Snow: why ad visitors aren't buying from the homepage, and what to change first

Reviewed by hand by Musab Hassan, SubMac

Page reviewed	trysnow.com, the store homepage
Goal	More purchases from paid social traffic landing on the homepage
Visitor in mind	Someone in the US with stained teeth who just tapped an Instagram ad, is sceptical of whitening claims and price, and will decide in under a minute whether to keep going
Reviewed	3 November 2026

This is an independent review of a public page, written to show how SubMac audits work. Snow didn't commission it and isn't affiliated with SubMac. Everything here was observed on the live page on 3 November 2026; it may have changed since.

I went through the homepage the way that visitor does: on a phone, then into the Extra Strength Smile Ritual and through the cart to the payment step, without ordering. My browser was served Snow's Irish store (euro prices, an /en-ie checkout), so nothing that depends on location is scored; US prices come from Snow's own product data ($75 one-time, compare-at $127, $63.50 on subscription). Apple Pay wasn't checked. Speed is 28-day field data from Google PageSpeed Insights (mobile), checked on 3 November 2026.

The short version. I can see Snow is a serious brand within a few seconds of closing the pop-up: clinician badge, a strong press strip, thousands of reviews, a fast page. The trouble is those first few seconds. Before the visitor sees a single tooth, a full-screen “You've Got 20% Off” quiz asks them what they want, and once they get past it the hero talks about a Black Friday sale rather than the result the ad sold them, with no product and no price. That opening gate is the biggest leak. The second is that the 30-day guarantee, the thing that answers “what if it doesn't work on me?”, doesn't appear until the cart. The speed, the honest proof and the cart drawer are already strong, and nothing here asks you to touch them.

FINDINGS, RANKED

#	FINDING	PRIORITY	EFFORT
1	A full-screen quiz blocks the page on arrival	Critical	Under an hour
2	The hero sells a sale, not a smile	High	A day
3	The guarantee only shows up in the cart	High	Under an hour
4	Too many competing discount numbers	High	A day
5	New buyers default to a subscription	Medium	Under an hour

Ranked by how much each one stands between an ad visitor and a purchase. Critical: fix before spending more on ads. High: fix this month. Medium: worth doing once the first ones are live.

FINDING 1

A full-screen quiz blocks the page before the visitor has seen anything

Priority: Critical · Effort: Under an hour · Area: First screen / pop-ups

What I found

The moment the homepage loads, a pop-up fills the whole screen: “You've Got 20% Off”, “What are you looking for?”, with three buttons, “SENSITIVITY RELIEF”, “EXTRA STRENGTH WHITENING” and “INSTANT GLOW”. There's a small underlined “Skip” and an × in the corner. Tapping any option leads to a second screen with an email field and “UNLOCK NOW”, and that screen has no skip link, only the ×. The brand logo at the top of the pop-up didn't load in my session (only the alt text “Logo” showed). After closing it, a “GET 20% OFF” pill stays in the bottom-left corner and opens the same pop-up again.

Why it matters

This visitor tapped an ad because they want whiter teeth. Their first question is “is this the thing I just saw, and does it work?”, not “give me your email.” A full-screen ask before any proof lands like a salesperson blocking the doorway. The quiz makes it worse: they tap “Extra Strength Whitening” expecting to learn something, and get asked for an email instead. A broken logo on the very first screen is a small thing, but for someone already sceptical of whitening brands it's a crack in the polish.

What it's costing you

Cold visitors who don't want to hand over an email have to find the × or the small “Skip” before they can see the store. Some will close the tab instead, and they never reach the reviews or before/afters further down. I can't measure how many from outside; your bounce rate on ad landings will tell you.

What to change

1. Don't fire the pop-up on load for paid social traffic. Trigger it after real engagement (scrolled past the best sellers, or 20–30 seconds on the page) or on exit intent.
2. If you keep the quiz, give a result before asking for the email (“Extra Strength is for you: here's the kit”), then offer the 20% to save it.
3. Put a plain “No thanks” link on the email step, and fix the logo image.

Suggested wording

Now	“You've Got 20% Off / What are you looking for?”
Try	“Find your shade-lifting ritual in 10 seconds. Tell us what bugs you most about your smile, and we'll match you (and save you 20%).”

How you'll know it worked

Bounce rate on ad-driven homepage sessions, and scroll depth to the “Real results.” section, before vs after.

FINDING 2

The hero sells a sale, not a smile

Priority: High · Effort: A day · Area: Hero and headline

What I found

Once the pop-up is gone, the first screen reads: “UP TO 66% OFF + FREE GIFTS”, headline “Black friday sale.”, subhead “Our biggest offer of the year. Free Purple Strips with every Ritual kit.” The image is a woman using the whitening pen. There's no shot of the kit, no price, and nothing about the result (how white, how fast, how gentle). Both buttons, “SHOP SALE” and the underlined “Shop best sellers”, go to the same place, /collections/sale.

Why it matters

An ad visitor arrives carrying the promise the ad made: a whiter smile, maybe without the sensitivity they've had before. The hero doesn't pick up that thread. “Black friday sale.” tells them it's cheap this week, but a sceptic doesn't buy a discount, they buy a believable result at a fair price. Sending them to a sale collection also hands them a grid of choices when what they need is one clear “start here.” And two buttons that look like different paths but go to the same page make the first choice feel pointless.

What it's costing you

Visitors have to scroll several sections, past the press strip and best-seller cards, before they see “Real results.” or the sensitivity numbers. Anyone who decides from the first screen decides without your best evidence.

What to change

1. Lead with the outcome and keep the sale as the reason to act today: put the result in the headline and the Black Friday offer in the eyebrow.
2. Show the hero kit (Extra Strength Ritual) with its price and the free gifts right on the first screen.
3. Point the main button at the kit itself, not the sale collection, and send the secondary link somewhere genuinely different (the formula quiz, or “Real results.”).
4. Move one before/after, or the “94% reported little to no sensitivity” line, up next to the headline.

Suggested wording

Now	“Black friday sale. / Our biggest offer of the year. Free Purple Strips with every Ritual kit.” Button: “SHOP SALE”
Try	“Whiter teeth, without the wince. / The Extra Strength Ritual, now our lowest price of the year, plus free Purple Strips.” Button: “Start my ritual”

How you'll know it worked

Click-through rate from the homepage hero to a product page, and add-to-cart rate of hero-kit sessions.

FINDING 3

The guarantee only shows up in the cart

Priority: High · Effort: Under an hour · Area: Trust and proof

What I found

The only guarantee I could find on the whole path was a small badge inside the cart drawer: “30 Day Smile Guarantee - Shop with confidence”. It isn't on the homepage, and it isn't on the Extra Strength Smile Ritual product page. On the homepage the closest thing to reassurance is “Skip or cancel anytime” in the subscription section.

Why it matters

The fear for this buyer isn't “is it cheap?”, it's “I've tried whitening strips before and nothing happened, or it hurt.” A money-back promise is the most direct answer to that, and right now it appears only after they've already decided. People who hesitate on the product page never see it.

What it's costing you

Doubtful visitors leave the product page without knowing they could have tried it at no risk. This is the cheapest fix in this audit.

What to change

1. Put the 30-day guarantee directly under the “Add to cart” button on the product page, in one plain line.
2. Add it to the homepage hero or the best-seller cards.
3. Link it to the actual terms so it reads as a real promise, not a badge.

Suggested wording

Now	“30 Day Smile Guarantee - Shop with confidence” (cart only)
Try	“Not seeing a brighter smile in 30 days? Send it back and we'll refund you. That's the Snow Smile Guarantee.”

How you'll know it worked

Add-to-cart rate on the Extra Strength Smile Ritual product page.

FINDING 4

Too many discount numbers for a buyer already wary of price

Priority: High · Effort: A day · Area: Copy and offer

What I found

On one short visit I counted: “Up to 66% off” (announcement bar and hero), “You've Got 20% Off” (pop-up), “GET 20% OFF” (sticky pill), “subscribe and save 20%” (homepage), “BUY 2 GET 1 FREE” and “UP TO 33% OFF” (best-seller cards), and on the product page “Save 50%”, “Save 41%” and “Save 38%” across the two purchase options. The kit card adds “$191 value with free gifts”, and the cart's “You are saving” figure didn't match the line items when I added them up (I saw this in the euro store, so I'm not quoting the number). The hero also promises “15,500+ five star reviews” while every product shows a 4.9 average, which reads as if all the reviews are five stars.

Why it matters

Each number is fine on its own. Together they make the visitor ask “which one do I actually get, and does the 20% stack on the 66%?” For someone who already suspects whitening brands of inflating things, competing percentages and a savings total that doesn't add up feel like the price being worked on them, not shown to them. The reviews line does the same on a smaller scale: a 4.9 average is excellent, so it doesn't need stretching.

What it's costing you

Price hesitation at the product page and in the cart, where the visitor stops to do maths instead of checking out. I can't size it from outside.

What to change

1. Choose one headline offer for the sale and use it everywhere (for example: the kit price, plus free Purple Strips).
2. Say plainly whether the pop-up's 20% stacks with the sale; if it doesn't, don't show the pop-up to people already shopping the sale.
3. Make the cart's “You are saving” figure equal the sum of the line items.
4. Change “15,500+ five star reviews” to “4.9 stars from 15,500+ reviews”.

Suggested wording

Now	“UP TO 66% OFF + FREE GIFTS”
Try	“Black Friday: the Extra Strength Ritual for $75, plus $64 of free gifts.”
Now	“15,500+ five star reviews”
Try	“4.9 stars from 15,500+ reviews”

How you'll know it worked

Cart-to-checkout rate.

FINDING 5

First-time buyers are put on a subscription by default

Priority: Medium · Effort: Under an hour · Area: Product page / cart

What I found

On the Extra Strength Smile Ritual product page, “Subscribe & Save” is selected by default and labelled “MOST POPULAR”, with refills every “2 months (recommended)”. “One-Time Purchase” sits underneath, unselected. In the cart, the kit shows “Delivered Every 2 Months” and the way out is a link reading “Switch to one time purchase”. To Snow's credit, the subscription is explained clearly: “skip, pause or cancel anytime”, “then refills only”, and checkout shows the recurring charge and a cancellation-policy notice.

Why it matters

Someone who doesn't yet believe the product works is being asked to commit to it every two months. Some won't notice the default, and they'll feel caught out when the second charge arrives. That's how sceptics turn into chargebacks and angry reviews. Others will notice, feel steered, and slow down. A sceptical first-timer wants to try it once.

What it's costing you

Friction at the moment of purchase for people who notice the default, and a likely refund and complaint cost from those who don't. I can't measure either from outside; your cancellation-after-first-refill rate will show it.

What to change

1. Test leaving neither option pre-selected for new visitors from ads, or pre-select one-time and present the subscription as an upgrade.
2. Put the price difference in money, not only in percent (“$75 once, or $63.50 and refills ship free”).
3. Keep the “cancel anytime” line right next to the subscription option; it's already good.

Suggested wording

Now	“MOST POPULAR / Subscribe & Save”
Try	“Love it? Save $11.50 and never run out. Refills ship free, cancel in a click.”

How you'll know it worked

Product-page conversion rate for new visitors, watched alongside subscription cancellations after the first refill.

WHAT'S WORKING, KEEP IT

The page is fast. Real Chrome users on mobile get the main content in 1.5 s, with zero layout shift and Core Web Vitals passed. Speed isn't what's losing Snow customers.

The proof is honest, and that's rare in whitening. The sensitivity claims carry their sample sizes (“Based on feedback from 66 verified customers, not incentivized”) and the before/afters say “Photos from verified Snow customers. No filters applied.” Add the FrontrowMD “Clinicians' Choice” badge, the press strip (WIRED, Oprah Daily, GQ, Forbes and more) and per-product review counts like “4.9 | 4,746 reviews”, and that's a strong answer to a sceptic once they reach it.

The cart drawer is clean and fair. Free gifts are added automatically and clearly marked, the free-shipping bar is already filled on the kit, and the paid “Snow Order Protection” add-on isn't pre-checked. Guest checkout works, with Shop Pay, PayPal and Google Pay as express options.

AREA BY AREA

Hero and headline	*Needs work*	“Black friday sale.” with no product, price or result, and both buttons going to the same sale collection, doesn't continue the ad's promise. See finding 2.
Copy and offer	*Needs work*	The free gifts are concrete and appealing, but six or more different discount numbers compete for attention. See finding 4.
Call to action	*Fine*	“SHOP SALE” is clear and easy to tap, but it leads to a collection when the visitor needs one product to start with.
Trust and proof	*Strong*	Clinician badge, press, review counts and disclosed sample sizes are excellent; the guarantee is the one piece in the wrong place. See finding 3.
Mobile	*Needs work*	The layout reflows well, but the first screen goes to a full-screen pop-up and a sticky pill that re-opens it. See finding 1.
Speed	*Strong*	PageSpeed Insights mobile field data, 3 November 2026: LCP 1.5 s, INP 129 ms, CLS 0, FCP 1.4 s, TTFB 0.7 s; Core Web Vitals passed. A lab score wasn't available on the day.
Cart and checkout	*Fine*	A clean drawer, honest add-ons and guest checkout, held back by the subscription default and a savings total that doesn't reconcile. See finding 5.

THE ACTION PLAN

This week	Stop the pop-up firing on load for ad traffic and fix its logo (finding 1). Put the 30-day guarantee under “Add to cart” (finding 3). Change “15,500+ five star reviews” to “4.9 stars from 15,500+ reviews”.
Next two weeks	Rewrite the hero around the result, with the kit, price and gifts on the first screen and the main button going to the kit (finding 2). Settle on one Black Friday offer, say whether the 20% stacks, and fix the cart's savings maths (finding 4).
When you're ready	Test one-time purchase (or no default) against the subscription default for new ad visitors (finding 5). Consider a dedicated ad landing page that starts with the kit, not the store homepage.
Then measure	Compare bounce rate, hero click-through, product-page add-to-cart and cart-to-checkout rate on paid social sessions, two weeks before and two weeks after each change. Watch subscription cancellations alongside conversion.

If you're on the Snow team and want to talk any of this through, or you'd like the same kind of review for your own store, write to me at contact@submac.site.

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