SCALE HOUSE MEDIA

Made to convince.

A Growth Audit, worked example

Fabula Coffee — a DTC roaster running Meta ads. We have never worked with them, and we did not log into anything.

> **Everything in this document came from pages any customer can reach.** Their site, their catalogue, and the public ad library. No account access, no analytics, no conversations.
>
> We publish this so you can see the standard before deciding whether to hand over anything of your own.

$4.02	11.1%	0
THEIR BUNDLE COSTS MORE THAN NOT BUNDLING	REAL SUBSCRIBE DISCOUNT · ADVERTISED AS 35%	MENTIONS OF THEIR OWN REWARD LADDER ON THE BUY PAGE

Captured 26 August 2026 · all figures verifiable on the live site

THE BOTTOM LINE

They’ve built a very good offer. The page selling it doesn’t know that.

Fabula has a milestone reward programme, a genuine no-return-needed guarantee, a cheaper entry tier, and a referral scheme. **Almost none of it appears where people buy.**

Meanwhile three arithmetic errors are live on the site right now, and any customer with a calculator can find them.

> **This is the normal shape of these findings.** It's rarely that a business lacks a good offer. It's that the offer lives in a different place from the buying decision.

Nothing here required access

Which is worth sitting with — if this much is visible from outside, the version with account data is a different conversation entirely.

FINDING ONE · THE ARITHMETIC

The bundle costs more than not buying the bundle.

WHAT YOU BUY	PRICE
"Medium, Dark, Decaf" 3-bag bundle SKU	$75.99
The same three bags via the 3-bag tier on the product page	**$71.97**
Difference	**+$4.02 to use the bundle**

The bundle's own crossed-out price is also wrong: it shows **$89.73**, but three bags at $29.99 is **$89.97**.

And a second one

"The Ultimate Wellness Tea Bundle" — 2 bags at **$39.98**. Two bags bought separately: **$39.98**. A bundle that discounts nothing at all.

56 of 95 variants have a dead anchor

Their compare-at price is set **equal to** the selling price, so the field renders as nothing. The mechanism is there and switched off — on more than half the catalogue.

> None of this is a strategy problem. It's three tickets and an afternoon — and until they're done, the customer doing the maths finds them first.

FINDING TWO · THE CLAIM

The site advertises 35% off. Subscribing saves 11%.

WHERE	WHAT IT SAYS
Header navigation	"SUBSCRIBE & SAVE 35%"
Product page, subscribe option	"SAVE 20%"
Product page, one-time option	"SAVE 10%"

The 35% is a quantity discount, not a subscription benefit — it's the 6-bag tier, and it's available on one-time purchase too.

And because the one-time option already carries 10%, the real cost of choosing subscribe is **$9.00 on $80.97 — 11.1%.**

> **Why this matters more than it looks.** A customer who subscribes expecting 35% and works out they got 11% doesn't email — they cancel. The number is doing damage precisely because it's attractive.

The popup out-discounts the subscription

A first-time popup offers **40% off** — more than any subscribe offer on the site. It teaches new customers that one-time is the better deal, which is the opposite of what a consumable brand wants.

FINDING THREE · THE ONE THAT MATTERS

They built a reward ladder. The buy page has never heard of it.

On their subscription page, Fabula publishes a full milestone programme:

Order #3 recipe book · **#5** extra discount · **#7** coasters · **#9** secret gift · **#12** extra discount · **#16** tote bag · **#20** milk frother · **every 5th shipment a Roaster's Special**

That is a genuinely strong retention mechanic. It gives a subscriber a named, dated reason to reach order twenty.

> **We searched the product page for it. "Order #3", "Recipe Book", "Milk Frother", "Tote Bag", "Secret Gift" — none of them appear.** The buy box sells 20% off and nothing else.

And two more things hiding in the same way

A 2-bag subscription tier at 15% exists on the subscription page and is missing from the product page ladder (1 / 3 / 6). **The cheapest way into a subscription isn't offered where people subscribe.**

A referral programme that exists only as a printed insert — a $0.00 "Refer a Friend" postcard in the catalogue. No page, no on-site entry point.

WHAT THE CATEGORY DOES

Two competitors, two things they do differently

Atlas Coffee Club — subscription is the product

Their subscriptions are **separate products** with their own names and upgrade paths, not a radio button on a bag of coffee. When the subscription is a SKU, it can be merchandised, bundled and advertised. When it's a checkbox, it can only be discounted.

Seven Weeks Coffee — one named offer, everywhere

The same offer runs in the ad, on the page and in the SKU title itself — **"Best Sellers Bundle + Free Gift + 25% off."** You always know what you're getting before you click.

> **The pattern:** both competitors make the offer **visible and consistent.** Fabula's best offer is real, and it's on a page their ads don't point to.

Also worth saying

Fabula's guarantee is the strongest of the three — **"no need to send anything back."** It's also written three different ways across the site, so the best version isn't the one most people read.

WHAT WE'D DO

Three moves, in order

1 • Put the ladder in the buy box

"Your frother arrives at order 20." It's already built, already merchandised, and it's the only thing separating their subscription from a coupon. **Nothing to create — just move it to where the decision happens.**

2 • Fix the three arithmetic errors

Reprice or retire the 3-bag bundle, correct the anchor, and turn on the 56 dead compare-at fields. **Not tests — defects.**

3 • Make the 35% true, or stop saying it

Either move real value into subscribing — the ladder plus the 2-bag tier gets most of the way — or change the nav. **Right now the claim is writing a cheque the buy box doesn't cash.**

> **Could a competitor copy this?** The ladder, yes — eventually, and at real cost, because gifts have to be bought and shipped. But it's built and paid for here already. **The advantage isn't the idea; it's that they're twenty orders ahead of anyone starting now.**

THE HONEST PART

What we couldn’t see

This was built entirely from public pages. That means real limits, and they're worth stating:

NOT AVAILABLE	WHAT IT WOULD HAVE CHANGED
Gross margin	Whether the reward ladder pays for itself, and how deep a subscribe discount they can actually afford
Repeat rate	Whether order 20 is realistic or aspirational — it decides if the ladder is a retention tool or decoration
Ad and analytics data	Which of these actually costs the most. We've ranked by size of gap, not by measured impact
Checkout behaviour	We read product pages, not the payment step

> We've flagged our own assumptions where we made them — the per-cup figures are our arithmetic on an assumed dose, not a number Fabula publishes. **Anything we couldn't verify, we left out rather than estimated.**

What the full version adds

With margin, repeat rate and ad data, every finding above becomes **costed instead of ranked** — and we can answer the question this version can't: whether the gap is an economics problem or an execution one.

Scale House Media · if you'd like this run on your business, that's the conversation.