

How Marketplaces Win Supplements

A strategic framework for category dominance

01 Build the right brand environment

02 Trust-first platform design

03 Scale follows confidence

Supplements Are a Platform Anchor

The category that drives everything else

- 01 30-day repeat cycles
- 02 High lifetime value
- 03 Drives app opens
- 04 Cross-feeds other verticals

You Don't Win Products — You Win Brands

Trust is the only currency that matters

- 01 Accuracy is non-negotiable
- 02 Ingredients, allergens, warnings matter
- 03 Trust breaks once
- 04 Returns are unrecoverable

Brand Ingestion Strategy

Infrastructure over headcount

01

Direct onboarding

02

Aggregator onboarding

03

Hybrid model wins

04

Infrastructure over headcount

Frictionless Onboarding

Remove barriers, accelerate growth

01 One-shot with U.S. founders

02 List first, verify after value

03 Higher completion post-sale

04 AI-assisted data capture

Trust & Price Integrity

The foundation of brand confidence

- 01 Imitations break confidence
- 02 Price parity matters
- 03 Serious brands disengage fast
- 04 Trust beats discounts

The Branded Pipeline

Long-term commitment over quick wins

01 Representation over distribution

02 Founder storytelling

03 Education without risk

04 Long-term brand commitment

Data Governance

Clean data powers everything

- 01 Clean data at ingestion
- 02 Ad eligibility
- 03 Visibility and AI readiness
- 04 Lower returns, higher margin

Agentic Growth Engine

AI-driven retention at scale

- 01 Knowledge base foundation
- 02 Structured, repeatable category
- 03 First-party data advantage
- 04 AI-driven retention

The Flywheel

A self-reinforcing growth machine

01

Win brands

02

Earn trust

03

Retain customers

04

Strengthen the platform

