



From First Click to LTV

3x Subscription Growth on Autopilot with 5 AI Agents

Misha Druzhinin · Andrei Rebrov · SubSummit 2026 — STORY ARC (v2)

speed in a lap is **THE**
money.



AI FOR SUBSCRIPTION BRANDS RIGHT NOW.

a floating set of vapors.

WE'RE GOING TO MAKE IT A THING.



MEET SABINE SCHMITZ

- CEO, Gear Head Box (auto subscription)
- \$1M+ ARR · product-market fit locked
- racer herself. knows what her customers love.
- now scaling — and that's where it gets hard.

SHE IS THE FOUNDER YOU WANT TO BE.



SHE PICKS UP CLAUDE.

- Shopify MCP wired up.
- Klaviyo MCP wired up.
- Meta MCP wired up.
- “let's see how far this goes.”

THE TOOLBOX EVERY ONE OF YOU IS BUILDING TODAY.



AD CREATIVES — DAY ONE.

- Claude wrote 4 hooks.
- Claude generated 6 thumbnails.
- Claude drafted the ad-set briefs.
- it looks AMAZING.

CTR ↑ · CPM stable · 2-day learning phase passed.



THEN EMAIL.

- Welcome series — Claude drafted in brand voice.
- Browse-abandon — wired through Klaviyo MCP.
- Post-purchase upsell — done before lunch.
- it looks GREAT.



so far so good.



then she tried to scale.

WEEK 4. SAME PLAYBOOK. DIFFERENT NUMBERS.



NOTHING CHANGED IN THE BRIEF. EVERYTHING CHANGED IN THE RESULT.



WHAT CLAUDE GETS RIGHT, AND WHERE IT FALLS APART.

CLAUDE GETS RIGHT:

- which creatives to KILL
- pattern-spot fatigue
- weekly recap

CLAUDE FALLS APART:

- doesn't see CBO ad-set context
- ignores learning-phase reset
- "scale by 40%" w/o bid math
- doesn't know what the freed cash funds NEXT.

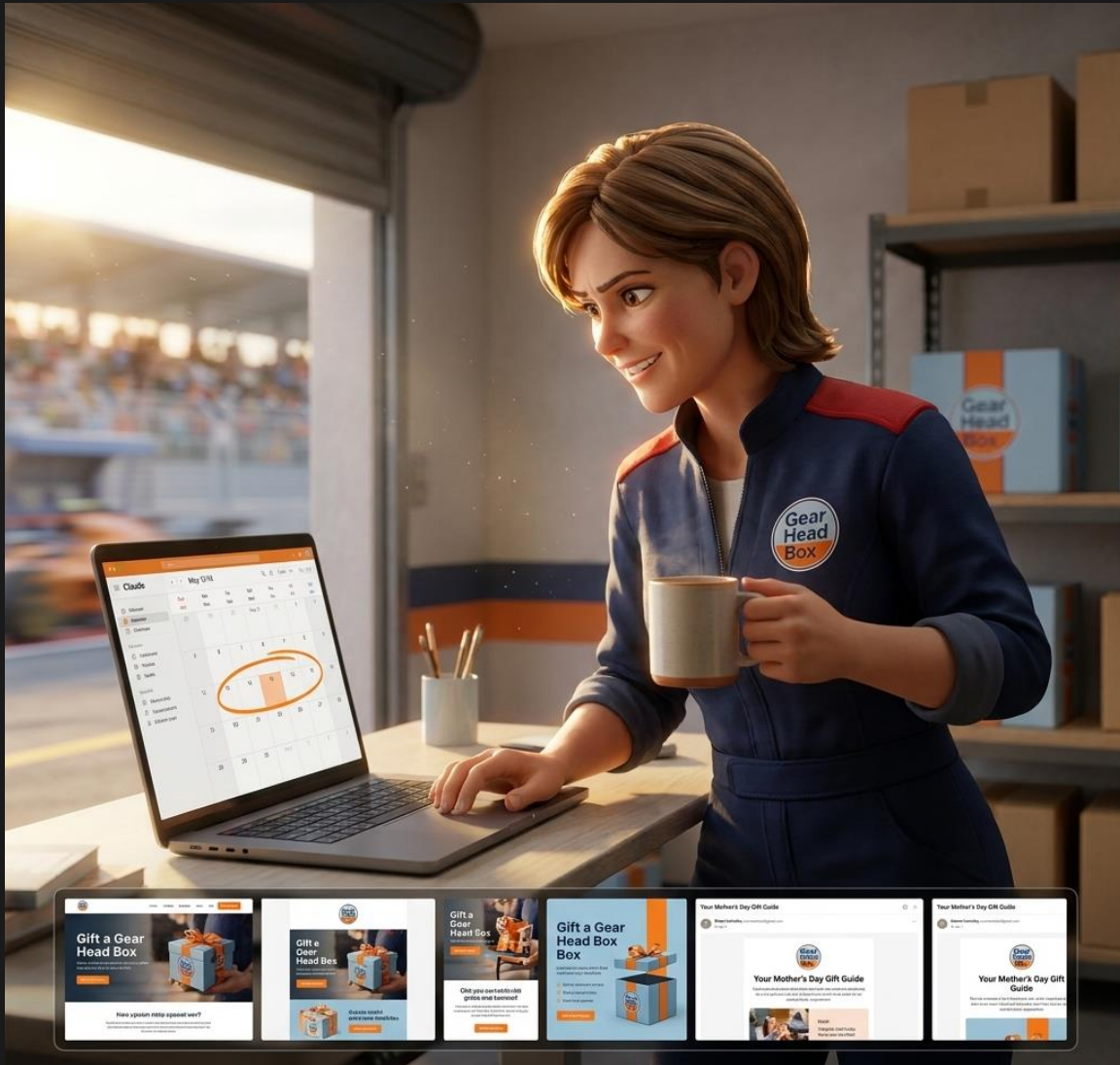
KILL ADVICE WORKS. SCALE ADVICE DOESN'T.



INTRODUCING PULSE.

- knows your CBO/ABO structure
- protects learning phase before recommending pause
- LTV-aware scaling — not last-click ROAS
- writes the next creative brief from what's working

PULSE TURNS “KILL” INTO “KILL + REPLACE.”



MOTHER'S DAY. THE TENT-POLE CAMPAIGN.

- new landing page (built with Claude + her dev)
- 3 fresh ad sets (PULSE-ranked)
- email blast to 14,000 subscribers (Klaviyo MCP)
- game on.

2 ORDERS

FROM 14,000 EMAILS · 3 AD SETS · A FRESH LANDING PAGE.

0.014% CONVERSION. EVERY TOOL IN HER STACK SAID "GREEN."

A custom-built engine and chassis assembly for a vehicle, likely a kart or small car. The engine is a silver, multi-cylinder unit with various components like carburetors and belts. It is mounted on a blue frame with orange accents. The chassis includes suspension components like springs and shock absorbers, and wheel hubs are visible at the front and rear. The assembly is positioned in a garage with a concrete floor and a blue and white striped wall in the background.

more engine. no wheels.



WHAT ACTUALLY BROKE.

- the LP assumed BUYER = USER. Mother's Day, the buyer is the GIFTER.
- gift checkout: 6 steps when it should be 3.
- “to” / “from” fields missing. recipient never got the gift card.
- review section dropped below-the-fold on mobile — trust signal lost.



INTRODUCING LENS.

your conversion analyst.

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> "lens, audit the mother's day LP for conversion friction."
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LENS RETURNS:

- 4 ranked friction points (with expected lift)
- mobile-vs-desktop drop-off split
- gift-checkout flow vs. self-purchase comparison
- "your buyer \neq your user — flow assumes self-purchase."

CONVERSION IS YOUR TRACTION. LOSE IT, YOU'RE OFF THE TRACK.

2 ORDERS AGAIN

FROM 14,000 EMAILS · WITH THE NEW LANDING PAGE · WITH THE NEW ADS.

THE WHEELS ARE ON. THE ROAD IS WRONG.

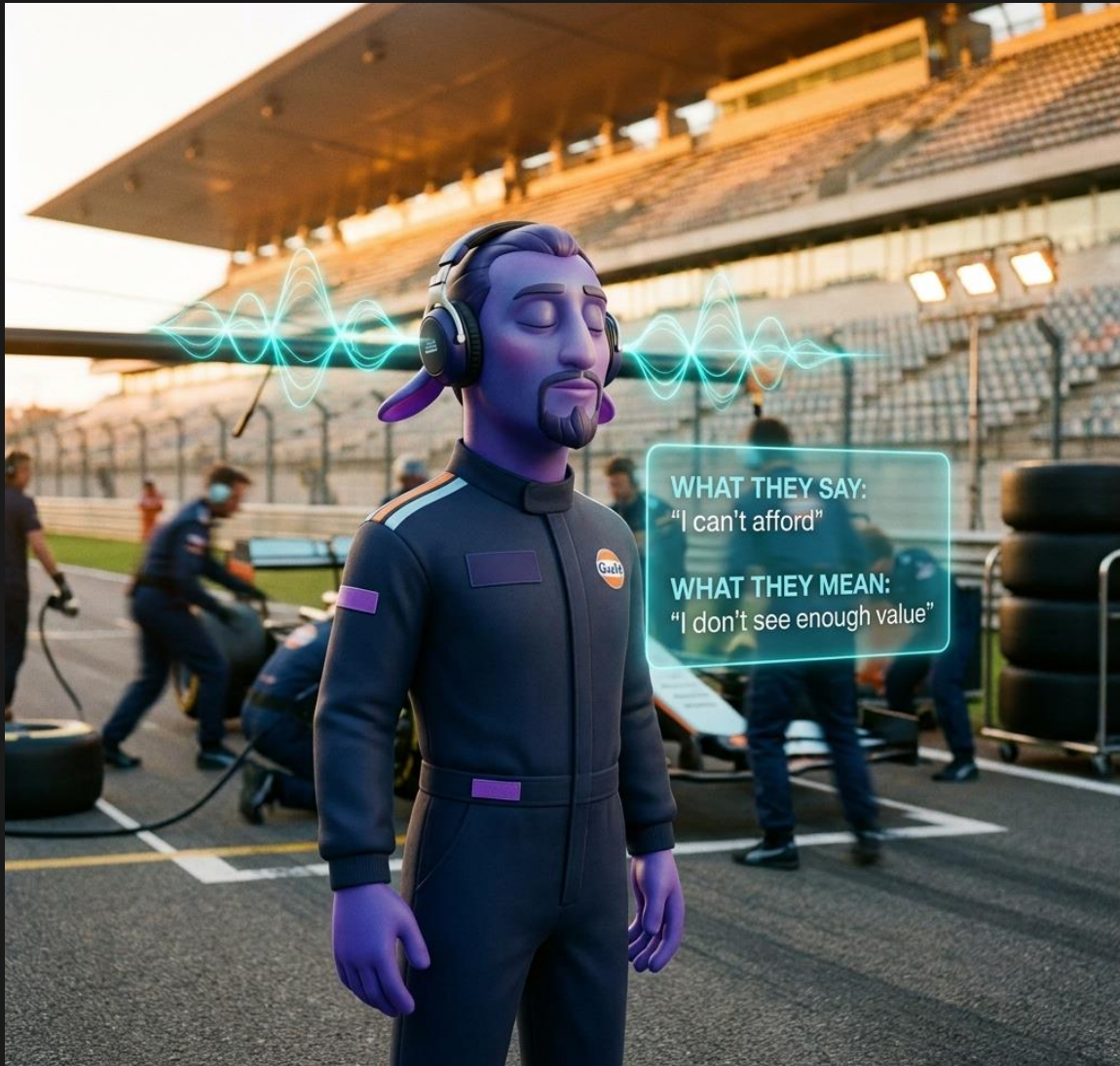


WHO SABINE THINKS
HER CUSTOMER IS

WHO ACTUALLY
GOT THE EMAIL

WHAT SABINE BELIEVED ≠ WHO SHE ACQUIRED.

- her FIRST 200 customers loved heritage + craftsmanship.
- her LAST 12,000 came from Meta — different motivations.
- the email's “for the dad who tinkers on Sunday” landed for 2% of her list.
- the other 98%? wrong story, wrong product, wrong frame.



INTRODUCING SAGE.

- ingests reviews, cancellation reasons, support tickets
- clusters into REAL categories (not sentiment scores)
- “cutting back on spend” → “I don't see enough value”
- “too much product” → “I never learned how to use it”
- one-pager: real reasons people buy / leave.

NOW SABINE KNOWS WHAT TO PUT ON THE PAGE. AND IN THE BRIEF.

THIRD CAMPAIGN. SAGE-LED MESSAGING. LENS-LED PAGES.

8.7%

EMAIL CONVERSION

MORE ENGINE + WHEELS + ROAD MAP.

it's not a fancy ride.
it's nürburgring 24.



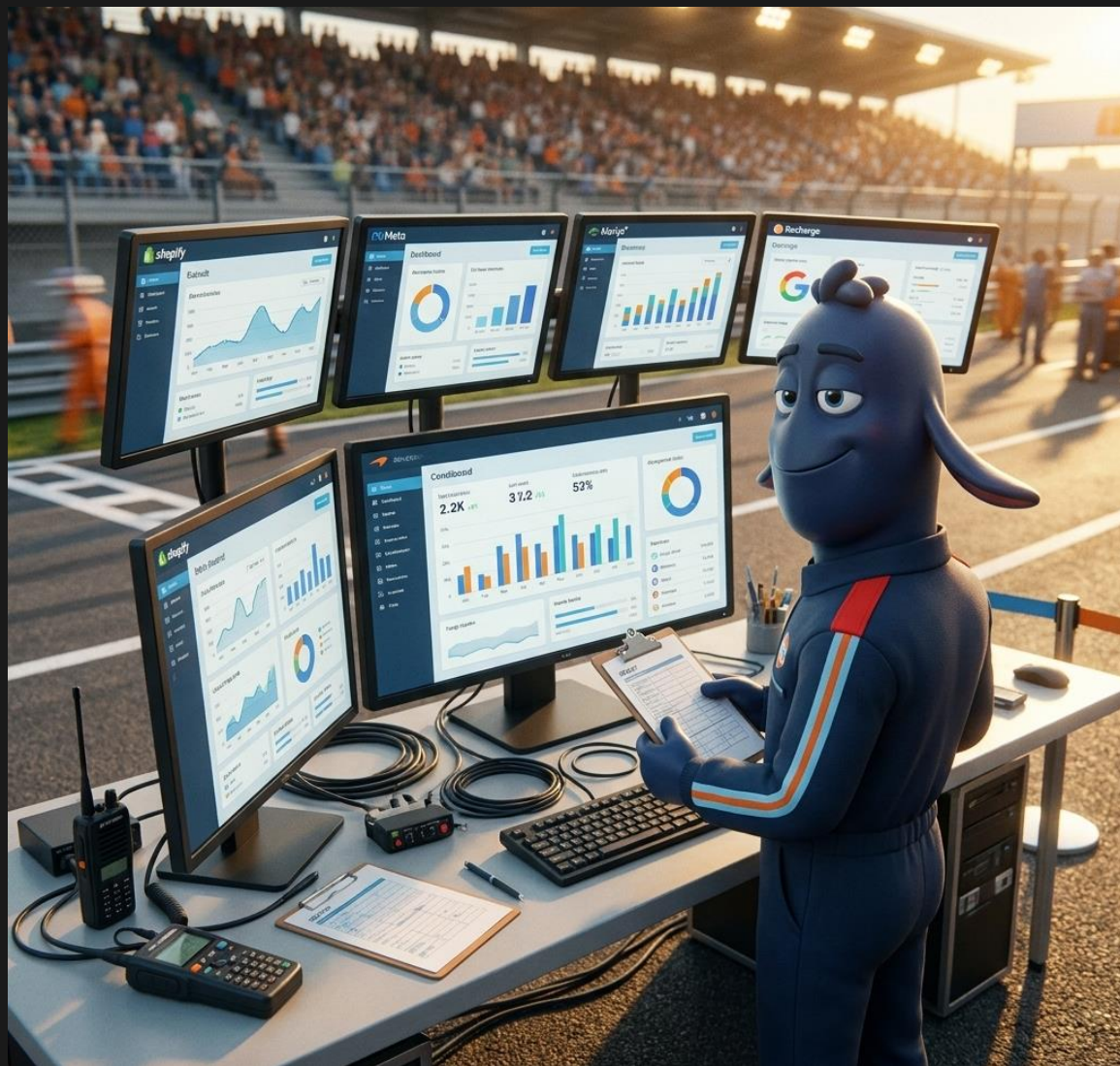
160 MORE LAPS · BRAKE OVERHEAT · TRANSMISSION GRIND · DIRT, RAIN, AND ALL THE OTHER PLEASANT THINGS.



MONTH OVER MONTH, IT LEAKS LIKE AN OLD BMW.

- card-on-file declines you didn't catch — INVOLUNTARY CHURN.
- shipping cost up 12% / margin down 4 pts — UNIT ECONOMICS BREAKING.
- 3 of 7 PDPs broke on Safari last update — CONVERSION FRICTION.
- the post-purchase upsell flow stopped firing 6 weeks ago — REVENUE LEAK.

25 OTHER THINGS NOBODY IS WATCHING. ALL DRAGGING ON PROFIT.



INTRODUCING SCOTT.

- reads telemetry across every system.
- understeer / oversteer / tire deg in business terms:
 - involuntary churn
 - broken unit economics
 - conversion friction on PDPs
 - 25 more system drags claude can't see.

FINSI IS WHAT YOU'D HIRE IF YOU COULD AFFORD IT.

FINSI WEEKLY READ — GEAR HEAD BOX, WEEK 23

TOP REVENUE LEAKS · RANKED BY \$ / MONTH

1

INVOLUNTARY CHURN

card-retry logic



\$4,200/mo

2

PDP — MOBILE SAFARI

april theme regression

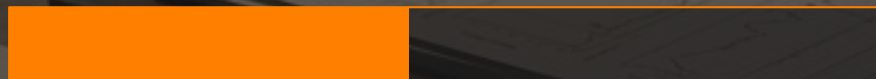


\$2,800/mo

3

UPSELL FLOW OFF

6-week silent failure

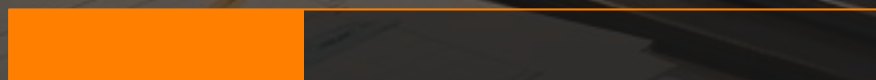


\$1,900/mo

4

SHIPPING COST ↑

carrier rate review due

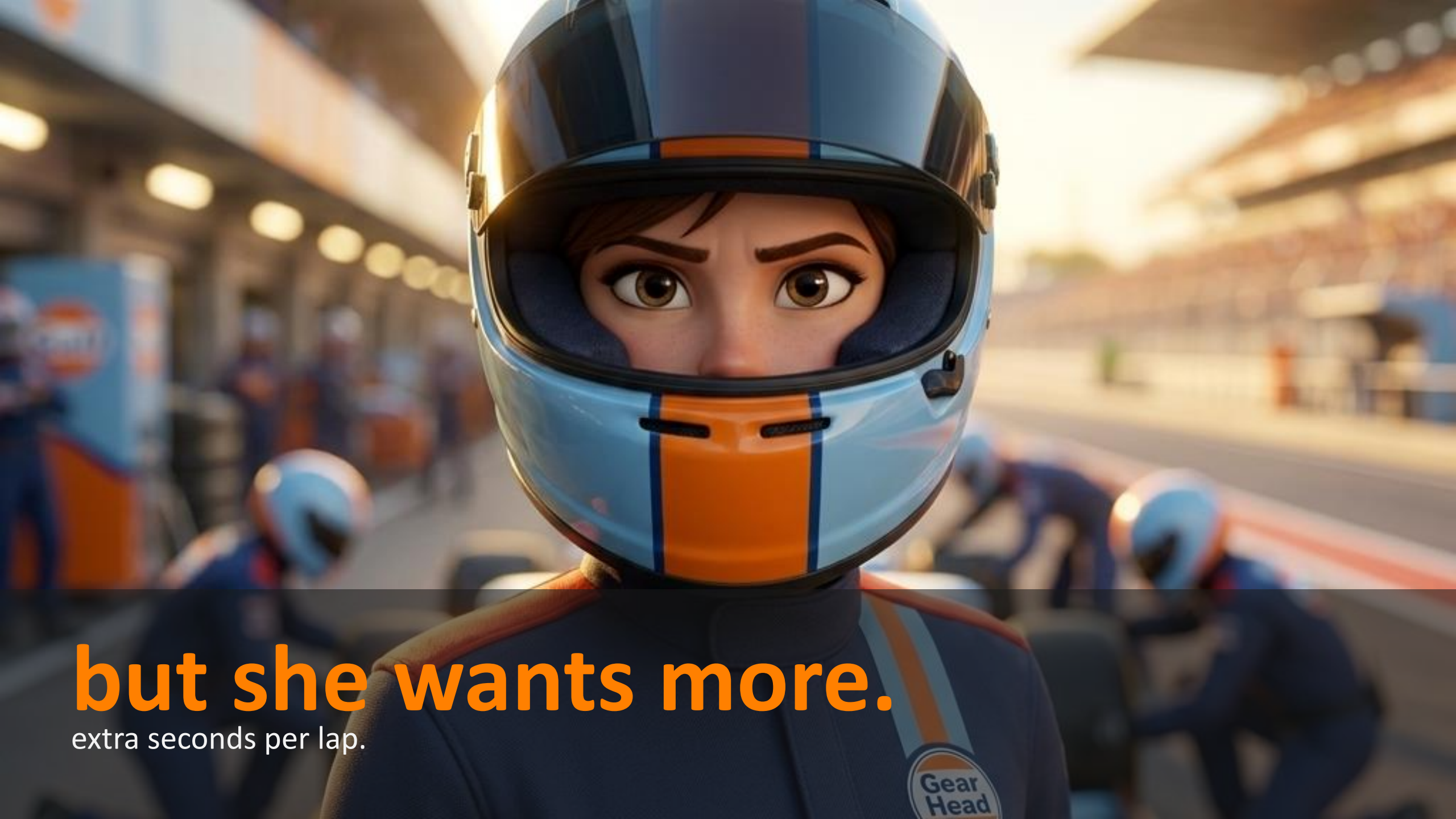


\$1,400/mo

+ 19 MORE LEAKS UNDER WATCH

TOP 4 = \$10,300/mo

RANKED BY DOLLARS. NOT BY OPINION.



but she wants more.

extra seconds per lap.

**Gear
Head**



SAME PRODUCT. DIFFERENT REASONS.

- Porsche collector: heritage + craftsmanship · 7-year LTV potential
- highway racer: speed + mod culture · 18-month LTV (if you keep him excited)
- one campaign cannot serve both.
- but five can.

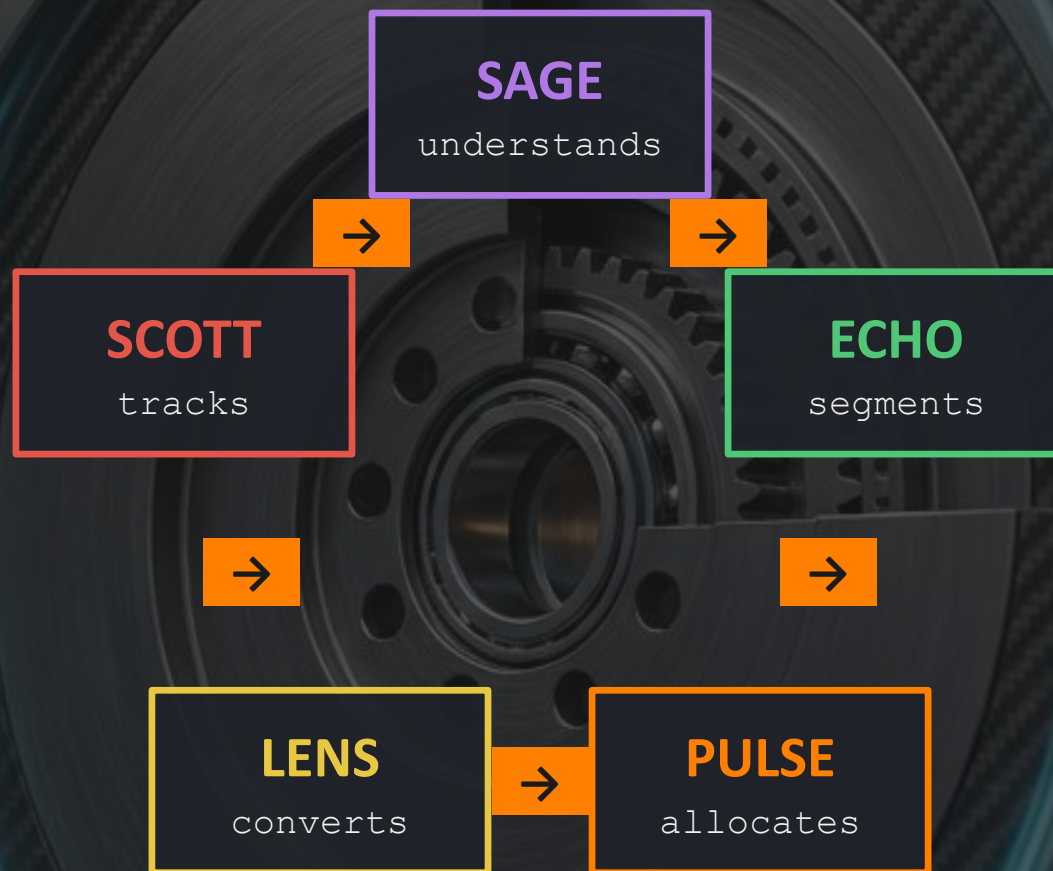


INTRODUCING ECHO.

- consumes SAGE's clusters + behavioral signals
- segments by motivation, not just RFM
- builds 5 distinct campaigns + 5 distinct flows
- each one lifecycle-stage aware (new / engaged / at-risk / lapsed / VIP)

WHILE YOUR AGENCY AGREES ON THE BRIEF — ECHO LAUNCHED ALL 5 AND IS TESTING.

FIVE AGENTS. ONE FLYWHEEL.



every lap the car is faster · every month the cash reroutes itself: agency \$\$\$ → testing budget → winners.

THE BRAND GROWS AS FAST AS PHYSICS ALLOWS.



WHAT WILL HAPPEN AFTER THIS WORKSHOP.

- 90% of you go home this week, fire up Claude, build the first 3 prompts —
- and an urgent fire pulls you back to your inbox.
- the MCPs sit half-wired. the flywheel never spins.
- we know. we've been you.



PATH A — BUILDERS.

- clone the labs repo: github.com/finsi-os/labs
- 5 agent skills, ready to fork
- FINSI starts in 20 minutes (Shopify-only fast-start)
- ship feedback. we're shipping back.

WE GENUINELY ADMIRE THE BUILDERS. THIS PATH IS FOR YOU.



PATH B — THE PIT CREW.

- 3-month focused subscription tuning engagement
- Pit Crew = your fractional CMO + data engineer + retention architect
- FINSI · PULSE · ECHO · LENS · SAGE running, weekly cadence
- you stay the driver. we are the crew.

YOUR BRAND GROWS AS FAST AS PHYSICS ALLOWS.

speed in a lap is THE money.

now physics is your
only ceiling.

