

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/>

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.

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.

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