

PainGone Plus Daily Product Analysis

<https://fb.watch/t1FUKbMfA2/>

<https://thenewfind.com/blogs/featured/paingone>

https://paingoneplus-newfinds.com/offer-01/?lpid=0807&source_id=DL&utm_source=8483&utm_medium=&utm_term=807&aff_id=8483&req_id=28c7f66c397247afb009a7d4248b2c32&oid=807

Winning product criteria checklist:

- Does the product have a wow factor?
does it grab attention?
- can it be bought in stores?
- is it targeted to a specific niche/customer?
- does it have broad/mass market appeal?
- does it solve a problem or add value?
- does it have a high perceived value?
- can you sell it with 3-5x markup?
- is it lightweight and easy to ship?

What is the product? Does it fit the winning product criteria? What makes it unique with a strong wow factor?

PainGone Plus is a portable TENS pain relief device, which has a strong WOW factor, as it looks exactly like a traditional pen, as well as having bright orange standout colouring on the tip/button.

It fits the winning product criteria as it:

- Has a strong wow factor
- Cannot commonly be bought in stores.
- Targeted to people with acute or chronic aches and pains.
- Mass market as it can be used on all types of aches and pains, which a large percentage of adults tend to have in some way or another.
- Solves the problem of pain relief in a natural, drug-free way, it's portable and can save you money on expensive pills or professional treatments.
- Has high perceived value as it is compact and portable, and solves a huge day-to-day problem in an easy way.

- Can sell it with a 3-5x markup easily. They're selling it at £51.46 and Aliexpress suppliers are listing them at around £17, so they're at around a 3x markup with roughly +/-£34 margin for paid ads which is very good.
- Super lightweight and easy to ship.

Who is the target audience? Is there a large market for the product? How does the product cater to their needs/desires/pains?

The target audience is anyone with acute or chronic pain- TENS is supposed to work on any pain on any body part, so this broadens the market appeal significantly as most adults, especially as they get older, experience aches and pains of some sort.

This product caters to their pains by promising to reduce/eliminate them almost instantly, which boosts the product's value as it is quick, easy, and you can do it anywhere due to its portability.

How good is the video script? What is the ad angle? Does it have a strong hook? Is it benefit-focused? Is it concise and easy to understand?

The video script is VERY good- it uses a public interview/case study approach, which makes the video natural and native, rather than seeming too much like a typical ad, as well as boosting product trust and social proof.

It has a strong hook, as it shows the product in use by multiple people, who are all clearly very impressed, making you want to keep watching to find out why they're impressed, and what the product is/does.

It is extremely benefit-focused, a lot of that coming from the statements of relief these people are feeling, and they ironically come up with a lot of catchphrases/slogans for the product throughout the video, such as 'I've got therapy in my pocket!'.

Being natural language, in this interview-style video, it's very easy to understand, and very entertaining to watch as the clips are short, a couple of seconds each in length, with multiple different users so you don't have time to get bored while watching it, as the next scene is already starting.

How good are the video visuals? What makes the ad stand out? Is the video high-quality? Are the scenes and music engaging?

The video visuals are filmed on a high-quality camera, outside on a sunny field, making the visuals attractive and well-lit/coloured so it stands out and seems native to Facebook feeds.

The scenes are short in length, being short customer testimonial quotes almost all the way throughout, and there's no background music, however, the constant talking and quick scene cuts keep the video engaging all the way through.

How good is their FB/TikTok ad copy? Does it grab attention? Does it call out the customer?

Get Paingone Plus up to 40% Off Today

For all my friends who suffer from acute and chronic pains, this is what I was talking about - I tried this new device one day when my knees were hurting so bad I could barely get up... and within minutes, I could feel the pain melting away. No more popping pain pills, or dealing with the side effects of those drugs.

I get knee and shoulder pain all the time... and I just can't seem to stop it. Problem is I HATE taking pain pills, and the cost of them can add up! So when I found out about Paingone Plus, I had to at least give it a try.

What is Paingone Plus? Here are some quick facts:

- 1. It provides 100% natural drug-free pain relief*
- 2. It uses proven TENS technology to do that and works on: back, neck, shoulder, elbow, knee, hand, foot, wrist and arm pain, arthritis, sciatica, cramps, athletic pain & more*
- 3. It's scientifically proven, doctor created & FDA cleared*
- 3. It's portable, wireless, and can be used anytime as much as needed!*
- 4. Over 300+ ★★★★★ 5-star reviews & counting!*

I honestly can't believe how well it works. It also lasts YEARS too, so it's already saved me hundreds of dollars that I would have used on more pills or therapy. So glad I found this all natural solution that works for me!

The FB ad copy grabs attention with multiple customer reviews as social proof, as well as having short benefit-focused bullet points about the product, showing more social proof with 5-star reviews.

It instantly calls out the customer by saying 'For all my friends who suffer from acute and chronic pains, this is what I was talking about-'.

This filters people who aren't in need of the product, and engages the ones who need it- furthermore, by saying 'This is what I was talking about', it intrigues the reader to keep reading the ad text, building more and more conviction in the brand and product as you read on.

Very good. I've taken a lot away from the structure of this ad text.

How good is their website? Do they have high-quality photos? How good is their product copy? Do they have up-sells and social proof?

The landing page is exceptional, taking the angle of a real customer who has struggled with pain, and solved it by using the paingone plus- it's very engaging, using short sentences and utilising bold text to keep your eyes moving down the page.

They've also included a lot of social proof, features in magazines, real customer reviews, product benefits, and shown how the product works.

They also have multiple 'buy buttons' throughout the page, and a discount at the bottom, just in case the reader wasn't already sold.

The actual product image has a video at the top, featuring a doctor, boosting product trust and brand authenticity. It further explains how the product works, how it can work for your specific pain type, and features lots of social proof in different forms.

The GIFs are a nice way of diversifying the target market as there are lots of different types of people shown using the Paingone pen, allowing the customer to visualise themselves using it easily, by relating to the GIF model of a similar demographic.

There's a good use of necessary trust badges to authenticate the brand more, and good use of upsells at the bottom of the product page, being volume bundles- I would personally add a title to the volume discount, something such as 'Get another for a loved one!' or 'Give the gift of instant pain relief by buying 2!' etc.

There's no cart page, it takes you straight to checkout, where there are no further upsells- I would consider adding complimentary products, or more volume discounts, insured shipping, a warranty, etc at checkout, or at least have a cart page/popout drawer, or a popup box before checkout to increase the AOV through upsells.

Overall, I think the ad, ad text, product, landing page and product page are exceptional, and I have personally learnt a lot from it, and will take note of things to incorporate into my product selection, ad creative and website for my next product test. Thanks, Prof! :)