately hooks the viewer by revealing a hidden issue—rusty pipes contaminating their water.
- It visually proves the problem (holding up the rusty pipe), making it impossible to ignore.

✓ It Educates First, Then Sells

- The ad doesn't assume people already know water quality is the cause of their skin and hair issues—it makes them aware of it.
- The problem is fully agitated before eskiin is even introduced as the solution.

✓ The Product is Positioned as the Fix, Not Just a Choice

- By the time eskiin is mentioned, the viewer already feels the need to fix the issue.
- This makes it a natural next step, rather than feeling like a sales pitch.

✓ It Converts Cold Audiences at Scale

- Problem Aware is the biggest audience to scale profitably—most people experience these issues but don't know why.
- This ad takes them from unaware of the cause → problem aware → ready to act.

🔥 This is why it scaled to \$500K+ in spend—it's a mass-market message that moves a huge audience toward conversion, fast.

Last 365 days ▾

Group by Ad name ▾

✗ Dimension filter

✗ Metric filter

Spend ×

Purchases ×

CPA ×

ROAS ×

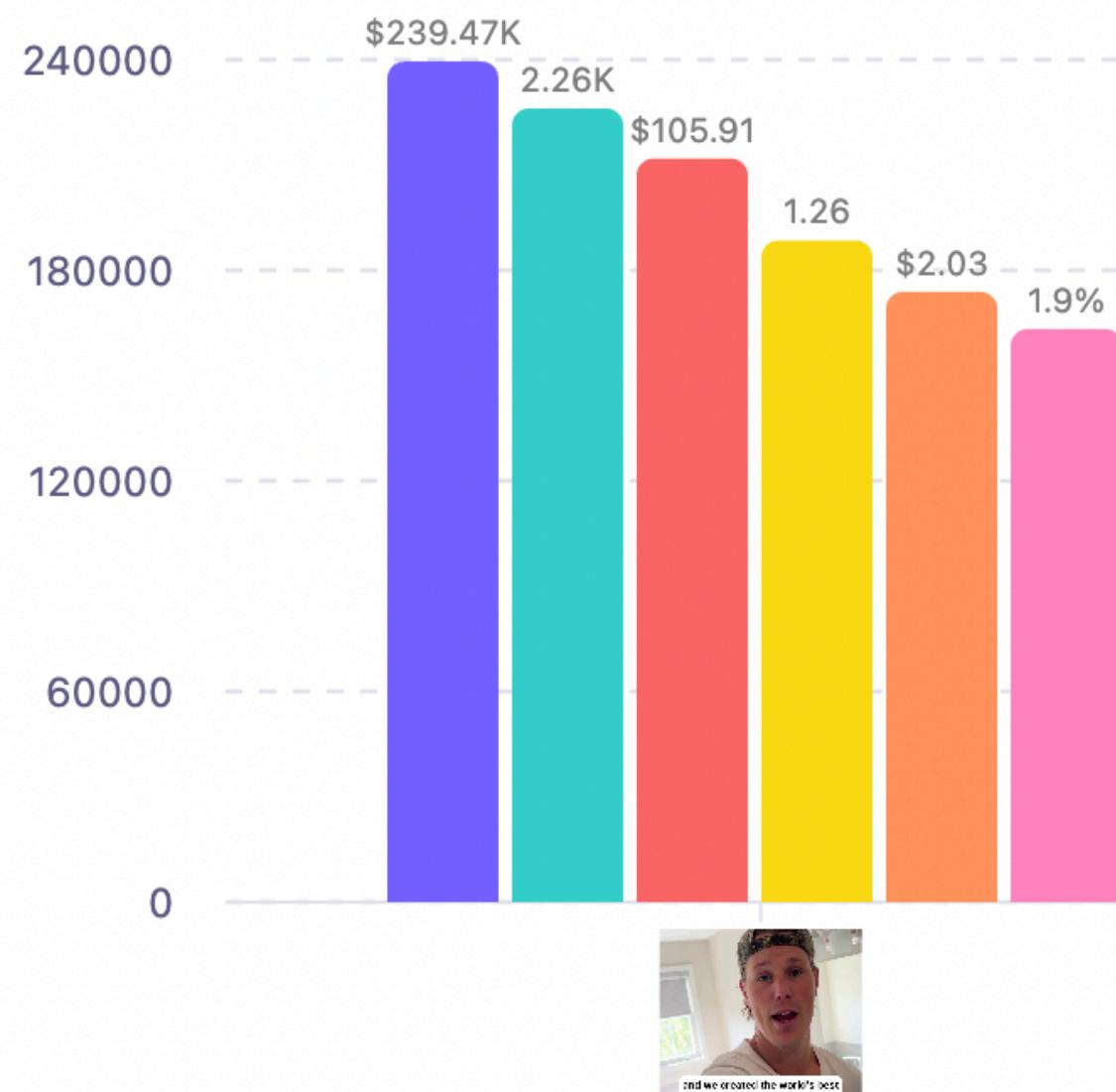
CPC (link click) ×

CTR (all) ×

+ Add metric



Spend

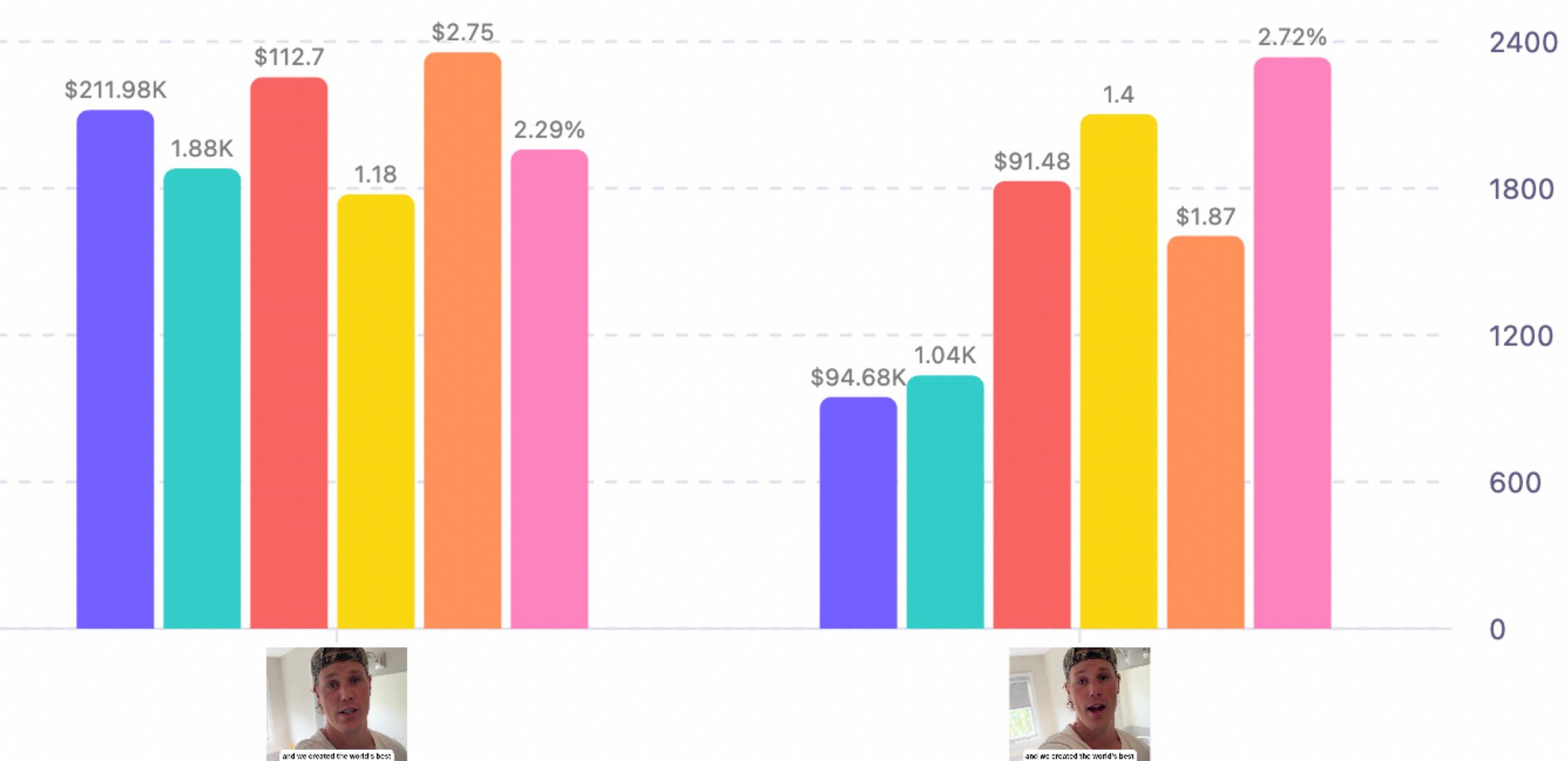


Vid 2 | Wes Fo...

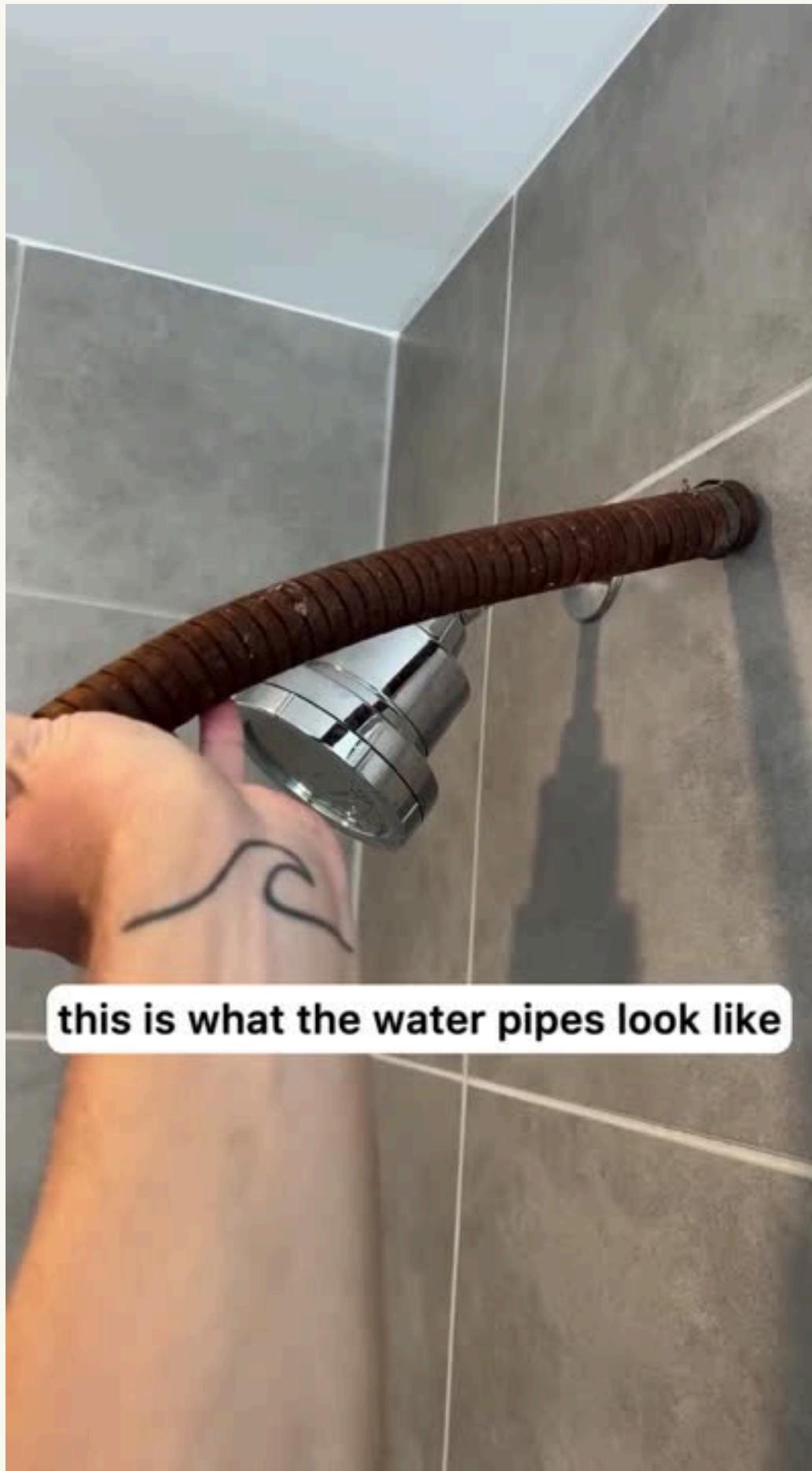
DirtyWaterPipe...

Vid 2 | Wes Fo...

Purchases



#1 TOP AD - KEY ELEMENTS



1. **hook – rusty pipe visual**

- The ad starts strong with a clear pattern disruptor: the rusty pipe. This immediately grabs attention and makes people think about what's in their water.
- Holding up the pipe and showing the inside makes the problem feel real.

2. **founder presence & credibility**

- I'm speaking directly to the camera builds trust and authority.
- The delivery feels natural, confident, and engaging, making it easy for viewers to connect with the message.

3. **problem setup – water contaminants**

- The video clearly lays out the issue: rust, heavy metals, chlorine, and other impurities in shower water.
- It ties these contaminants directly to skin and hair problems (dry skin, itching, brittle hair, hair loss), which makes the problem personal for viewers.

4. **solution – eskiin's benefits**

- Establishes eskiin as the best filtered showerhead on the market.
- Calls out two key differentiators:
 - filtration – removes contaminants from the water.
 - water pressure – not just maintaining, but actually tripling the pressure.

5. **social proof**

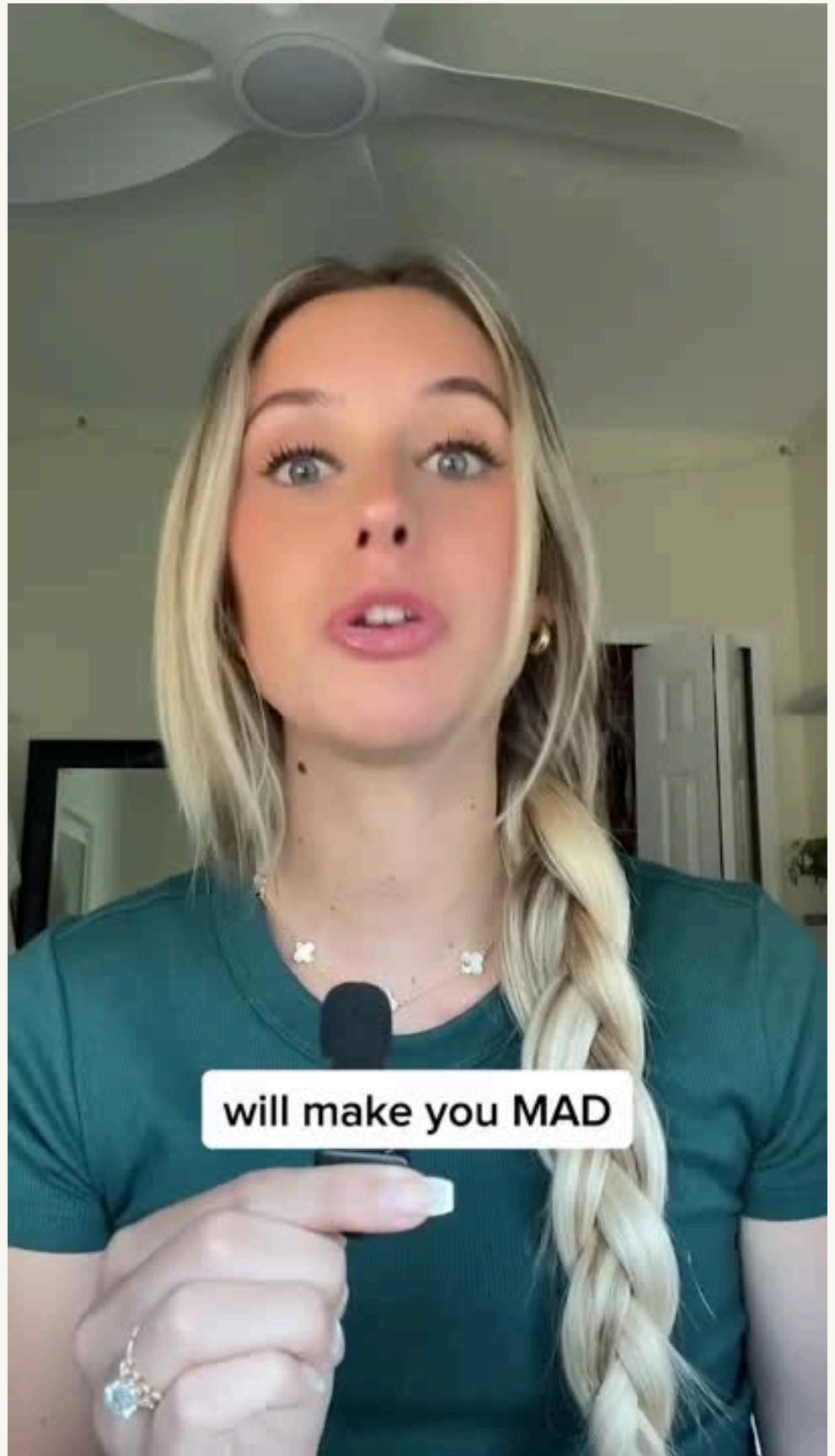
- Mentions "thousands and thousands of 5-star reviews" to reinforce credibility.
- Frames eskiin as a trusted solution used by many satisfied customers.

6. **offer & call-to-action**

- Highlights the 23% discount to create urgency.
- Reinforces the 60-day money-back guarantee to eliminate risk.
- Ends with a strong call-to-action: "click the link and try us out today."

Awareness stage: Problem Aware

#2 TOP SPENDING AD



Script: 3 signs you have a hard water problem and how to fix it overnight, "And the third one will make you MAD. THINNING HAIR Your water collects a HARMFUL amount of metal particles from these DISGUSTING city water pipes. Just like they build up on your tap fixtures, heavy metals coat and clog your hair follicles too leading to unexplained hair loss. AGING YOUR SKIN – Your shower water is also packed with skin-damaging chemicals like chlorine that most people don't know are causing their chronic skin issues and prematurely aging their skin. WASTING YOUR MONEY! When you have a skin or hair issue, the first thing you do is buy a product to FIX IT. But, since your hair is coated by a heavy metal film, your products aren't even getting to the hair shaft, which is why none of them seem to work. All of this made me want to SCREAM too, but luckily I found one simple, permanent solution that FINALLY stopped my hair loss, allowed my skin to heal and flourish, and eliminated hard water build up on my hair, so I'll never waste another dollar on products I don't need EVER again. All of my skin and hair problems vanished as soon as I ditched my old showerhead and upgraded to an eskiin filtered showerhead. It removes heavy metals and chlorine from your shower water, eliminating all of the stubborn skin and hair problems that go with it. And not only has it completely transformed my skin and hair, but it also DOUBLED my water pressure which I was so excited about because I had been frustrated with weak water pressure for YEARS. Not to mention, now I have a lot less hard water build up in my shower so I spend a lot less time cleaning it. But I will admit, I was a little skeptical to try it at first but, when I saw they were rated best filtered showerhead on the market and will give you your money back in full if you don't see an improvement in your hair and skin, I KNEW I had to give it a try. It arrived SUPER fast and it comes with everything you need to get it set up – no extra tools required.. It took me less than 3 minutes to install, and is compatible with 98% of showers in the USA. I couldn't believe how easy it was. They also have this genius subscription program where a new filter shows up at your door right when your old one needs replacing, which is great because without it I would definitely forget, and changing the filter just takes 10 seconds or less. Eskiin has THOUSANDS of 5 star reviews from people who have found relief from SO MANY different skin and hair problems, so if you're suffering and you can't figure out what's causing the issue, there's a good chance it's your water and you NEED get an eskiin too! There's ZERO risk in trying it – if it doesn't work for you they'll refund you and full and you don't even have to send the product back. So what are you waiting for?! Tap below to try eskiin today and save 15%!"

adspend: \$416,000

cpa: \$100

roas: 1.23

ctr (all): 1.61%

#2 TOP SPENDING AD - AWARENESS STAGE (PROBLEM AWARE)



Why This Ad is Problem Aware:

It Starts by Educating the Viewer on a Problem They Haven't Fully Connected Yet

- Opens with "3 Signs You Have a Hard Water Problem and How to Fix It Overnight" → Immediately positions the ad as educational rather than assuming the viewer already knows they need a filtered showerhead.
- Calls out relatable pain points:
 - Thinning hair → "Heavy metals clog your hair follicles, leading to unexplained hair loss."
 - Aging skin → "Your shower water is packed with skin-damaging chemicals like chlorine."
 - Wasting money → "Your products aren't even getting to your hair shaft because of hard water buildup."
- These are all problems people struggle with but typically blame on other things (bad hair products, genetics, aging, etc.).

It Fully Agitates the Problem Before Introducing the Solution

- It walks the viewer through why their hair and skin issues aren't getting better—making them feel the pain before offering a fix.
- The product isn't introduced until the problem is deeply agitated, ensuring the audience is emotionally invested first.

It Does NOT Assume the Viewer is Already Looking for a Filtered Showerhead

- Unlike Solution Aware ads, this one doesn't compare eskiin to competitors or assume the viewer already understands the importance of water filtration.
- Instead, it educates them on the issue first, making them realize they need a solution before presenting eskiin as the best option.

Why It Converts So Well at Scale

- This is the largest scalable audience—most people don't yet connect their hair/skin problems to their water.
- The ad is designed to move people from unaware → problem aware → ready to take action in a single viewing.
- Strong risk reversal & urgency (money-back guarantee, 15% off, limited-time offer) close the deal.

Final Verdict: Fully Problem Aware

🔥 This ad works because it educates, agitates, and seamlessly transitions the viewer into needing a fix—making it a powerhouse for converting cold traffic at scale. 🚀

Last 365 days ▾

Group by Ad name ▾

✗ Dimension filter

✗ Metric filter

Spend X

Purchases X

CPA X

ROAS X

CPC (link click) X

CTR (all) X

+ Add metric



Spend

180000

\$166.4

1.57K

135000

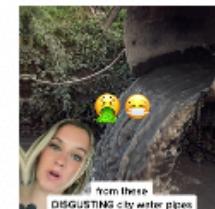
\$106.2

120.2

90000

45000

0



Teagan | UGC | ...

\$108.88

1.08K

1.54%



Teagan | UGC | ...

1.76%

1.21

\$2.85

\$88.25

920

1.3

\$2.39



Teagan | UGC | ...

\$122.37

1.82%

1.09

\$4.14



Teagan Hook 6 ...

\$33.41K

273

1.53%

1.76%

1.82%

1.09

\$4.14



Teagan | UGC | ...

\$85.46

253

1.47

\$1.96

1.88%

Purchases

1600

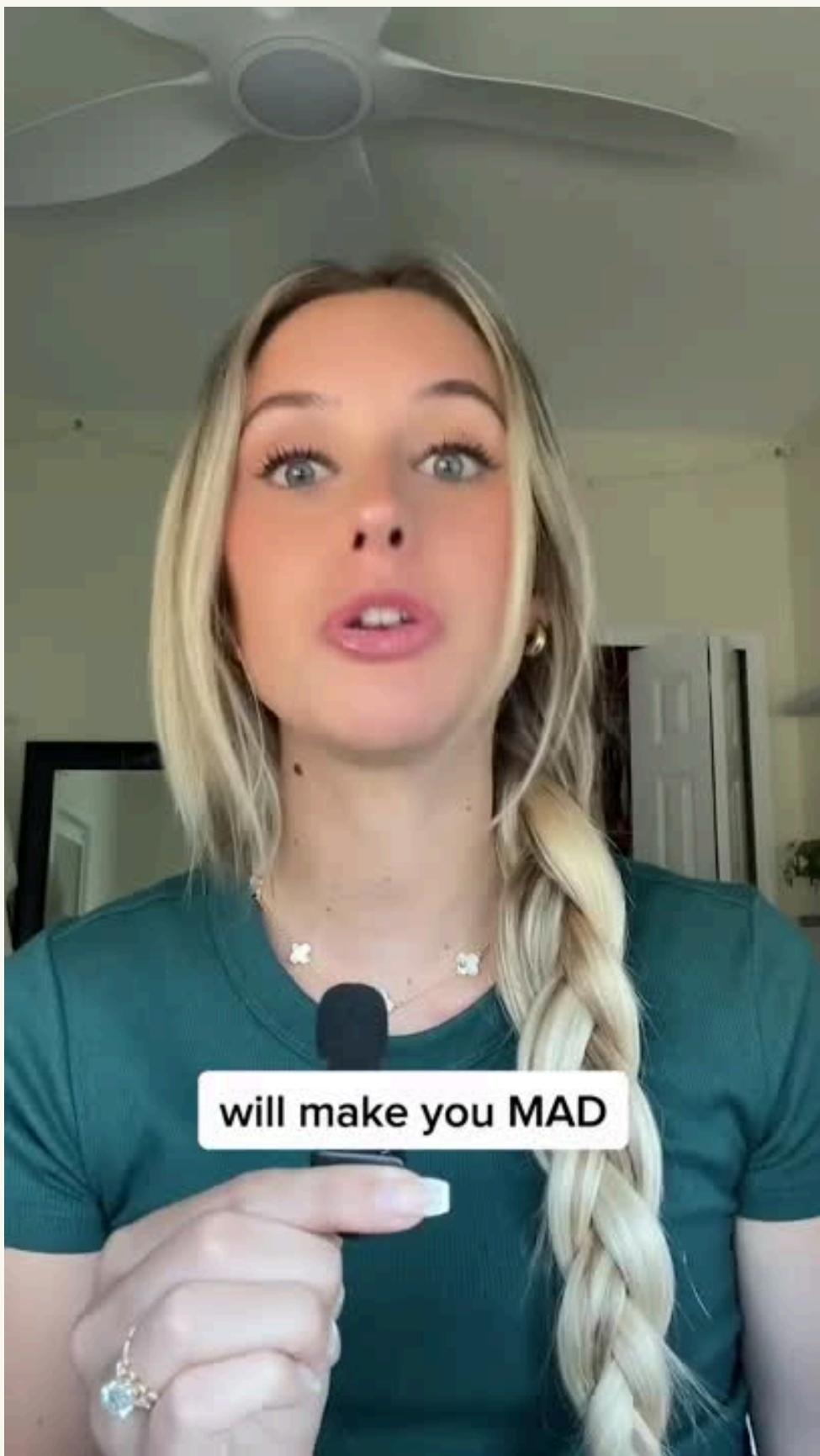
1200

800

400

0

#2 TOP AD - KEY ELEMENTS



1. Hook – Hard Water Problem & Emotional Trigger

- The ad opens with a "3 signs you have a hard water problem" hook, which immediately creates curiosity.
- The phrase "And the third one will make you MAD" is a strong pattern disruptor, keeping viewers engaged and making them want to hear all three signs.

2. Problem Setup – Hair Loss, Skin Damage, and Wasted Money

- The ad breaks the problem into three clear, emotionally charged issues:
 - Thinning Hair – Calls out metal particles from city pipes clogging hair follicles, leading to unexplained hair loss.
 - Aging Skin – Highlights that chlorine in shower water causes premature aging and chronic skin issues.
 - Wasting Money – Emphasizes that products don't work because heavy metals block absorption.
- The writing makes the viewer emotionally frustrated with their current situation before introducing the solution.

3. Solution – Eskiin's Benefits

- Introduces eskiin as the one simple, permanent solution that eliminates all these issues.
- Calls out two core benefits:
 - Removes heavy metals and chlorine to fix the root cause of hair and skin issues.
 - Doubles water pressure, making the shower experience significantly better.

4. Additional Benefits & Convenience

- Mentions how using eskiin reduces hard water buildup in the shower, leading to less cleaning needed.
- Calls out easy installation (less than 3 minutes, compatible with 98% of showers).
- Highlights the filter subscription program, ensuring customers never forget to replace their filter.

5. Social Proof & Trust Signals

- Mentions "thousands of 5-star reviews" from people who solved their hair and skin problems with eskiin.
- Reinforces eskiin as the best-rated filtered showerhead on the market.

6. Offer & Call-to-Action

- Pushes urgency with "Save 15% today!"
- Reinforces risk reversal by saying:
 - "If it doesn't work for you, they'll refund you in full, and you don't even have to send it back."
- Closes with "So what are you waiting for? Tap below to try eskiin today!"

Awareness stage: Problem Aware

#3 TOP SPENDING AD



we're at the eskiin warehouse in the beautiful teton mountains. come in the warehouse and lets check it out. this rusty pipe looks a lot like the water pipes that bring the water into your home that you're showering in every day. now you can't throw out your rusty water pipes, but what you can do is upgrade to an eskiin filtered showerhead. my best friend, my sister and i created eskiin. its the worlds best filtered showerhead. it filters all the rust all the chlorine, all the heavy metals. all the junk from your shower water. while also give 2.5x water pressure. for the best shower experience you've ever had guaranteed or your money back. our black friday sale is live, we're going to sell out. click the link below to buy eskiin now. lets go baby! woooh!

#3 TOP SPENDING AD - PROBLEM AWARE



Why This Ad is Problem Aware:

Starts with a Relatable, Everyday Problem

- "This rusty pipe looks a lot like the water pipes that bring the water into your home that you're showering in every day."
- Uses a visual demonstration (rusty pipe) to make the viewer realize they're showering in contaminated water.
- Educates the audience about an issue they may not have thought about before.

Does Not Assume the Viewer Knows They Need a Filtered Showerhead

- "Now, you can't throw out your rusty water pipes, but what you can do is upgrade to an eskiin filtered showerhead."
- This line bridges the gap between problem awareness and the solution, but it doesn't assume they were already shopping for a shower filter.
- The ad's structure guides them to the realization that they need to fix their water.

Agitates the Problem Before Selling the Product

- The ad builds tension by showing the rusty pipe and explaining that this is what's in their home water system.
- Once the problem is clear, it introduces eskiin as the solution.

The Focus is on Problem Awareness, Not Comparison

- If this were Solution Aware, it would assume they're already looking for a filtered showerhead and position eskiin against competitors.
- Instead, this ad spends time educating them on the problem before pitching the solution.

It Converts Cold Audiences at Scale

- The Black Friday sale + urgency ("we're going to sell out") adds a strong push for immediate action.
- Social proof ("my best friend, my sister, and I created eskiin") makes the brand feel more relatable and personal.
- Exciting energy at the end ("Let's go, baby! Woooh!") keeps engagement high and reinforces action-taking behavior.

Last 365 days ▾

Group by Ad name ▾

✗ Dimension filter

✗ Metric filter

Spend X

Purchases X

CPA X

ROAS X

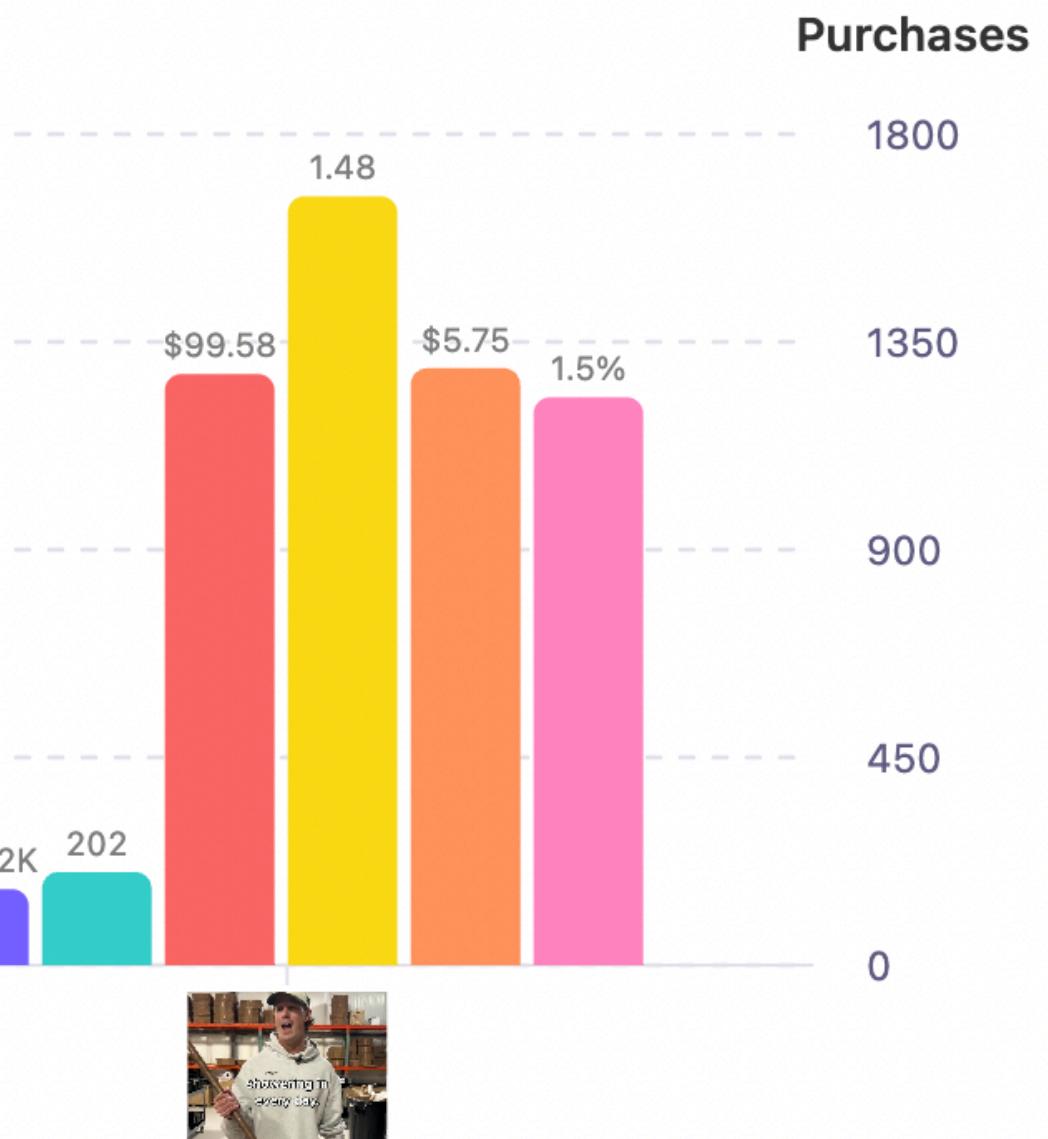
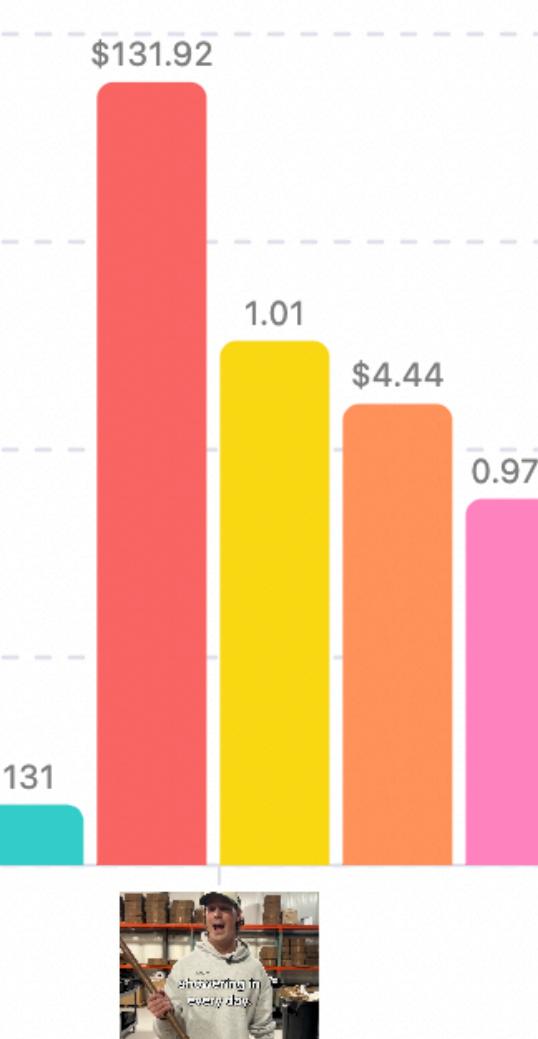
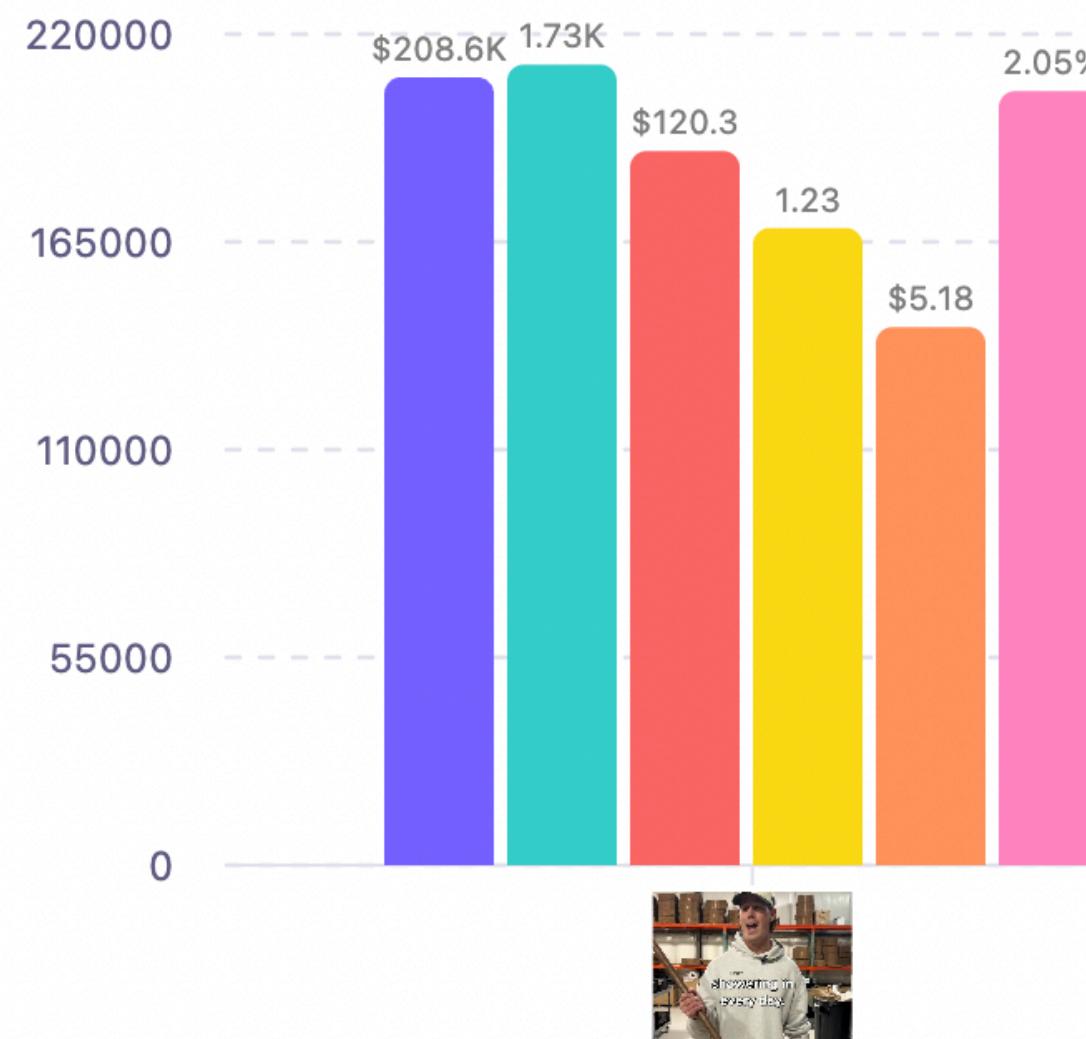
CPC (link click) X

CTR (all) X

+ Add metric



Spend



Wes Founder | ...

Wes Founder | ...

Wes Founder | ...



#3 TOP AD - KEY ELEMENTS

1. Hook – Warehouse Location & Rusty Pipe Visual

- Opens with a behind-the-scenes look at the eskiin warehouse in the Teton Mountains, which adds authenticity and credibility.
- Immediately follows up with the rusty pipe visual, reinforcing the contaminated water problem in a way that makes it feel real to the viewer.

2. Problem Setup – The Water in Your Home

- Connects the rusty pipe to the viewer's own water supply, making it clear that they are showering in the same kind of water.
- Strong framing: "You can't throw out your rusty water pipes, but you can upgrade your showerhead."
- Positions eskiin as the only real solution to this unavoidable problem.

3. Founder Presence & Brand Story

- Calls out that eskiin was created by Wes, his best friend, and his sister, which makes the brand feel personal and trustworthy.
- Reinforces the authority of the brand—not just another random product, but one developed by people who care about solving this issue.

4. Solution – Eskiin's Benefits

- Clearly lays out eskiin's filtration power: removes rust, chlorine, heavy metals, and all water contaminants.
- Reinforces the 2.5x water pressure benefit, making it clear that eskiin doesn't just clean water—it improves the shower experience.
- Uses a high-energy tone to drive excitement about the product.

5. Urgency & Offer

- Announces the Black Friday sale, creating urgency.
- Uses strong language: "We're going to sell out."
- Makes the call-to-action clear and direct: "Click the link below to buy eskiin now."

6. Energetic Close & Hype

- Ends with high energy ("Let's go baby! Woooh!"), which reinforces excitement and makes the ad feel more dynamic and engaging.
- Leaves the audience with a sense of urgency and enthusiasm, increasing the likelihood of immediate action.

This ad is built around authenticity, strong visual hooks, and high-energy excitement, making it effective at driving engagement and urgency.

Awareness stage: Problem Aware/Solution Aware

#4 TOP SPENDING AD



I just learned that you're supposed to filter your shower water and here's why. I did my research and found the Eskin Filtered Showerhead, designed to be a convenient, foolproof way to reduce hair loss, giving you fuller, softer hair and hydrated, blemish-free skin. It's incredibly easy to use because it provides dramatic results with no extra steps to your beauty routine. Makes skin and hair look and feel healthier just by showering. Eskin's proprietary filtration system removes heavy metals, chlorine, damaging byproducts and other chemicals that most people don't know are causing their chronic skin and hair issues. All you have to do is install it in 3 minutes or less and watch the magic start to happen immediately after your first shower. After shower 1, you'll notice hair and skin that's softer to the touch and you won't have that tight, itchy, post-shower skin. Even my boyfriend commented on the difference. But the best part? With each shower, Eskin Water provides your skin and hair lasting relief from the constant battle against harmful contaminants, creating the perfect environment for them to heal, thrive and flourish. Trust me, your skin and hair will be so happy. Plus, Eskin's the only shower filter that promises to give you stronger water pressure by up to 3 times, so say goodbye to weak pressure and hello to the most beautiful skin and hair you've ever had, guaranteed, or your money back in full. They have a ton of 5-star reviews and are even rated the best filtered shower out on the market. So if you're sick of having bad skin and hair, it's time to consider that your shower water is probably causing the problem. Tap below to learn more and claim your Eskin while it's still on sale.

#4 TOP SPENDING AD - PROBLEM AWARE → SLIGHTLY SOLUTION AWARE



Why This Ad is Primarily Problem Aware:

- ✓ Opens by Introducing a New Problem the Audience Likely Hasn't Considered
 - "I just learned that you're supposed to filter your shower water and here's why."
 - This assumes the viewer doesn't already know shower water needs to be filtered, making this a Problem Aware hook.
 - The ad's goal is to educate first, not sell immediately.
- ✓ Clearly Explains the Hidden Cause of Hair & Skin Issues
 - "Eskiin's proprietary filtration system removes heavy metals, chlorine, damaging byproducts, and other chemicals that most people don't know are causing their chronic skin and hair issues."
 - This line makes the viewer realize their current problems (bad skin, hair loss) are coming from something they weren't aware of before—which is classic Problem Aware messaging.
- ✓ Educates First, Then Introduces a Solution
 - It doesn't assume they are actively looking for a filtered showerhead. Instead, it makes them realize they need one.
 - It spends time explaining the issue before positioning eskiin as the best solution.
- ✓ Includes Some Solution Aware Elements, But It's Still Primarily Problem Aware
 - The ad mentions differentiation (stronger water pressure, no extra steps to your beauty routine, best-rated shower filter).
 - BUT this happens after the problem is agitated—it's not the main focus.
 - If it were fully Solution Aware, the hook would assume they already want a shower filter and immediately lead with product superiority.
- ✓ Strong CTA & Urgency for Immediate Action
 - "So if you're sick of having bad skin and hair, it's time to consider that your shower water is probably causing the problem."
 - This line reaffirms the problem one last time before the CTA, ensuring the audience feels the need to fix it.
 - Sale mention + tap-to-learn-more CTA = Strong incentive to act.

Uncover your top spending ads. Identify where your investments drive profits and optimize your ad spend effectively.

Last 365 days

Group by Ad name

Dimension filter

Metric filter

Spend

CPA

AOV

ROAS

CTR (all)

CPC (link click)

Purchases

+ Add metric



Spend

CPA

80000

120

\$75.74K

1.12

1.57%

\$4.27

673

60000

90

40000

60

20000

30

0

0



Spoiled Child ...



Spoiled Child ...

Spend

CPA

\$31.53K

1.42

1.68%

\$3.99

357

60000

90

40000

60

20000

30

0

0

#4 TOP AD - KEY ELEMENTS

1. Hook – Discovery & Curiosity

- "I just learned that you're supposed to filter your shower water and here's why."
- This immediately grabs attention by positioning the narrator as someone who just discovered something important—making the audience curious to learn more.
- The "here's why" phrasing creates an open loop that encourages people to keep watching.

2. Problem Setup – Hidden Causes of Skin & Hair Issues

- The ad frames the problem as something most people don't even realize is affecting them.
- "Damaging byproducts and other chemicals that most people don't know are causing their chronic skin and hair issues."
- This subtle pain point agitation makes viewers question if their own skin and hair problems might be caused by their shower water.

3. Solution – Eskiin Filtered Showerhead

- The ad introduces eskiin as the easy, foolproof way to reduce hair loss and improve skin health.
- Key benefits highlighted:
 - "Fuller, softer hair and hydrated, blemish-free skin."
 - "Provides dramatic results with no extra steps to your beauty routine."
 - "Filtration system removes heavy metals, chlorine, and damaging byproducts."
- The phrasing makes eskiin feel like a seamless upgrade to something people already do daily.

4. Instant & Long-Term Benefits

- Short-term: "After shower 1, you'll notice hair and skin that's softer to the touch."
 - This reassures potential buyers that they won't have to wait weeks to see results.
- Long-term: "With each shower, eskiin provides lasting relief from harmful contaminants, creating the perfect environment for hair and skin to heal, thrive, and flourish."
 - This frames eskiin as a solution with cumulative benefits, making it a long-term investment in self-care.

5. Social Proof & Validation

- "Even my boyfriend commented on the difference."
 - This personal anecdote adds credibility and makes the transformation feel real.
- "They have a ton of 5-star reviews and are rated the best filtered showerhead on the market."
 - Reinforces that eskiin isn't just a random product—it's trusted by thousands.

6. Water Pressure Differentiator

- "Eskiin is the only shower filter that promises to give you stronger water pressure by up to 3 times."
- This is a key differentiator—other filtered showerheads weaken water pressure while eskiin enhances it.
- Ends with a strong contrast: "Say goodbye to weak pressure and hello to the most beautiful skin and hair you've ever had."

7. Call-to-Action & Urgency

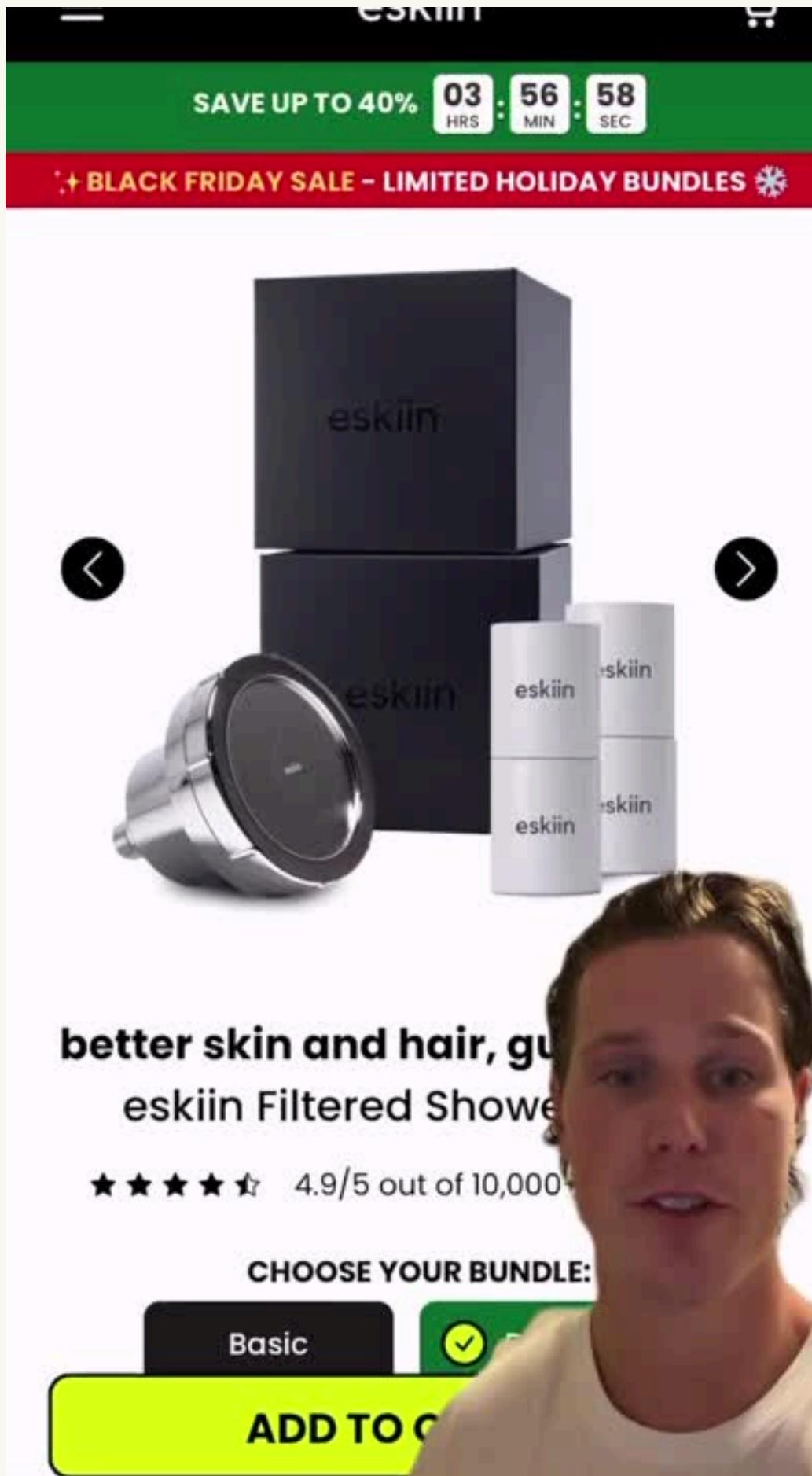
- "So if you're sick of having bad skin and hair, it's time to consider that your shower water is probably causing the problem."
 - This challenges the viewer to rethink the root cause of their issues, making them more likely to take action.
- "Tap below to learn more and clean your eskiin while it's still on sale."
 - The CTA is clear and action-driven.
 - The mention of a sale adds urgency, pushing potential buyers to act now rather than later.

Final Takeaways

- This ad speaks to a problem-aware audience.
 - It assumes the viewer knows they have skin and hair issues but hasn't yet connected them to their shower water.
- The messaging is heavily benefits-driven and frames eskiin as the easiest, most effective solution.
- It balances short-term and long-term benefits—making eskiin feel like a fast and lasting fix.
- Water pressure is a strong differentiator and should continue to be emphasized.
- The CTA is clear and adds urgency with the mention of a sale.

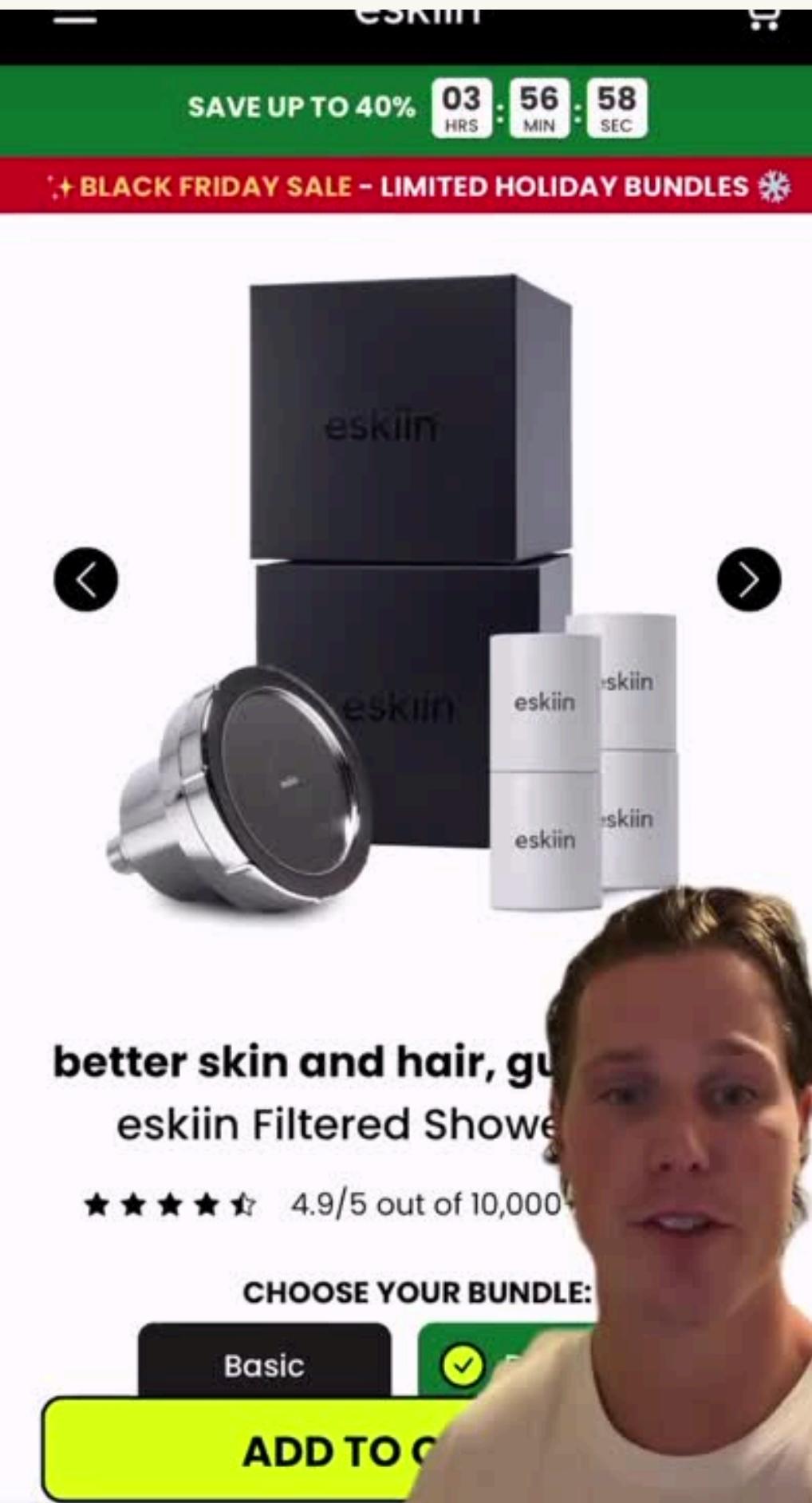
This ad is structured to educate, build trust, and drive action in a way that feels natural and engaging.

#5 TOP SPENDING AD



Script: Guys behind your showerhead this is what the water pipes look like (holds up rusty water pipe) and this is what they look like on the inside. My name is Wes and I'm the Founder at eskiin and we created the world's best filtered showerhead. It filters out all the rust, all the heavy metals, all the chlorine, all the impurities that come out of your shower head that leave your skin dry, itchy, your hair brittle and falling out. We created not only the best filtered showerhead but we created the one with the best water pressure on the market. You can see right here the pressure is absolutely unbelievable it 3X's your water pressure it's just unbelievable. We have thousands and thousands of 5-star reviews, so many satisfied customers, we're 23% off today. Click the link and try us out today we have a 60 day money back guarantee. You have literally nothing to lose. Try us out and fall in love with eskiin.

#5 TOP AD - KEY ELEMENTS



1. Hook – Direct-to-Camera with Green Screen Product Page

- The ad immediately opens with Wes speaking directly to the camera, making it feel personal and authentic.
- The green screen background featuring the product page reinforces credibility and makes it visually clear what's being promoted.
- This setup mimics organic content, making it blend naturally into people's feeds.

2. Problem & Solution – Clean Water for Better Skin and Hair

- The ad doesn't spend much time on problem agitation but immediately states the core value prop:
 - "We created eskiin to give people the best skin and hair they've ever had by showering in clean, filtered water."
- This assumes the audience already understands the problem and focuses on positioning eskiin as the solution.

3. Offer & Urgency – Black Friday Holiday Bundle

- The main selling point is the discount, framed as the biggest deal ever:
 - "This is the cheapest we're ever gonna sell it."
 - "Up to 40% off."
- This creates a strong sense of urgency by making it clear that this is a one-time, limited opportunity.

4. Social Proof & Community Engagement

- Encourages past buyers to comment what they love about it.
- This serves two purposes:
 - a. Builds social proof in real-time by getting engagement from satisfied customers.
 - b. Boosts engagement on the ad, increasing organic reach and credibility.

5. Emotional Close & CTA

- Wes expresses gratitude: "We're so grateful for all your support."
- Ends with a positive, inclusive message, reinforcing a sense of community around the brand.
- Clear CTA: "We can't wait for you to save huge on this deal."

Final Takeaways from This Ad

- This ad speaks to a solution-aware to most-aware audience. It assumes people already know eskiin and its benefits—it's purely focused on driving conversions.
- Urgency and exclusivity are the primary drivers. The key message is this is the biggest discount ever, which pushes hesitant buyers to act now.
- Social proof through comments is a smart tactic. Encouraging past customers to engage in the comments helps build trust for new buyers.
- The format feels organic and native. Direct-to-camera with a green screen keeps it simple, making it feel less like an ad and more like a personal recommendation.

This is a straight conversion-focused ad designed to drive action quickly with urgency, exclusivity, and a strong CTA.

Last 365 days ▾

Group by Ad name ▾

✗ Dimension filter

✗ Metric filter

Spend ×

Purchases ×

CPA ×

ROAS ×

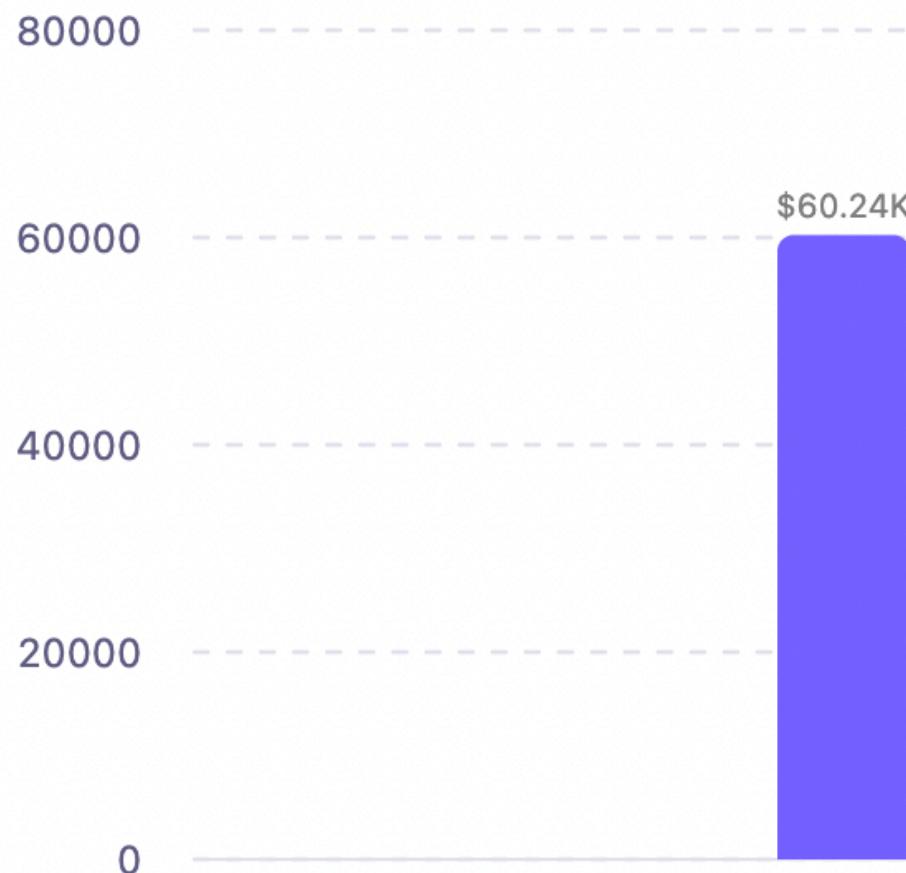
CPC (link click) ×

CTR (all) ×

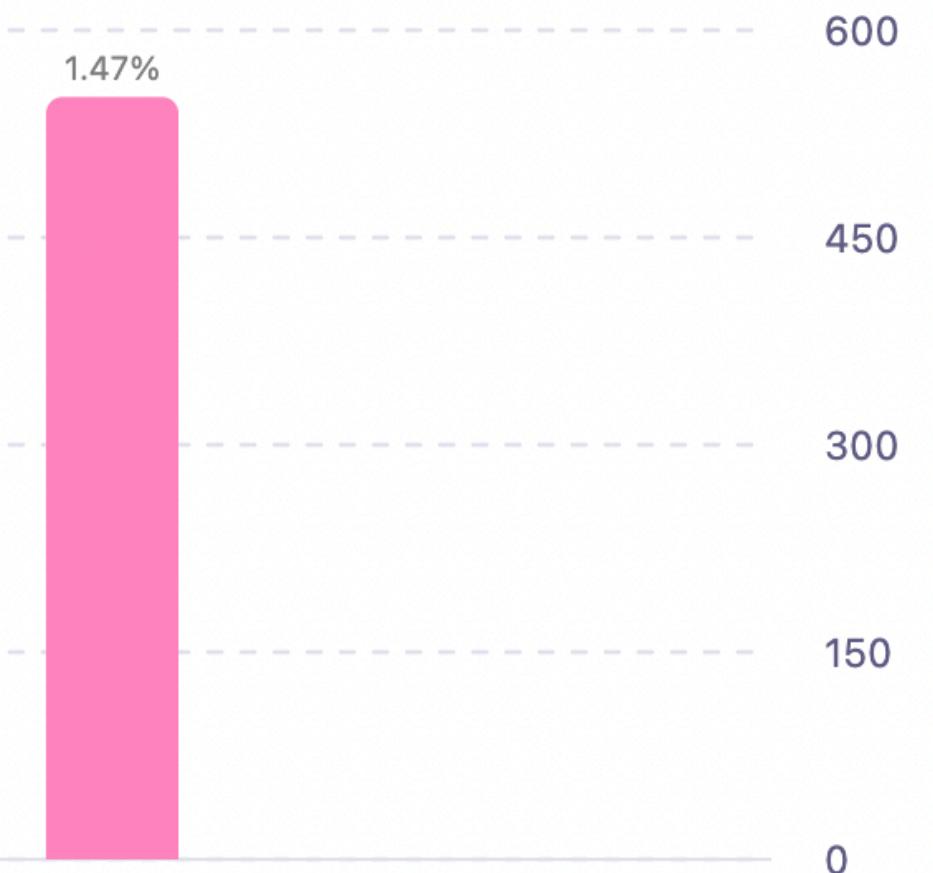
+ Add metric



Spend



Purchases



wes | founder ...

Custom columns ▾

Show ad status

#6 TOP SPENDING AD

meet eskiin.
one small change, mindblowing impact.



- ✓ Filters hard water
- ✓ Reduces hair loss
- ✓ Improves skin & hair problems
- ✓ Doubles water pressure
- ✓ Free 3-day express shipping
- ✓ Easy 5 minute install

find out more at
www.eskiin.com

meet eskiin.
your new best friend this summer.



- ✓ Filters hard water
- ✓ Reduces hair loss
- ✓ Improves skin & hair problems
- ✓ Doubles water pressure
- ✓ Free 3-day express shipping
- ✓ Easy 5 minute install

**Summer Sale
23% OFF**

VOTED BEST GIFT OF 2024 BY THE BEAUTY SELECT

meet eskiin.
one small change, mindblowing impact.



- ✓ Filters hard water
- ✓ Reduces hair loss
- ✓ Improves skin & hair problems
- ✓ Doubles water pressure
- ✓ Free 3-day express shipping
- ✓ Easy 5 minute install

**BLACK FRIDAY SALE
up to 25% OFF**

*Limited Black Friday Sale quantities available. While supplies last.

Love is in the... shower.



- ✓ Filters hard water
- ✓ Reduces hair loss
- ✓ Improves skin & hair problems
- ✓ Doubles water pressure
- ✓ Free 3-day express shipping
- ✓ Easy 5 minute install

VALENTINE'S DAY SALE 25% OFF

meet eskiin.
one small change, mindblowing impact.



- ✓ Filters hard water
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- ✓ Improves skin & hair problems
- ✓ Doubles water pressure
- ✓ Free 3-day express shipping
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**Black Friday Sale
UP TO
40% OFF
ON HOLIDAY BUNDLES**

meet eskiin.
your new best friend this summer.



- ✓ Filters hard water
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**Summer Sale
23% OFF**

Last 365 days

Group by Ad name

Dimension filter

Metric filter

Spend X

Purchases X

CPA X

ROAS X

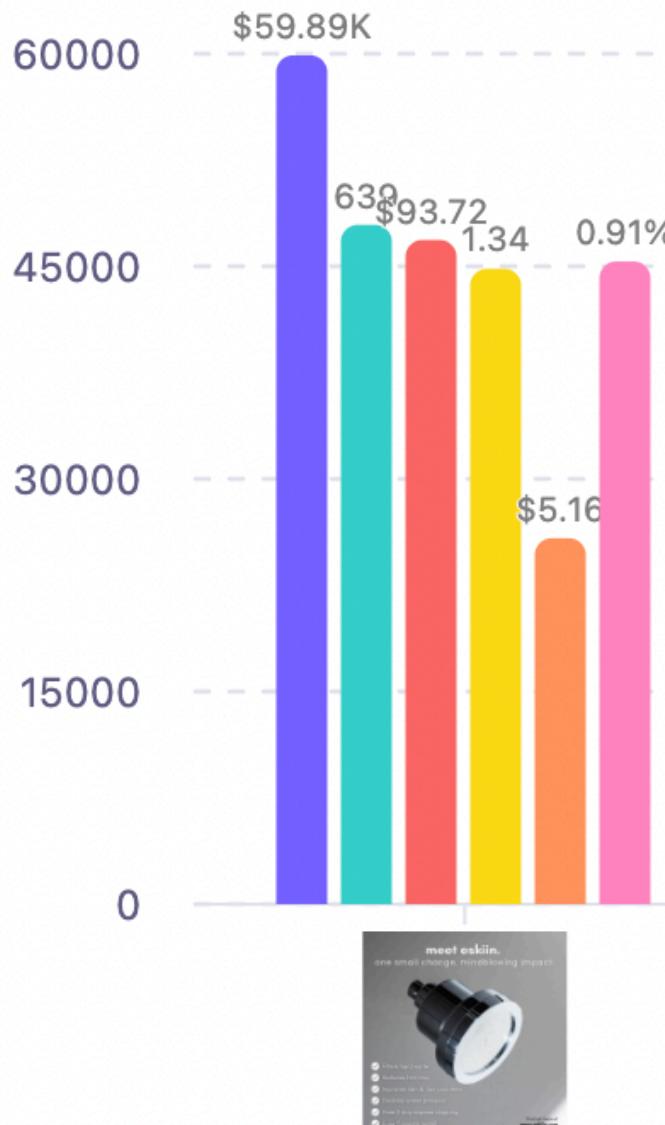
CPC (link click) X

CTR (all) X

+ Add metric



Spend



Purchases



Still Image | ...

Still Image | ...

OG Still Winne...

IMG 3 | MADDIE

Gifting _ IMAG...

Still Image | ...

Why This Ad Worked

1. Simple and Instantly Understandable

The minimalist design makes it easy to digest. The product is front and center, reinforcing credibility and premium quality. Customers don't have to think too much—they immediately see what eskiin does and why it benefits them.

2. Directly Addresses Customer Pain Points

This ad speaks to people struggling with hair loss, skin issues, and weak water pressure—problems they might not have connected to their water before. It positions eskiin as the effortless fix, highlighting filtration, hair and skin benefits, and the added bonus of stronger water pressure.

3. Speaks to a Problem-Aware Audience

Viewers likely already notice issues with their hair or skin but haven't pinpointed their shower water as the cause. The tagline "One small change, mind-blowing impact" makes the solution feel easy and guarantees a noticeable transformation.

4. Removes Friction and Doubts

Fast 3-day shipping and an easy 5-minute install eliminate hesitation. There's no mention of a discount, meaning the ad is winning purely on product benefits, not urgency or price drops.

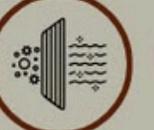
5. Clean, Distraction-Free Design

This ad proves that simple, direct messaging wins. It keeps all focus on the product and its core benefits, making it an easy yes for problem-aware buyers looking for a fast and effective solution.

#7 TOP SPENDING AD



eskiin
skin & hair boosting showerhead

-  Filters heavy metals, chlorine, and other chemicals
-  Reduces Hair Loss and Hard Water Damage
-  Transforms & Elevates Daily Shower With 2X Water Pressure
-  Better Skin And Hair Guaranteed Or Your Money Back

Last 365 days

Group by Ad name

Dimension filter

Metric filter

Spend

60000

45000

30000

15000

0

\$47.03K

527

\$89.25

1.38

\$5.17

0.96%



Still Image | ...

Purchases

600

450

300

150

0

\$17.42K

317

\$54.94

2.28



Still Image | ...

Custom columns

Show ad status



Breakdown of This Ad & Why It Worked

1. Premium, Wellness-Focused Aesthetic

This ad takes a different design approach compared to the others. The earthy tones, soft lighting, and clean marble background give it a high-end, spa-like feel. This aligns well with customers who care about beauty, self-care, and wellness, making the product feel like a luxury upgrade rather than just a necessity.

2. Strong Positioning: "Skin & Hair Boosting Showerhead"

Instead of just calling it a filtered showerhead, this ad positions eskiin as a beauty and wellness product designed to improve skin and hair health. This directly appeals to customers concerned about hair loss, dry skin, and hard water damage, making it feel more personal and relevant.

3. Clear Benefits with Icons for Quick Scanning

- Filters heavy metals, chlorine, and other chemicals – Reinforces eskiin's ability to remove harmful contaminants.
- Reduces hair loss and hard water damage – Directly speaks to one of the biggest pain points for our audience.
- Transforms & elevates daily shower with 2X water pressure – Calls out the experience-enhancing aspect, which differentiates it from competitors that lower pressure.
- Better skin and hair guaranteed or your money back – Adds risk reversal, reducing hesitation to buy.

The use of icons makes it easy to skim, helping the key selling points stand out immediately.

4. Speaks to a Solution-Aware Audience

This ad is not overly educational—it assumes the viewer already knows hard water is a problem and is looking for a solution. The messaging focuses on why eskiin is the best choice rather than explaining the problem in depth.

5. Subtle Yet Effective Trust Signals

Instead of using urgency or a discount, this ad builds trust by focusing on guaranteed results. The risk-free promise gives hesitant buyers confidence in their purchase without feeling pressured.

Why This Ad Worked:

- Visually premium and spa-like, making it feel like a self-care upgrade.
- Directly calls out beauty and wellness benefits, positioning eskiin as a hair and skin solution, not just a shower filter.
- Icons make the key benefits easy to scan and digest.
- No aggressive sales tactics—it relies on trust, premium positioning, and clear benefits to drive conversions.

This ad resonates because it makes eskiin feel like a must-have for anyone serious about hair and skin health, not just a functional home upgrade.

RECENT TOP SPENDING AD - PROBLEM AWARE

Starts with a Visual Demonstration That Exposes a Hidden Problem

- "I have a water bottle filled with tap water. I'm going to put our chlorine drops in it... see the color of that nasty, nasty water."
- Creates a shocking moment that makes the viewer realize their shower water is contaminated—something they likely never thought about.
- This immediately educates the audience about an issue they weren't actively considering before.

Clearly Connects the Problem to Skin & Hair Issues

- "This is what you're showering in every day. This is going on your hair, your skin... it's damaging your skin, your hair, your overall being."
- Explains the direct consequences of chlorine and rusty pipes—dryness, itchiness, hair loss.
- These are all real frustrations the audience already experiences, but they likely didn't know the cause was their water.

Demonstrates the Problem Before Introducing the Solution

- The first half of the ad is purely problem agitation—the audience watches proof that their water is unsafe.
- The eskiin filtered showerhead is not introduced until after the problem is fully agitated.

The Product is Positioned as the Fix, Not Just a Choice

- Uses a live side-by-side comparison to visually prove that the eskiin filter removes chlorine.
- "Look at this bottle compared to this. Look at it against my white shirt right here." → Creates a dramatic visual contrast that reinforces eskiin's effectiveness.

It Converts Cold Audiences at Scale

- No competitor comparisons → This is not a Solution Aware ad that assumes they're shopping for a filter.
- Strong guarantee & fast shipping reassurance make it easy for new buyers to convert:
 - "Guaranteed or your money back."
 - "Ships from our warehouse in Idaho—arrives in 2 to 5 days."
- Final CTA is community-driven → "Join our community, get the best skincare you've ever had."
 - This builds trust and emotional connection, making conversion more likely.

AWARENESS LEVELS OF TOP ADS

Final Breakdown of Awareness Levels:

1. Rusty Pipe Founder Ad → Problem Aware to Solution Aware

- People know something is wrong (dry skin, hair issues) but may not realize it's caused by their water.
- The ad educates them and introduces eskiin as the best solution.

2. 3 Signs Hard Water Ad → Problem Aware

- People have a problem but haven't connected it to their water yet.
- The ad walks them through the hidden cause step by step before introducing eskiin as the fix.

3. Warehouse Black Friday Ad → Problem Aware to Solution Aware

- The rusty pipe hook still assumes people don't fully realize their water is an issue but gets them to think about it.
- The Black Friday offer is secondary—the ad is still doing problem agitation and education before pushing the sale.

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AD ANALYSIS OF TOP ADS

1. People don't realize how bad their water is until we show them.

- The rusty pipe visual is in all three top ads, and it consistently drives engagement.
- This tells us that most people aren't aware of what's actually in their water—until we force them to see it.
- The second they make the connection, they become much more receptive to our solution.

2. Hair loss and skin damage are the biggest triggers.

- The “3 Signs You Have a Hard Water Problem” ad drives sales by agitating skin and hair issues before presenting eskiin as the solution.
- The fact that this ad has a strong CPA despite a lower CTR means that the people who do click are extremely high-intent buyers—they recognize themselves in the problem

3. Water pressure matters more than we might have thought.

- Every winning ad mentions 2.5x or 3x water pressure, and people respond to it.
- This isn't just about filtration—customers also want a better shower experience.
- Many competitors lower water pressure, and we should push this angle harder.

4. Most people aren't actively looking for a shower filter—they have to be educated first.

- None of these ads are talking to “most aware” buyers who are ready to purchase.
- Instead, they start with the problem, build frustration, and then introduce eskiin as the solution.
- This means that our marketing should focus on creating demand, not just capturing it.

AD ANALYSIS OF TOP ADS

5. Trust signals and risk reversal seal the deal.

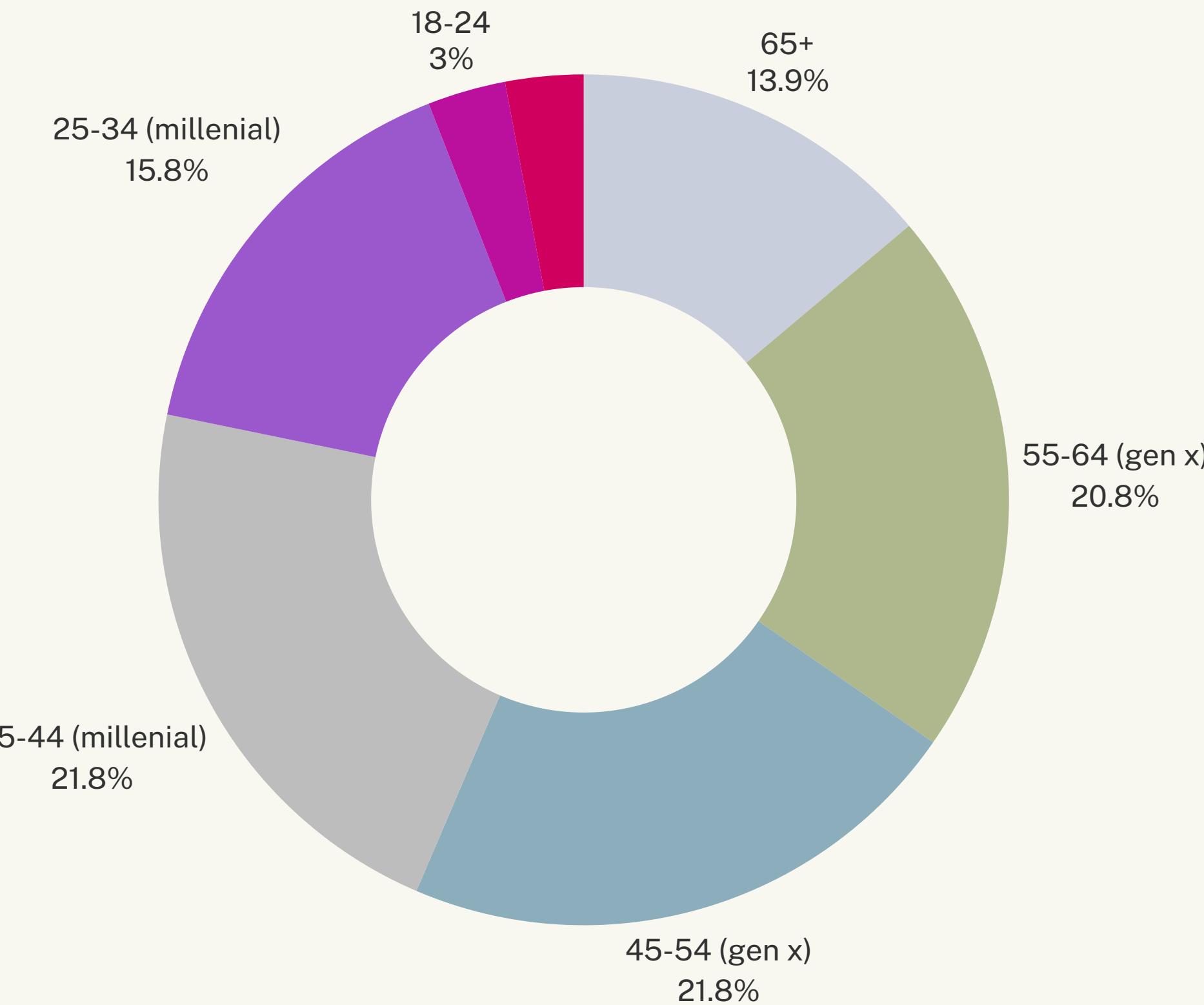
- Every top ad mentions our 5-star reviews and our money-back guarantee.
- This tells us that even when people want the solution, they still need reassurance before buying.

What This Means for Us

- We need to keep doubling down on rusty pipe visuals and problem-first messaging.
- Hair loss and skin health are the biggest drivers—everything we create should push those angles.
- Water pressure is a major differentiator, and we need to call it out even more aggressively.
- Most of our audience isn't searching for a filtered showerhead, so our ads need to do the work of educating them first.
- Strong trust signals and risk-free trial messaging should be in every ad we run.

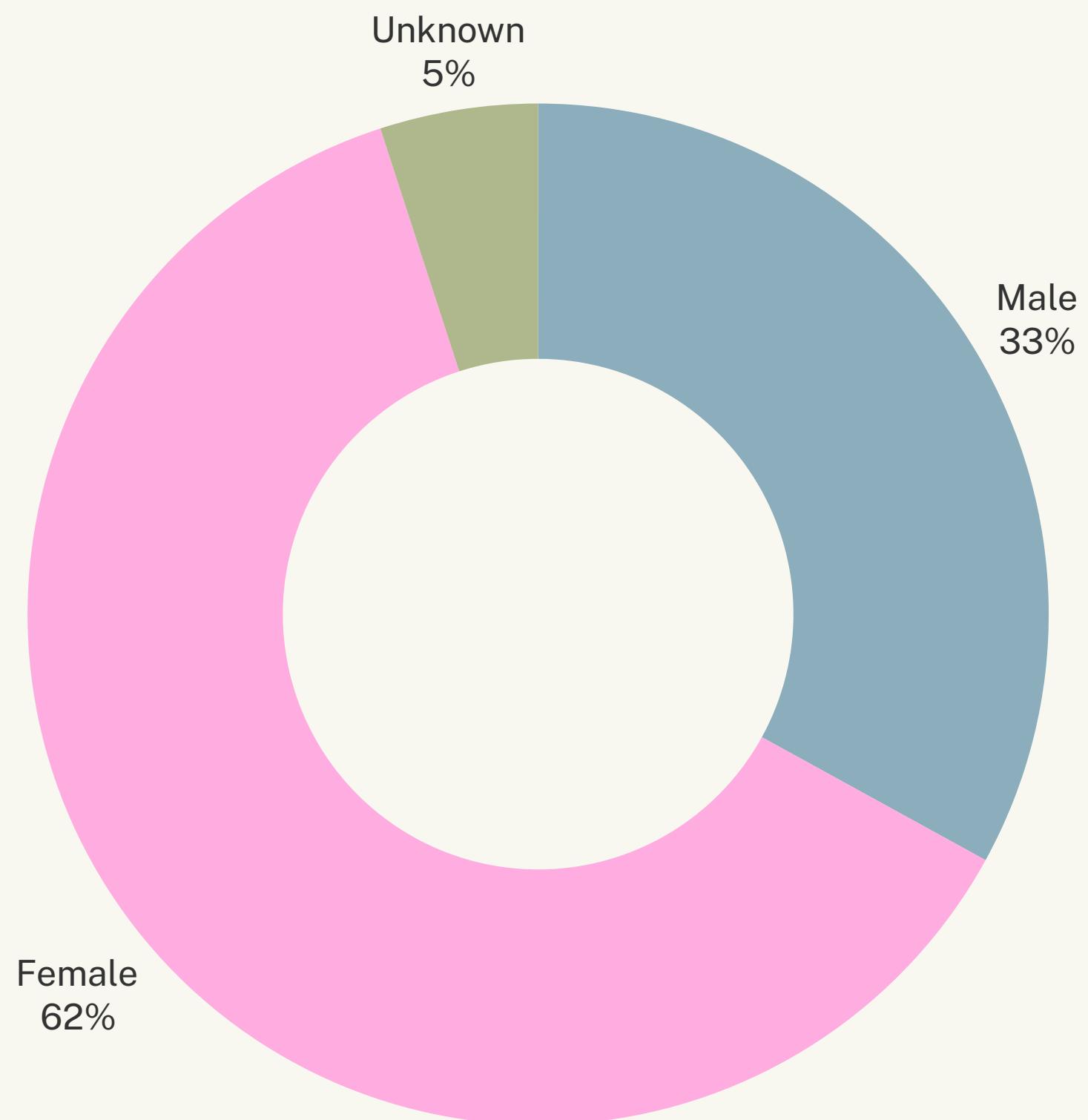
This is why these ads are winning, and if we refine these elements even further, we'll push performance even higher.

based on 65,000 eskiin customers buyers as a percentage by age

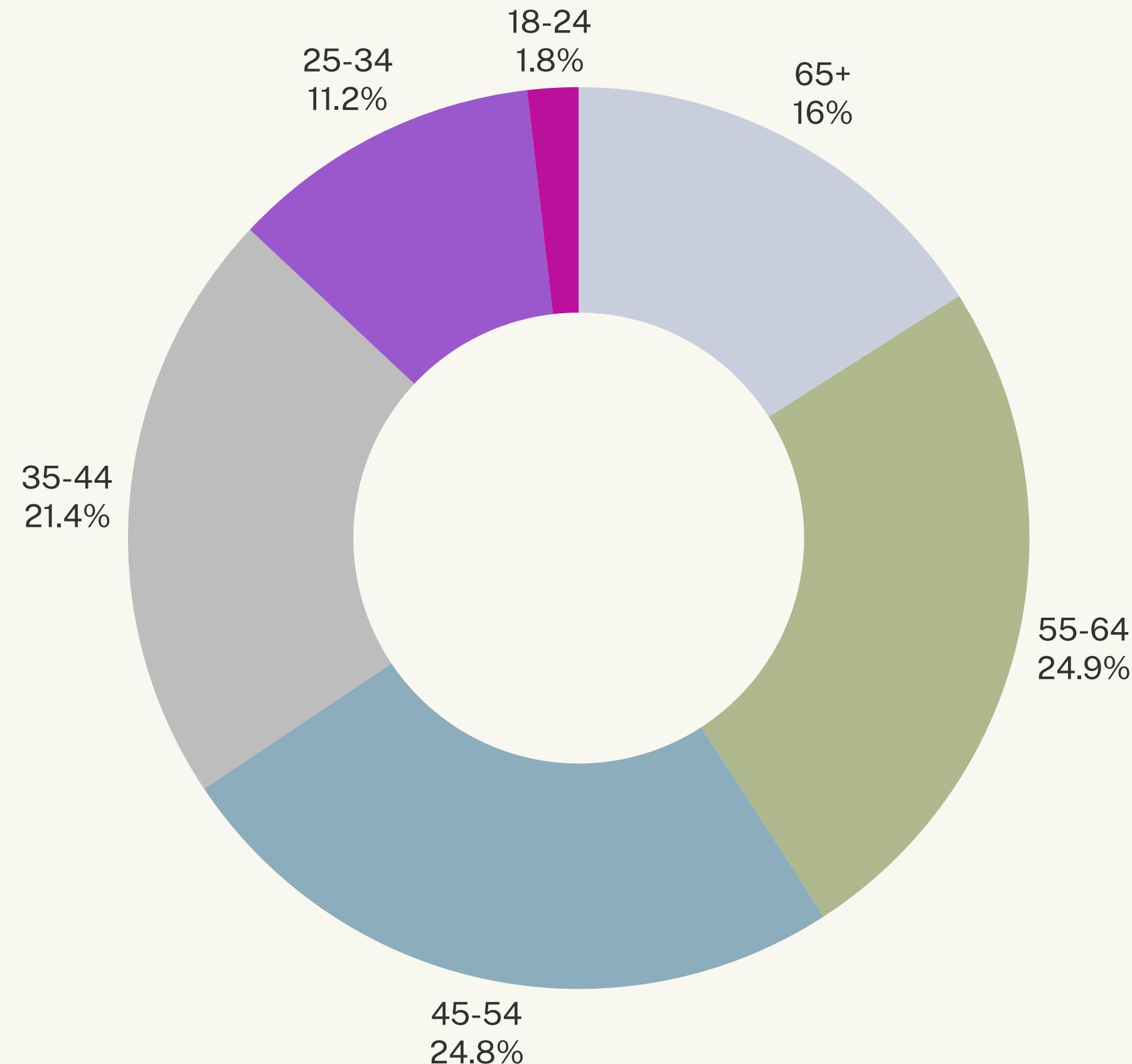


MORE THAN HALF OF OUR CUSTOMERS ARE WOMEN

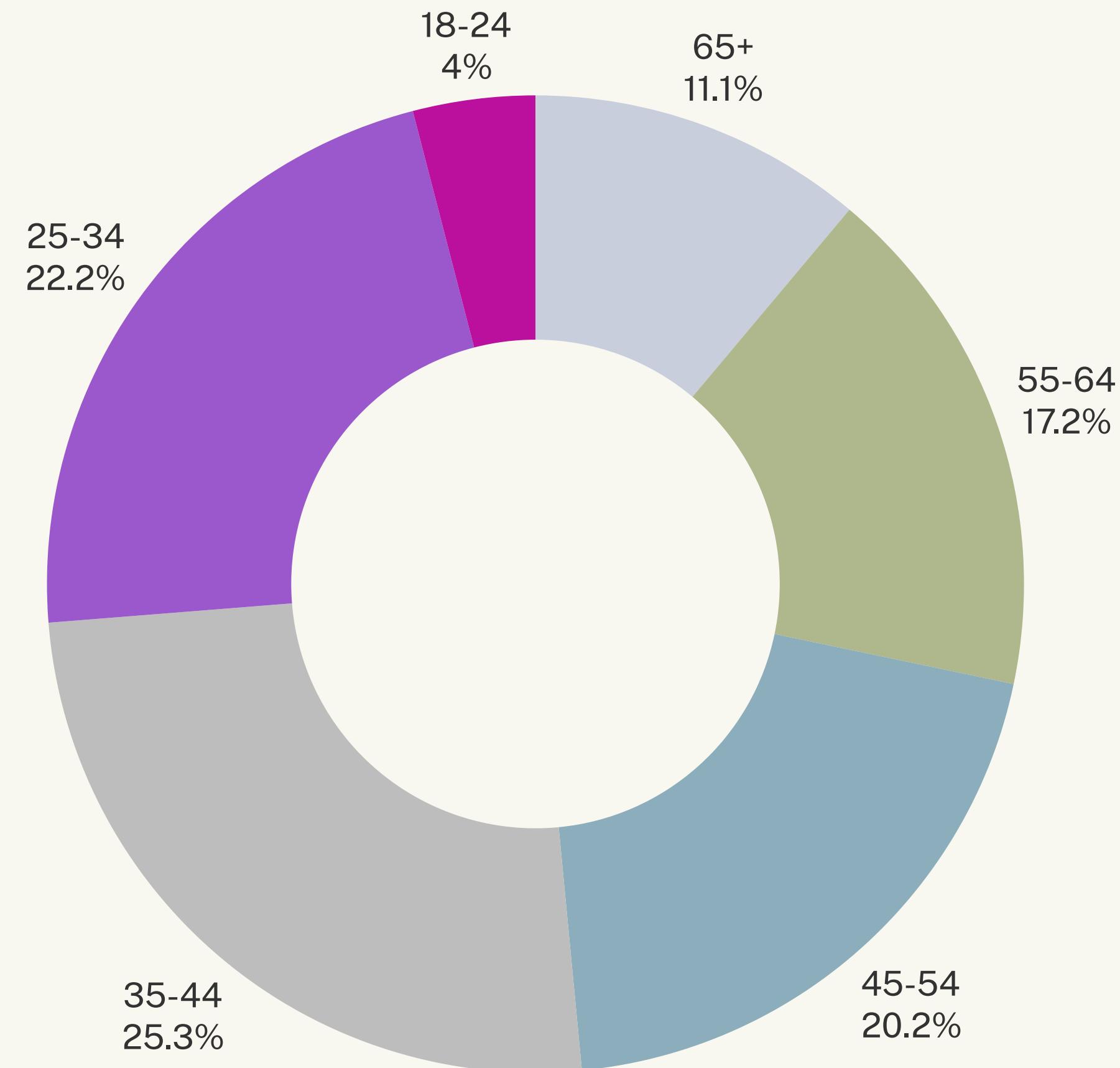
62%



FEMALE BUYERS BY AGE



MALE BUYERS BY AGE



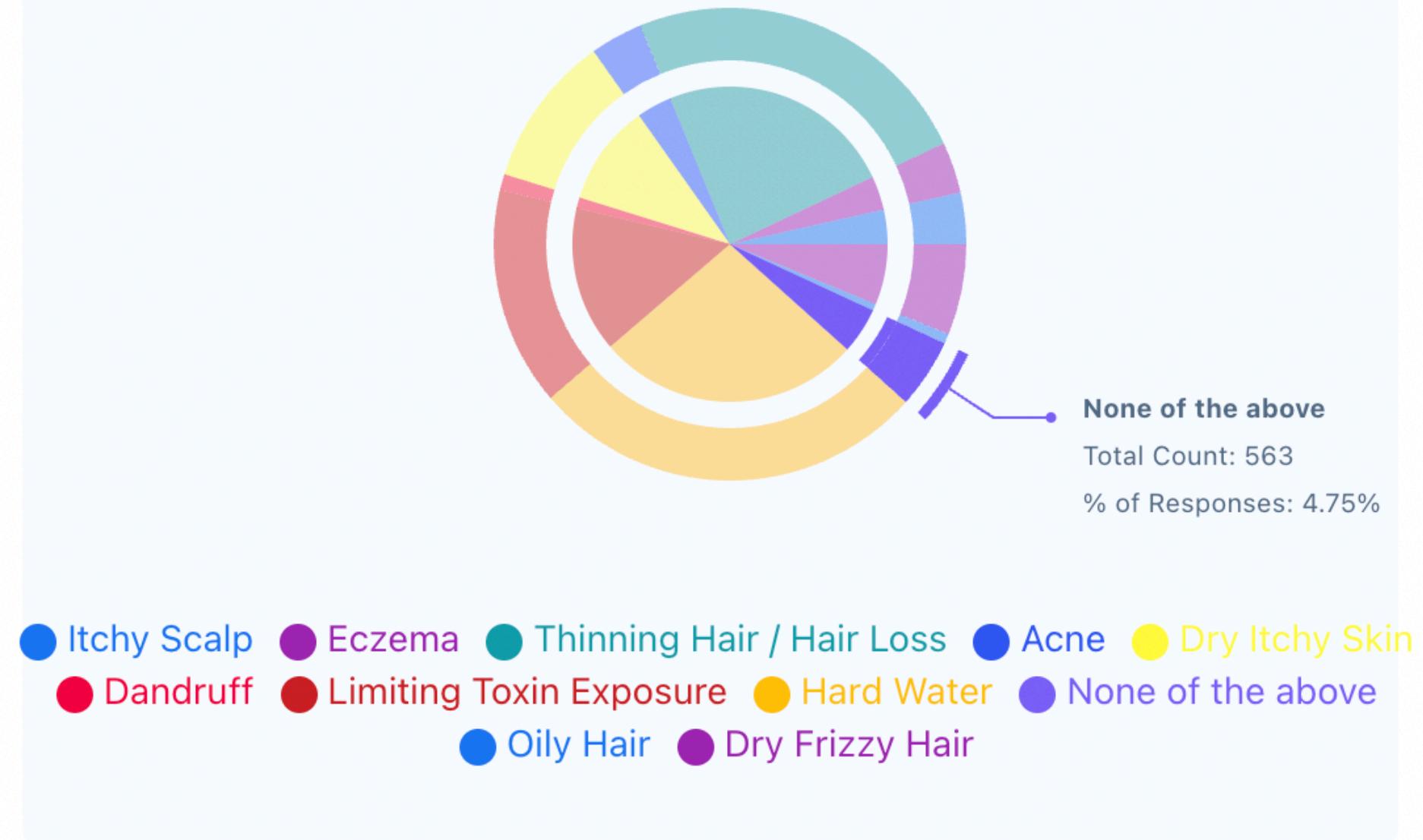
POST PURCHASE SURVEY

Total Count
11,858

Views
15,620

Response Rate
75.92%

Response	Responses	Percent	Revenue	AOV
Hard Water	3212	27.09%	\$452,263.25	\$140.81
Thinning Hair / Hair Loss	2867	24.18%	\$391,057.80	\$136.40
Limiting Toxin Exposure	1774	14.96%	\$266,631.88	\$150.30
Dry Itchy Skin	1234	10.41%	\$175,234.64	\$142.01
Dry Frizzy Hair	737	6.22%	\$99,026.27	\$134.36
<u>None of the above</u>	563	4.75%	\$86,526.46	\$153.69
Acne	428	3.61%	\$58,646.02	\$137.02
Itchy Scalp	418	3.53%	\$56,257.79	\$134.59



POST PURCHASE SURVEY

Why did you buy ESKINT?

Total Count ▾

Survey Responses

Percent of Responses ▾

