

# Executive summary

SBG x Align x Scale Health: Two-Way Pilot (2–4 weeks)

We are running a controlled pilot to test a two-way partnership loop:

1. Brand → Align (Canada, Ontario-only): your customers can book an Align practitioner assessment via a Thank you page module (pilot payout assumption: \$40 per booked).
2. Align → Brand: Align practitioners can recommend your products to their existing customers when relevant, using tracked links and one approved recommendation moment.
3. US (optional): Pier39 can run its standard Thank you page module in the US to measure incremental revenue per order uplift.

Implementation is low lift: one Shopify Thank you page app block (no custom build), clear gating, and a stop/go decision at week 4.

Opt-in: reply with (a) confirm Shopify, (b) markets (default Canada + US), and (c) best contact for install steps.

## SBG x Align x Scale Health

### Two-Way Pilot Memo (2–4 weeks)

#### Who this is for

SBG network brands that expressed openness to testing a two-way partnership with Scale Health and Align Wellness.

#### What this is

A short, controlled pilot to learn whether a two-way loop is viable and brand-safe:

1. **Brand → Align:** your customers book Ontario-based practitioner assessments post-purchase
2. **Align → Brand:** Align practitioners recommend your products to their practitioner customers when relevant
3. **US (optional):** Pier39 runs a standard post-purchase module in the US to validate incremental revenue per order

This is designed to be low lift, reversible, and measurable.

#### Pilot design principles

- **No custom build:** one Shopify app block on the Thank you page
- **Bounded and reversible:** 2–4 weeks, clear stop/go decision

- **Independent upside streams:** Canada assessment conversions and US post-purchase monetization can be evaluated separately

## What we are trying to learn

### For your brand

- Do post-purchase referrals to practitioners convert (Ontario-only at launch)?
- Do practitioner-led recommendations to their existing customers create incremental product demand?
- Does this remain brand-safe and customer-friendly?

### For Align and Scale Health

- Can practitioner capacity be scaled without degrading quality?
- Is the channel cost-effective (payout per booked, show rates, and operational overhead)?
- Is the workflow sustainable for practitioners (low friction, credible, not spammy)?

## Why the Thank you page and why Pier39

The operator panel favored **native, low-risk surfaces**. The Shopify Thank you page is one of the cleanest ways to test without disrupting the shopping journey.

**Pier39 is an SBG-partnered Shopify app that adds a post-purchase module to the Thank you page.**

We are using it as the delivery mechanism because it is a robust tool that avoids custom development.

Example promotions: <https://scale-health-ad.replit.app/>

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## Pilot tracks

### Track A: Canada (Brand → Align referrals, controlled)

**Goal:** test whether your Ontario customers book Align assessments post-purchase.

- Surface: Shopify Thank you page module
- What shows: Align assessment offer only
- Eligibility: Ontario shipping addresses only (or provinces you confirm)
- Pilot payout assumption: \$40 per booked assessment
- Booking definition: appointment booked with verified contact details
- Cancellation rule: no payout if canceled within 24 hours (adjustable)
- Target: 5–10 bookings per 1,000 eligible Ontario orders (weeks 2–4)

**What we report:** bookings per 1,000 eligible orders, cancels/no-shows, and any customer friction signals.

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## Track B: US (optional, Pier39 standard module)

**Goal:** validate incremental revenue per order uplift in the US using Pier39's standard advertiser carousel (~\$35k ad revenue per 100k orders + repeat purchase mechanism)

- Surface: Shopify Thank you page module
  - What shows: Pier39 advertiser carousel (up to 4 offers)
  - Success metric: incremental revenue per order uplift versus current Thank you page experience
  - Key point: this layer can remain active independent of the Canada and recommendation results
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## Track C: Align → Brand recommendations (the reciprocity loop)

**Goal:** test whether Align practitioners recommending your products to their existing customers drives incremental demand.

### Phase 1 is intentionally bounded

- One approved recommendation moment (example: post-visit follow-up plan, discharge guidance, or practitioner newsletter)
- Recommendations are conditional based on fit, not blanket promotion
- Tracked links/QR codes used for measurement

### Brand inputs (lightweight)

- Approve a 1-page product brief (SBG template)
- Provide 1–2 preferred landing pages and any exclusions (contraindications, claims restrictions, discount rules)
- Confirm 3–5 “fit rules” (when to recommend, when not to)

**What we report:** recommendation counts, clicks, and attributed orders where available.

## What you need to do

1. Confirm you are on Shopify and who on your team can install apps
2. Enable Pier39 on Thank you page (default: Canada + US, with US optional if you prefer)
3. Approve the Align offer tile and Ontario eligibility rule
4. Approve the product brief + tracked links for Track C
5. Pick a start date window

No custom development required.

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## Timeline and decision

- Week 0: install + QA (placement, tracking, Ontario gating)
  - Weeks 1–2: run + light optimization (copy, gating, recommendation fit rules)
  - Weeks 3–4: readout and stop/go decision
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## Longer-term upside if it works

- A repeatable two-way loop that can expand beyond post-purchase into other low-risk native surfaces
  - Early partner access to Canada advertiser inventory as it comes online through Pier39 (priority participation, not a contractual right)
  - A more structured operating system for practitioner education and brand-safe recommendations
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## How to opt in

Reply with:

- Confirm Shopify (yes/no)
- Markets you want included (default: Canada + US)
- Best contact for install steps
- Any Ontario/province constraints you want applied