

## Marketing Mix Value Analysis Report of Cleancult

## STP & Marketing Mix Identification

### 1. STP

#### a. Segmentation & Targeting

##### Established Strategy and Objectives

- Cleancult's Company Mission Statement is, "Our Cult of Clean is a movement for change. A way to box out plastic, clean our homes AND leave them smelling like dewy spring blooms. We want to help more people switch from a bad plastic habit to our powerful refill ritual" (Cleancult.com). Cleancult's mission is to provide quality sustainable cleaning products for their consumers (Cleancult.com). Its main objective seems to be increasing sales both in stores and online in a mature industry of cleaning supplies. This is evident by Cleancult's current products including all-purpose cleaner, laundry detergent sheets, liquid dish soap, hand soap, refills for soap, dishwasher tablets, and dryer balls.
- Product development is Cleancult's primary growth strategy. This is evidenced by their introduction of toilet bowl cleaner sheets to their products in September 2024 (PR Newswire). They also have this product listed among their newest arrivals on their website along with the developments of new scents of existing products (Cleancult.com). According to PR Newswire, "Cleancult's heaven-scented 60-sheet laundry detergent boxes can be shopped now on Amazon and [www.Cleancult.com](http://www.Cleancult.com), and will soon be available online and in select Walmart stores for under \$0.25 per load" (PR Newswire). This further indicates Cleancult's current objective of expanding its sales.
- Cleancult's main weakness lies in a relatively smaller selection of products compared to more established competitors such as Seventh Generation and Method as evidenced by their product listings on their website.
- Introducing more eco-friendly cleaning products such as pet care items or personal skincare or haircare products could help broaden their customer base. This would be a great opportunity for expansion that still aligns with Cleancult's values while addressing a new possible market segment.

##### Employment of Segmentation Methods

- There are 5 segmentation methods: geographic, demographic, psychographic, benefit, and behavioral.
- Cleancult currently sells online to countries around the world (see Amazon.com for shipping details). What Cleancult does not seem to do yet is sell to physical stores in countries outside of the U.S., Canada, and Puerto Rico. View this page of Cleancult's website for a map of their current distributors ([cleancult store-locator](http://cleancult.com/store-locator)).
- Cleancult mostly sells to demographics including adults and college students with mid-range incomes of all genders. This is evidenced by the founder originally being a college student, advertisements such as [this YouTube video](#), and their pricing choices (Cleancult.com).
- Cleancult emphasizes an environmentally friendly lifestyle aligning with customer values of plastic free living, taking care of the environment, and personal responsibility to future

generations. This is evidenced by the ingredients used in their products, their packaging decisions, and their mission statement (Cleancult.com).

- Cleancult's main benefit is that their products provide a way to clean. Their cleaning products include soap, laundry detergent, and toilet bowl cleaner (Cleancult.com). However, this is true of many other companies, so this is not a strong selling point.
- Cleancult currently does not have occasion segmentation for different holidays and their brand loyalty is still in development versus competitors due to their relatively new introduction to the cleaning market in 2017 (NBC News Report).

#### b. Targeting Strategy

An evaluation of segment attractiveness for a segment of college students is listed below.

- The company started with one which boosts recognition by this demographic.
- College students are all around the country.
- The products' prices may need to be lowered to suit this demographic's financial situations, but the number of students that could participate outweighs the lowered price.
- A lot of current college students are in Gen Z which is a group more focused on future environmental impact than other generations. According to PDI Technologies, "91% of Gen Z say they want to buy from sustainable companies. In fact, 77% of Gen Z is willing to pay more for sustainable products and services, compared to 72% of Millennials, 67% of Gen X, and 62% of Baby Boomers" (PDI Business of Sustainability Index). Cleancult's products highly appeal to this audience.
- Cleancult needs to increase brand awareness for this segment to be profitable. Other companies are already in the market so for Cleancult to be competitive, they have to develop even better market access and increase their customers' brand loyalty. According to an analysis by Grips Intelligence, Cleancult ranks #8 in Top Market Performers by revenue ([gripsintelligence.com](https://gripsintelligence.com), see appendix A).
- Cleancult currently operates with a differentiated targeting strategy. This is evidenced by their products and current consumers. Cleancult has laundry detergent tailored to young adults and has developed promotions related to this segment. They can improve by further targeting the college demographic of this segment.

#### c. Positioning

- Cleancult is of medium quality, and high(er) price compared to competitors. See competitors' analysis here ([natural cleaning subscriptions review](#)).

## 2. Product

#### a. Products Identification & Attributes

- Cleancult is an eco-friendly brand that specializes in household cleaning products. Their brand is centered on sustainability, refillable packaging, and

non-toxic products. Their popular products are Household cleaners (all-purpose cleaner, bathroom cleaner, dish soap), hand soaps (liquid and bar), laundry care (laundry balls and laundry detergent), their own starter kits that come with reusable aluminum-based bottles, and their own refill system as well, which comes in paper-based containers.

- One unique product Cleancult has patented is their toilet bowl cleaner which comes in sheets for ease of customer use ([PR Newswire](#)).

b. Branding

- Cleancult has emphasized its brand as a modern, environmentally friendly brand that caters to consumers with the same attributes and initiatives in mind. Cleancult's marketing has primarily focused on reducing waste, using natural ingredients, and the idea of a refillable subscription-based system. The logo the company has decided to use is very modern, emphasizing its fresh and new approach to the cleaning product industry, specifically one that is environmentally friendly (see Appendix B).

c. Packaging and Labeling

- Cleancult has distinguished itself from the other name brand cleaning product companies by introducing a unique refillable system. These refillable products are delivered in milk-carton like containers, made of recycled paper-based products. Cleancult also uses aluminum bottles, which are designed for reuse and sustainability.

d. Support Services

- Cleancult has multiple support services consumers can benefit from. Based on their website, Cleancult has both their company email and support number linked below, encouraging consumers to contact them with issues or adjustments to their products or orders. Cleancult also has an Instagram account that accepts DMs from the public, so it would be worth giving it a shot to reach out about a product or help related concern ([Cleancult Instagram](#)). Cleancult also has a 30 day return policy, which states that an item has 30 days to be returned if it does not live up to the consumers satisfaction. The item must be in the same condition, unused, and in its original packaging for the product to be eligible for a full refund ([Cleancult Orders and FAQ page](#)).

### 3. Price

a. In terms of base product prices, Cleancult's product pricing follows a mid to high range within the eco-friendly cleaning market. Individual product prices are listed below.

- All-Purpose Cleaner – \$5.99
- Laundry Detergent Sheets – \$13.99
- Toilet Bowl Sheets – \$7.99

- Liquid Dish Soap – \$5.99
- Liquid Dish Soap Refill – \$8.99
- Concentrated Liquid Laundry – \$10.49
- Dishwasher Tablets – \$10.49
- Dryer Balls – \$10.99
- Multi-Surface Concentrate – \$8.99
- Starter kits – \$20 to \$40
- Gift Cards – \$25 to \$150
- Note that pricing varies by scent and form (liquid, sheets, concentrate, etc.), with refill options priced slightly higher to encourage sustainable purchasing.

b. In terms of pricing orientation, Cleancult uses a value-based pricing approach, positioning itself as a sustainable, plastic-free alternative to conventional cleaners. Pricing reflects the following:

- Eco-conscious materials such as aluminum bottles and biodegradable refill containers.
- Higher product quality such as plant-based and non-toxic ingredients.
- Subscription model incentives such as 5% off for repeat customers.
- This pricing strategy allows Cleancult to justify higher costs while appealing to environmentally conscious consumers.

c. Cleancult's demand elasticity follows a relatively inelastic demand. This means that customers who prioritize sustainability and non-toxic ingredients may be less price sensitive.

- Some price sensitivity exists due to competition from brands like Seventh Generation and Grove Collaborative, which offer similar products at slightly lower prices.
- Promotions, such as 30% off sitewide deals, suggest Cleancult adjusts pricing to attract new buyers or boost sales in competitive periods.

d. In terms of its pricing competition situation, Cleancult's competes against companies like Seventh Generation, ECOS, and Grove Collaborative in the eco-cleaning space ([thegoodtrade](http://thegoodtrade.com)).

- Cleancult differentiates itself with a zero-waste mission, using refillable packaging and sustainable materials ([cleancult.com](http://cleancult.com))

- Compared to conventional cleaning brands such as Tide or Dawn, Cleancult is priced at a premium but offers eco-friendly value propositions to justify costs. Dawn's home page can be accessed here ([dawndish.com](http://dawndish.com)).

e. Cleancult's adjustment tactics and strategies are listed below.

- Free shipping on orders over \$40 incentivize bulk purchases ([cleancult.com/help](http://cleancult.com/help)).
- Bundled starter kits listed from \$20 to \$40 make it easier for new customers to try multiple products ([cleancult bundles](http://cleancult.com/bundles) & [thequalityedit](http://thequalityedit.com)).
- Limited-time promotions, such as a 30% off sitewide sale, help increase short-term demand and attract cost-sensitive buyers.

#### 4. Place

- Cleancult uses a multi-channel distribution strategy using both online and in-person platforms to reach customers.
- Retail shopping sites get people familiar with their products. Such retailers include Target, Walmart, Kroger and eco-friendly stores for physical store sales.
- Products are also available online marketplaces which expands the audience they reach. For instance, Walmart has an online presence ([walmart.com](https://www.walmart.com)).
- Cleancult also offers shipping of their products on their website direct to customers as well as offering subscription services for regular refills of their products. Their use of Amazon is another example of their direct to customer sales strategy.
- End retailers for Cleancult's product distribution include several large retailers such as Walmart, Albertsons, CVS, Bed bath and beyond, Kroger, and Walgreens.
- The company's geographic distribution is primarily in North America, primarily the United States and with some Canadian regions involved ([cleancult/store-locator](https://www.cleancult.com/store-locator)).
- Cleancult products are available nationwide in various retail and online stores in the United States.
- Cleancult products have expanded in many retail locations such as Shaws or Walmart in Canada. (<https://www.cleancult.com/store-locator?location=shaw-s-ellsworth-me-7> )
- Cleancult also offers shipping of their products on their website direct to customers as well as offering subscription services for regular refills of their products. Their use of Amazon is another example of their direct to customer sales strategy.
- End retailers for Cleancult's product distribution include several large retailers such as Walmart, Albertsons, CVS, Bed bath and beyond, Kroger, and Walgreens.
- Strategic retail partnerships collaborates with retailers that align with their brand values and sustainability mission.
- Controlled expansion focuses on quality over quantity, ensuring products are available in retailers that support their eco-friendly initiatives.
- Cleancult has selective distribution. This means that its products are available in major retailers and online but not in every possible outlet which maintains a balance between accessibility and brand exclusivity.
- After analyzing Cleancult's decisions, we believe they deliver value of their products through sustainable, refillable cleaning solutions that reduce plastic waste while maintaining their high-performance cleaning power. The brand targets and appeal to the eco-friendly and eco-conscious consumer base. They do this by providing biodegradable formulas, reusable packaging and a convenient fill bottle for their products. The channels they use to distribute their products ensure premium quality cleaning solutions while maintaining mission focus from their brand.
- The full range of products available for direct purchase.
- Subscription services include options for regular delivery of refill products, promoting sustainability and convenience.

- Educational content has information on sustainability practices and product usage to engage and inform customers.

Listed below are our suggestions to add to Cleancult's existing place value.

- Expand to more stores and provide a larger in-store presence to tap into a better market.
- Offer more bundles and rewards for consumers to purchase to enhance the loyalty from the consumers
- Engage with more customers through an increase of quality ads online including celebrity endorsements.
- Stick out to customers through in-person stores and kiosks.
- Expand to a larger global market where the target of eco-friendly consumers is increasing.

## 5. Promotion

### a. Tools Identification & Descriptions

#### 1. Social Media Platforms and Utilization

- Clean cult maintains an active presence on platforms such as Instagram and TikTok, posting 16 times this year on Instagram and 7 Times on TikTok, where they share content that aligns with their brand values of sustainability and zero-waste living ([Instagram.com](https://www.instagram.com/cleancult)) ([TikTok.com](https://www.tiktok.com/@cleancult))
- Their Instagram account is their most popular account, amassing 61,000 followers and 440 posts total ([Instagram.com](https://www.instagram.com/cleancult))
- The Instagram page links both their TikTok account and their Amazon SHOP website (Instagram)
- Their account description is "Helping you break up with plastic & keeping your home clean while doing it," which makes their company mission of eco-friendly products clear to people who come across their page (Instagram)
- The actual content features product showcases, user generated content and testimonials, as well as memes that utilize humor to draw people in to looking at their products ([Instagram.com](https://www.instagram.com/cleancult))
- Example of customer using Hand Soap  
<https://www.instagram.com/reel/DFsqYVbRWII/?igsh=MTRxYtI4a255cjhteQ==>
- Example of customer using Dish Soap + All Purpose Cleaner  
<https://www.instagram.com/reel/DFsqYVbRWII/?igsh=MTRxYtI4a255cjhteQ==>
- Their stories also show promotions such as free samples for their laundry sheets such as this video linked here.  
[https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MTMzNDkzMzk1MzY4MjY0?story\\_media\\_id=3477201974028884915&igsh=eWo3M3F2bmthZGpo](https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MTMzNDkzMzk1MzY4MjY0?story_media_id=3477201974028884915&igsh=eWo3M3F2bmthZGpo)

#### 2. Social Media Advertising

- Cleancult utilizes targeted advertising, such as Sponsored Search advertising with Walmart Connect, to reach a wider audience.

- Listed below are some opportunities that Cleancult's decisions have led to.
- Twice the conversion rate compared to Marketplace average, with 100% Buy Box win rate (Marketplace.Walmart.com)
- 91% Gold Standard catalog with Listing Quality Score of 91% [Marketplace.Walmart.com](https://Marketplace.Walmart.com)
- A top Marketplace brand in Household Essentials category [Marketplace.Walmart.com](https://Marketplace.Walmart.com)
- 3000 Distributions through 3000 Walmart stores [Marketplace.Walmart.com](https://Marketplace.Walmart.com)
- Ryan Lupberger, Co-Founder & CEO of Cleancult said himself, "By investing in Walmart Marketplace and taking advantage of the tools, that Seller Center offers, we captured the attention of Walmart shoppers and demonstrated there was significant customer demand for our products." [Marketplace.Walmart.com](https://Marketplace.Walmart.com)

### 3. **Actual Content**

- The actual posts made by Cleancult's various social media platforms serve as product showcases in the form of pictures (usually memes) and videos, most of the time being user generated, showing real consumers using the products in action
- Showcases products along with catchy slogans such as: "Clean Freaks Only" "Recycle Me we're watching you"  
[https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MTMzNDkzMzk1MzY4MjY0?story\\_media\\_id=3477201974028884915&igsh=eWo3M3F2bmthZGpo](https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MTMzNDkzMzk1MzY4MjY0?story_media_id=3477201974028884915&igsh=eWo3M3F2bmthZGpo)

### 4. **Email Marketing**

- Cleancult has a very solid email marketing strategy
- Average Spam score is very good since its -2/5 (how likely an email is to be considered spam by a spam filter) [Panoramata.co 2024](https://Panoramata.co/2024)
- Emails usually are more likely to be opened if the subject length below 36, Cleancult emails usually use 28 [Panoramata.co 2024](https://Panoramata.co/2024)
- Their email open rates have improved significantly from 15% to 30% after "strategic overhauls" (wecreateemotion.com)

### 5. **Partnerships/Collaborations**

- Cleancult has collaborated with Publication companies such as Forbes to establish their commitment to sustainability, innovation, and eco-friendly practices while also offering entrepreneurial insights from the CEO Ryan Lupberger [Forbes 2021](https://Forbes.com/2021)

### 6. **Public Relation Campaigns**

- Cleancult launched a public relations campaign, known as the "Plastic intervention" program, in order to encourage consumers to cut back on their plastic use, as they cut 90% of single-use plastic from cleaning rituals themselves [PRNewswire.com 2024](https://PRNewswire.com/2024)

### 7. **Video Marketing**

- Cleancult produces videos that implement both humor and education to show their brand message. For example, they have created a video that humorously addresses some common cleaning myths while promoting their eco-friendly products [Adweek.com 2022](https://Adweek.com/2022)



## Marketing Value Analysis & Value-Added Recommendations

### Product

#### *Value Creation Analysis*

Not only does the company Cleancult create value for its customers by emphasizing sustainability, which is its main brand message, but it also emphasizes convenience and non-toxic ingredients. The brand's refillable process not only helps to reduce plastic waste around the world but also helps build reliability and engagement with their subscription feature that comes with the refillable process. By doing so, Cleancult establishes a relationship with its consumers while simultaneously helping them live an eco-conscious lifestyle. By selling all natural and chemical free cleaning solutions, Cleancult has aligned itself with health-conscious consumers who are looking for good and environmentally friendly products to replace the harmful, chemical filled products on the shelves today. Additionally, another factor of the value that Cleancult has created is their packaging. Additionally, Cleancult's aesthetically pleasing and functional packaging aligns with the minimalist aesthetic, which is in now, while also focusing on the reducing of plastic bottles. With convenient and accessible customer support and a solid return policy, Cleancult also ensures that its customers feel safe and confident when it comes to purchasing their products.

#### *Product Value-Added Recommendations*

To enhance and add changes to Cleancult's value proposition, the brand should capitalize on their subscription-based program. To keep customers hooked and engaged, Cleancult could send reminders on refills, and even subtly encourage those who have purchased a few of their products but have not subscribed to their refill program. Cleancult could also benefit by expanding their line from just regular eco-friendly cleaning products to eco-friendly cleaning accessories. Cleaning tools such as brushes, cloths, and sponges could catch the eye of customers that are already on their website to buy their other products. Lastly, Cleancult could expand their subscription-based program, and do a monthly

seasonal box, with limited time scents and other cleaning supplies, and if they were to introduce cleaning tools, they could include those in their seasonal subscription box as well.

## Price

### *Value Captured Analysis*

Cleancult's products are priced in the mid-to-high range of the eco-friendly cleaning market, creating a balance between quality and sustainability. Their pricing reflects their company-wide commitment to using eco-conscious materials like aluminum bottles and biodegradable refills, along with plant-based, non-toxic formulas. These attributes often cost more to create, connecting with why they are considered to be the mid to high range. To keep customers coming back, Cleancult offers a 5% discount for repeat subscribers. Eco-conscious shoppers are often more willing to pay more for sustainability, and Cleancult still faces competition with companies like Seventh Generation and Grove. Cleancult tries to stay competitive by running promotions like 30% off sales and perks like free shipping on orders over 40\$. They also offer bundled starter kits, which can make it easier for new customers who are looking for a more sustainable option, but don't know where to start. This also encourages larger purchases.

### *Price Value-Added Recommendations*

To make their pricing strategy even more effective, Cleancult could expand its subscription perks, this could help with creating a bigger returning customer base. They could offer bigger discounts for long-term subscribers, like 10% or 15% off. They could also add perks like early access to new scents or products, free samples, or bonus eco-friendly cleaning tools to make the subscription model even more enticing. Another idea is to introduce a loyalty program where customers earn points for purchases that can be redeemed for discounts or free products.

Cleancult could also offer customizable cleaning kits, allowing customers to bundle their favorite products while increasing overall sales.

## Place

### *Value Delivered Analysis*

Cleancult delivers value in their product by using their omnichannel approach to sell products. They communicate their value by collaborating with publication companies to raise their brand image and making sure people are aware of how sustainable and eco-friendly they are. Cleancult also expands their market by placing their products within stores to make sure people can see their physical products. Cleancult also uses a selective distribution strategy when it comes to the placement of their products, this keeps a good balance of accessibility and brand exclusivity. To increase customer loyalty, they offer a shipping system, direct to consumers option that could save the customer time and effort when shopping for the products.

### *Place Value-Added Recommendations*

Our recommendation for place value is expanding to more stores to create a larger in-person presence that will make people see the logo and products more. We also recommend offering more discounts and more bundling options for products on the website. Offering better shipping prices is also something to investigate because not all orders are going to climb into the range of above \$70. Lastly, we recommend that Cleancult engages with more customers and prospects online and in stores to create more brand awareness and get more people involved.

## Promotion

### *Value Communicated Analysis*

Cleancult's promotional strategy does a solid job of communicating their core values sustainability, affordability, and convenience, but there's definitely room for improvement. Their social media presence on Instagram is strong, with engaging posts that mix humor, product highlights, and sustainability messaging. However, their TikTok presence is almost nonexistent, which is a huge, missed opportunity considering how well short-form content performs in the eco-friendly space. When it comes to advertising, Cleancult is nailing their Walmart Connect strategy, with a 2x conversion rate and 100% Buy Box win rate, which are clear signs that their paid promotions are working effectively. Email marketing has improved significantly, with open rates jumping from 15% to 30%, largely due to optimized subject lines and improved deliverability. That said, there is still untapped potential in personalization and automation to maximize customer retention. One of Cleancult's weaker areas is influencer marketing. While they've built credibility through PR features (like their Forbes mention), they aren't leveraging eco-influencers the way some of their competitors do. Partnering with well-known sustainability advocates could bring them more social engagement. Their public relations campaigns, like the Plastic Intervention Program, helps to reinforce their mission, but they need stronger consumer engagement strategies to keep the momentum going.

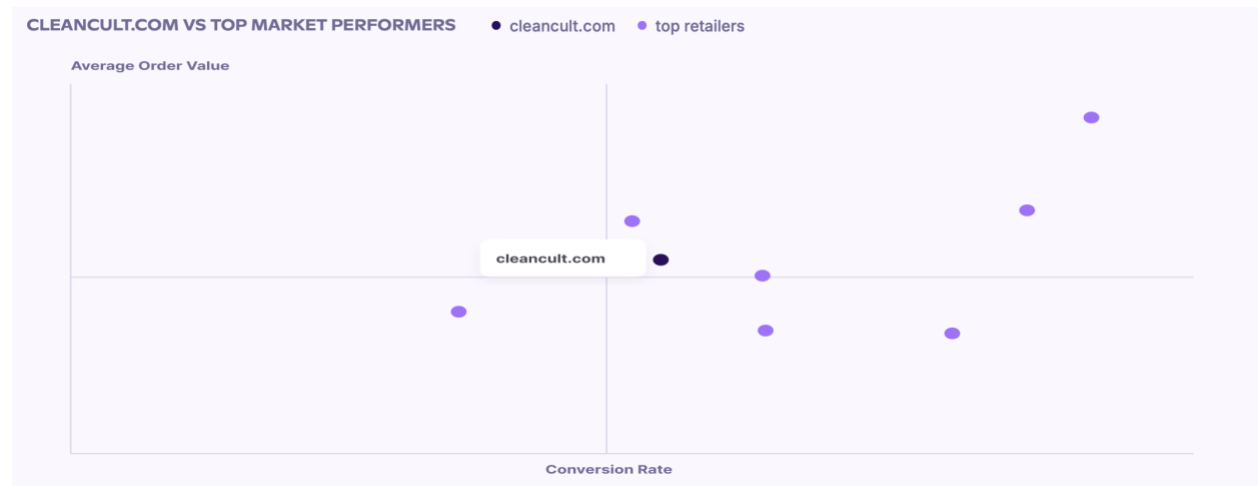
### *Promotional Value-Added Recommendations*

First, Cleancult needs to go all in on TikTok. They've barely scratched the surface with only a handful of posts, and considering how well sustainability content performs on the platform, they're leaving a ton of engagement and brand awareness on the table. They should start posting at least 3–5 times a week, with content focused on eco-friendly cleaning tips, behind-the-scenes product creation, and satisfying ASMR-style cleaning videos. A #PlasticFreePledge challenge where users show themselves switching to

Cleancult could also help drive viral engagement. Secondly, their email marketing is good but could be better with more personalization and automation. Right now, they're improving open rates, but they could boost conversions even more by using AI-driven recommendations, sending refill reminders based on purchase history, and offering loyalty incentives, such as a 10% discount for referrals. A/B testing different subject lines and calls to action would also help optimize performance. Finally, Cleancult could set itself apart from competitors by introducing an interactive augmented reality experience. Imagine scanning a Cleancult product and seeing a visual representation of how much plastic waste you've prevented over time. That kind of interactive engagement would make sustainability feel real to consumers. They could also integrate AR into Instagram Stories, showing how Cleancult products fit into a plastic-free lifestyle.

## Appendices

### Appendix A



Grips Intelligence Competitors Analysis Chart

## Appendix B

# Clean Cult

Cleancult Logo: <https://www.cleancult.com/>

## Appendix C



Cleancult aluminum bottle sourced from [cleancult products](#)

## Appendix D



This image is sourced from <https://www.cleancult.com/sustainability>

## Appendix D





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