

60-Day Optimization Plan

Playbook delivered at Day 60 post-launch. Focuses on funnel optimization and expansion setup.

Purpose

Convert the friction points surfaced in the 30-Day Recap into a shipped optimization backlog and lay groundwork for the 90-Day growth push.

Section 1 — Funnel Optimization

STAGE	CURRENT	TARGET	OWNER
Landing → Intake start	—%	+10%	Marketing
Intake start → complete	—%	≥ 70%	Product
Complete → paid checkout	—%	≥ 60%	Growth
Approved → refill month 2	—%	≥ 55%	CSM

Section 2 — Clinical & Fulfillment

- Review provider approval rate by SKU; escalate outliers.
- Audit pharmacy turnaround times; renegotiate SLA if > 72 hrs.
- Confirm refill cadence templates loaded for every SKU.

Section 3 — Expansion Setup

- Identify 1-2 new SKUs or categories to launch at Day 90.
- Draft creative brief for retention email + SMS.
- Scope reporting/analytics add-on if applicable.

Section 4 — Commitments

ACTION	OWNER	DUE
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