

Pawira

Dr. Patel's Kidney Funnel

KEY ASSET

The Cat Care Daily advertorial doing the funnel's heavy lifting.

Named protagonist (Dr. Rachel Patel, DVM, Portland, 15 years). Dead-cat opener — 'This cat should have lived to 18. She died at 11.' Specific patient (Max), bacterial-biofilm mechanism, UV-light proof, \$3,200 vet-bill anchor. The advertorial earns the click. The ad creative leans on it.

▶ [Read the live advertorial](#) →

INSIDE THIS REPORT

- 01** Why a wholesome vet-and-cat ad is leaning on a 14,000-word horror story to do the convincing.
- 02** Where the PDP partially holds the advertorial's emotional thread — and where it lets it drop.
- 03** How the cart quietly stacks AOV with a free mystery gift and a four-month filter refill.

TL;DR

What this funnel is, in 60 seconds.

Pet · cold Meta · advertorial-led · mobile capture (both passes)

WHAT IT IS

Pawira Cat Water Fountain

A 316 stainless steel cat water fountain with triple filtration and UV sterilization. Sold as a kidney-disease prevention purchase, not a convenience accessory. The fountain is positioned against plastic-fountain biofilm — the villain the advertorial builds.

PRICE \$126.99 in cart · \$254 anchor (50% off)
STATUS Live · Memorial Day banner active
GUARANTEE 30-day money back · Lifetime warranty
SHIPPING Free worldwide · Express tracked

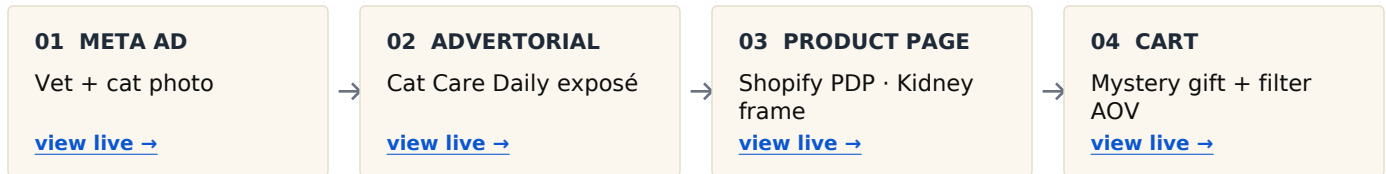
WHO IT'S FOR

Worried cat parents of aging cats

Mostly women, 30-60, whose cat is 7+ years old, drinks too little, or has a vet note about rising kidney values. Already tried plastic fountains. Anchored to the \$3,200-\$4,200 emergency-vet-visit number the advertorial repeatedly cites.

STATE Worried, guilt-driven, primed by Dr. Patel
ANCHOR \$3,200 emergency vet visit
SOURCE Cold Meta paid · Vet+cat static
OBJECTION 'I already have a fountain'

FUNNEL FLOW



KEY TAKEAWAYS

01 Authority creative without an overlay leaves the click to the primary text. The vet-and-cat photo is doing none of the work the advertorial does.

02 Tonal continuity is not all-or-nothing. The PDP partially carries the kidney-disease frame and then drops the mechanism into a collapsed accordion.

03 Specificity transfers. The advertorial's \$3,200 vet-visit, 'Oliver the Maine Coon,' and Dr. Patel are doing work the PDP forgets to repeat.

04 Free mystery gifts can stack AOV without breaking trust. The cart's Catnip Tooth Cleaning Stick + filter add-on is the cleanest commercial moment in the funnel.

01 · THE AD

Wholesome creative, horror-story landing.

A vet-and-cat image with no overlay. The hook lives in primary text. The advertorial does all the persuasion work the creative skipped.

[VIEW THE META AD →](#)



FIG. 01 · Live ad creative

Smiling vet holding a tabby. No on-image headline. The image earns no click on its own — the primary text and the click-through advertorial are doing all the work.

OBSERVATIONS

Authority-only visual.

A vet holding a cute tabby is a credibility cue, not a scroll-stopper. No curiosity gap, no pain frame, no pattern interrupt baked into the image.

Zero on-image text.

Mobile scrollers who don't expand primary text get nothing but a smiling face. Hook rate is structurally capped before they read the headline.

Temperature mismatch with the destination.

The image is wholesome. The advertorial opens with a dead cat, a kidney-failure ER scene, and an industry conspiracy. The gap between the two is wide.

Headline lives in the post text.

'Top Veterinarian Exposes: Your Cat's Water Fountain Could Be Shortening Their Lifespan By 5 Years' — the actual hook, buried where 60% of mobile scrollers won't read it.

The angle previews nothing on the image.

Nothing visual hints at biofilm, UV bacteria, the dead-cat opener, or the 5-year lifespan number. The buyer is shown a vet; they're sold a conspiracy.

AD PRIMARY TEXT · AS IT APPEARS ON META

Top Veterinarian Exposes: "Your Cat's Water Fountain Could Be Shortening Their Lifespan By 5 Years". If you bought a water fountain for your cat... then what Dr. Rachel Patel discovered will make you angry. There's a conspiracy in the pet fountain industry. It's killing cats 5-7 years early. Every major pet company knows their fountains harbor deadly bacteria but keeps selling you the lie.

GRADE · B- Image carries no curiosity gap. Primary text and the advertorial behind it are doing all the work.

02 · THE ADVERTORIAL

Where the funnel actually sells.

Cat Care Daily editorial frame. Named protagonist. Dead-cat opener. Bacterial-biofilm mechanism. UV-light proof. The strongest single surface in the funnel.


[VIEW THE ADVERTORIAL →](#)

CAT CARE DAILY

Top Veterinarian Exposes: "Your Cat's Water Fountain Could Be Shortening Their Lifespan By 5 Years"

Jan 10, 2026 at 9:17 am EDT

"Every cat owner who switched to a fountain thinks they solved the problem. But they've actually created a bigger one." —Dr. Rachel Patel, DVM



This cat should have lived to 18. She died at 11.
FIG. 02a · Top fold — editorial frame + dead-cat opener
 Cat Care Daily masthead, dated timestamp, named protagonist quote, scroll-stopper headline. Then the gut punch: 'This cat should have lived to 18. She died at 11.'

WHAT'S WORKING

Headline carries the entire offer.
 'Shortening their lifespan by 5 years' — specific number, specific outcome, specific villain. This single line is the funnel's actual hook.

Named protagonist with verifiable specifics.
 Dr. Rachel Patel, DVM, Portland, 15 years, patient named Max. Reads like reporting, not marketing.

Why I BANNED 99% of Cat Water Fountains From My Practice

I analyzed 1,500 patient records from my practice. Cross-referenced fountain type with cause of death.

Cats with plastic fountains:
 76% died from kidney-related disease
 Average age at death: 11.2 years
 92% showed chronic dehydration markers

Cats with no fountain (just bowls): 71% kidney disease rate
 Average age at death: 12.1 years

Plastic fountains were WORSE than nothing. Why?

Because owners think they're helping. They see movement and assume it's healthy.

Meanwhile, their cat is dying of thirst next to contaminated water.

Most Cat Fountains Just Circulate Poisoned Water

After discovering this conspiracy, I dedicated six months to finding solutions.

FIG. 02b · Why I BANNED 99% — the stat block
 1,500-patient stat. 76% kidney disease prevalence on plastic. The mechanism's strongest single evidence — and the section where one credibility-puncture line lives.

Dead-cat opener is brutal and effective.
 'This cat should have lived to 18. She died at 11.'
 Every cat owner reading that just got punched in the gut. The page earns the scroll right there.

Four-step mechanism a buyer can hold.
 Plastic → micro-scratches → bacterial highway → biofilm in 48 hours. A buyer retells it in one breath.

"The mechanism is strong enough on its own. The conspiracy framing makes a true story feel less true by association."

SINGLE-SENTENCE DIAGNOSIS

02 · THE ADVERTORIAL

Where the funnel actually leaks.

Four credibility punctures and one fake-scarcity line on an otherwise excellent advertorial.

Where Can I Get Pawira Water Fountain?

If you want to protect your cat from the hidden dehydration epidemic... **without expensive vet visits or emergency procedures...** then you need to act quickly.

I just learned that a **major pet health publication is planning to feature Pawira** with their 500,000+ readers next month.

Once that happens, these fountains will likely be sold out for months.R

Right now, cat parents who visit the link below can still get Pawira at a significant discount - but only while supplies last.

However, if you leave without checking availability, there's no guarantee how long this offer will remain available.

Covered By A 100% Money Back

FIG. 02c · Fake-feeling scarcity line

'Major pet health publication... 500,000+ readers next month.' Unnamed pub, unnamed reporter, no link.

Don't let your cat become another statistic.

Don't wait for that terrifying 3 AM emergency.

Pawira provides real, natural hydration encouragement without medications, invasive procedures, or emergency visits.

For less than the cost of one emergency vet visit (mine was \$3,200), you can give your cat the foundation for a long, healthy life.

The choice is yours: continue risking your cat's health with traditional bowls, or take action today to protect them.

[Click the button below now to check if Pawira Water Fountain is still available with the special discount!](#)

I wish someone had told me about Pawira before Max's emergency.

Don't wait for a crisis to take action. Your cat's health—and your peace of mind—depends on the choice you make right now.

APPLY DISCOUNT AND CHECK AVAILABILITY

[Click the link above to see if Pawira is still](#)

FIG. 02d · \$3,200 vet-bill anchor + CTA

Specific number from the protagonist. Strongest single anchor in the funnel.

AVAILABILITY

[Click the link above to see if Pawira is still offering a 50% discount and free shipping](#)

"I was skeptical after trying 2 other fountains that didn't work. My 8-year-old Maine Coon, Oliver, had already been to the emergency vet twice for blockages (\$4,200 total). My vet mentioned the Pawira specifically and said it was the only one she recommends because of the special coating. Within 3 days of setting it up, I could hear Oliver drinking throughout the day - something I NEVER heard with the other fountains. It's been 8 months now and zero problems. The peace of mind alone is worth every penny. Don't waste time with cheap pet store fountains like I did." - Linda

"My 14-year-old Siamese, Princess, had been getting more and more lethargic. The vet said her kidney values were "concerning" and she was probably chronically dehydrated. I bought the Pawira after reading about the oxygen bubbles - figured it was

FIG. 02e · Linda + Oliver + \$4,200

8-yr Maine Coon, two ER visits, 3-day result. The testimonial standard.

TESTS

TEST 01 **Cut the conspiracy framing by 40%.**

DIAGNOSIS · 'Industry conspiracy,' 'they don't want you to know,' 'BANNED 99%' — three hype hits in the first 600 words.

WHY IT MATTERS · A skeptical mom of an aging cat is the target. Hype framing triggers her marketing-detector and the 'Dr. Patel is a real person' frame starts cracking.

TEST · Strip every 'conspiracy,' 'they don't want you to know,' and 'BANNED 99%' line. Let the mechanism (plastic → biofilm in 48 hours) carry the same emotional load.

EXPECTED · 6-10% lift on LP scroll-to-CTA

TEST 02 **Kill the fake-publication scarcity.**

DIAGNOSIS · 'Major pet health publication planning to feature Pawira with 500,000+ readers next month.' Unnamed pub, unnamed reporter, no link.

WHY IT MATTERS · The buyer's gut catches it. One fake-feeling line late in the page reframes everything she just read as marketing.

TEST · Either name the publication and link it, or replace with verifiable scarcity (current production cycle, named manufacturing partner, real ship date).

EXPECTED · 3-6% lift on LP → PDP click-through

GRADE · B Strongest surface in the funnel. The mechanism is solid; the hype frame caps the ceiling.

03 · THE PRODUCT PAGE

The hero holds the thread. The accordion drops it.

Re-graded after a deeper pass. The PDP partially carries the kidney-disease stakes — and partially squanders them.

[VIEW THE PRODUCT PAGE →](#)

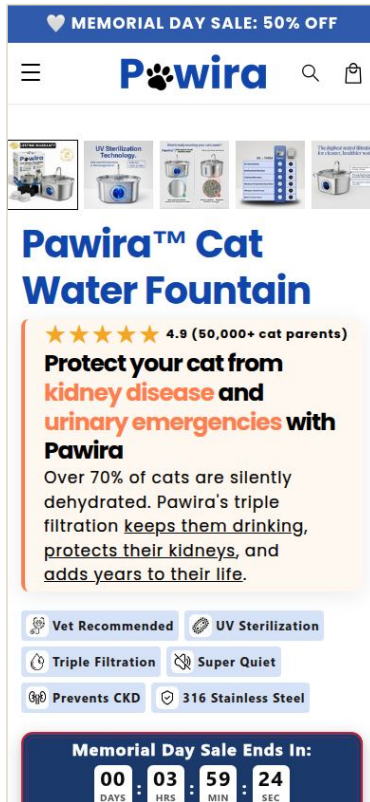


FIG. 03a · PDP hero · 390 x 844 mobile

Memorial Day banner. Pawira logo. 5-star rating. 'Protect your cat from kidney disease and urinary emergencies' headline. Mechanism stat (70% silently dehydrated). Six trust pills including 'Prevents CKD.' Countdown timer below the buy box.

WHAT'S WORKING

The headline carries the medical frame forward.

'Protect your cat from kidney disease and urinary emergencies with Pawira' is direct, specific, and stakes-driven. The advertorial's emotional state survives the first viewport.

The 70%-silently-dehydrated stat is doing real work.

Only mechanism-adjacent claim on the whole page. Acts as a quick credibility re-anchor for buyers landing hot from the advertorial.

'Prevents CKD' trust pill ties back to the advertorial.

Out of six trust pills, this one is deliberate continuity — not generic. CKD is the actual condition the advertorial built urgency around.

Laura M.'s testimonial sits above the fold-ish.

'Her kidney numbers were starting to rise... follow-up results improved.' Strongest social proof on the page. Specific, medical, on-theme.

4.9 stars · 50,000+ cat parents is a clean aggregate signal.

Numbers match the advertorial's '1,500 patient records' scale. No social-proof gap.

"The PDP partially holds the emotional state. Then it hides the mechanism behind a click."

SINGLE-SENTENCE DIAGNOSIS

03 · THE PRODUCT PAGE

Mechanism behind a click, voice in two.

Where the page stops being the advertorial's continuation and starts being a generic Shopify PDP.

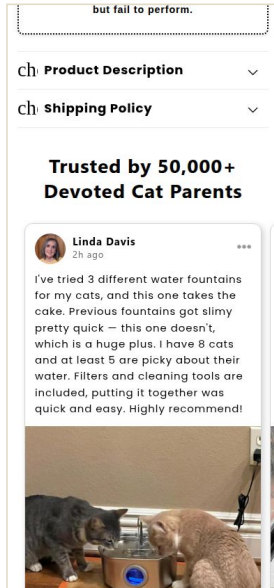


FIG. 03b · Mechanism, collapsed
Product Description accordion. Page's strongest mechanism line is the last bullet inside.

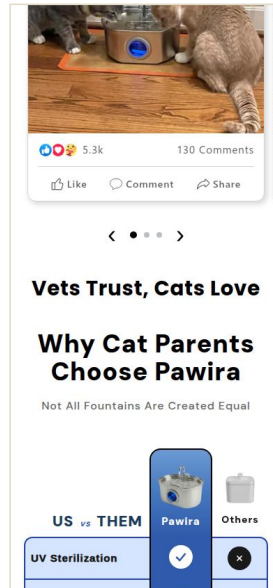


FIG. 03c · Voice mismatch in social proof
 Linda Davis on slime + 8 cats. Reads as generic pet review, not medical confirmation.

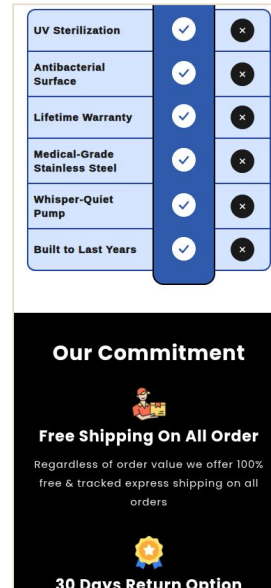


FIG. 03d · Comparison without mechanism rows
 Generic UV / antibacterial / warranty rows. No 'Prevents biofilm' or 'Encourages drinking.'

TESTS

TEST 03 Pull the mechanism out of the accordion.

DIAGNOSIS · Best mechanism line on the page ('Cats instinctively prefer moving water...supports kidney health') is the last bullet inside a collapsed Product Description.

WHY IT MATTERS · Buyer arrives in a high-information, high-anxiety state from the advertorial — looking for confirmation, not discovery. A click to reveal the through-line is a click too many.

TEST · Promote the moving-water → drinking → kidney-health line to a standalone callout above the fold. Bold body, mechanism diagram if you can ship it.

EXPECTED · 8-12% lift on PDP → ATC

TEST 04 Add a Dr. Patel authority band on the PDP.

DIAGNOSIS · Advertorial built its credibility on Dr. Rachel Patel — name, city, tenure, named patient. PDP carries zero callback. Just a generic 'Vet Recommended' pill.

WHY IT MATTERS · Not continuity. A credibility gap. Buyer feels it as ambient skepticism even if she can't name it.

TEST · Pin a one-row authority band: headshot, 'Dr. Rachel Patel, DVM — 15 years in practice, Portland, OR,' and one endorsement line lifted from her advertorial quote.

EXPECTED · 6-10% lift on PDP → ATC

03 · THE PRODUCT PAGE

Testimonials, FAQ, and the guarantee.

Three more executions, no rebuild required. Each closes a specific gap.

What exactly does the lifetime warranty cover? How do I claim it?	+
What if my cat is already used to a bowl – can I transition them?	+
Does this come with a AC power adapter?	+
How often do the filters need to be replaced?	+
What happens if my cat doesn't like it?	+
What if the pump stops working?	+
Does it continuously run?	+
How long is the cord?	+
Where does this ship from?	+
Is it stainless steel?	+

OBSERVATIONS

The FAQ ignores the actual purchase reason.

Zero questions on 'will this help with early CKD,' 'how fast will I see drinking change,' or 'my vet diagnosed dehydration — is this enough.'

30-day guarantee fights its own promise.

A kidney-health arc — hydration habits, follow-up bloodwork — is a 60-90 day timeline minimum. A 30-day window doesn't match the medical promise.

Testimonials split-personality.

Laura M. at top: 'kidney numbers...follow-up results improved.' Carousel below: slime, picky cats, 'big boy drinks more.' Two voices, one page.

'Vets Trust, Cats Love' with no vet on the page.

Section header claims an authority signal the page doesn't actually show. Either show the vet or kill the header.

FIG. 03e · FAQ · 100% logistics

Lifetime warranty, transition from a bowl, AC power, filter cadence, cat-doesn't-like-it, pump warranty, cord length, ships from, is it stainless. Not one medical objection handled.

TESTS

TEST 05

Rewrite the testimonial carousel for medical specificity.

- DIAGNOSIS** · Laura M. sets a medical frame at the top. The carousel drops to Linda on slime, Martha on picky eaters, Mark on his 'big boy.'
- WHY IT MATTERS** · You lose the buyer who came in scared about her cat's kidneys. The carousel undoes the work the hero set up.
- TEST** · Rewrite one or two carousel entries to match Laura's frame — specific health observation, timeline, measurable change.

EXPECTED · 4-8% lift on PDP → ATC

TEST 06

Rewrite the top 3 FAQs as medical objections.

- DIAGNOSIS** · FAQ is 100% logistics — warranty, cord length, ship-from. None of it handles the medical purchase reason.
- WHY IT MATTERS** · FAQ is the easiest objection-handling surface on any PDP. Right now it's working as a customer-service page.
- TEST** · Rewrite the top three to be: 'Will this help my cat with early kidney disease?' 'How quickly will I see drinking change?' 'My vet said dehydration — is this enough?' Answer in 2-3 sentences each.

EXPECTED · 3-6% lift on PDP → ATC

TEST 07

Extend the guarantee from 30 to 60-90 days.

DIAGNOSIS · 30-day window. Page sells kidney-disease prevention — a 60-90 day arc. The guarantee's timeline doesn't match the promise. **TEST** · Test a 60-day and a 90-day money-back guarantee. The longer one likely converts harder. **EXPECTED** · 3-5% lift on PDP → ATC, monitor refund-rate trade-off.

GRADE · **B-** Hero holds. Mid-page voice splits. Accordion buries the through-line. Five executions close most of the gap.

04 · THE CART

The cleanest commercial moment in the funnel.

Mystery gift attach, four-month filter cross-sell, free shipping, transparent discount math. The previous F grade was a recon-tool artifact. Re-graded.

[VIEW THE CART →](#)

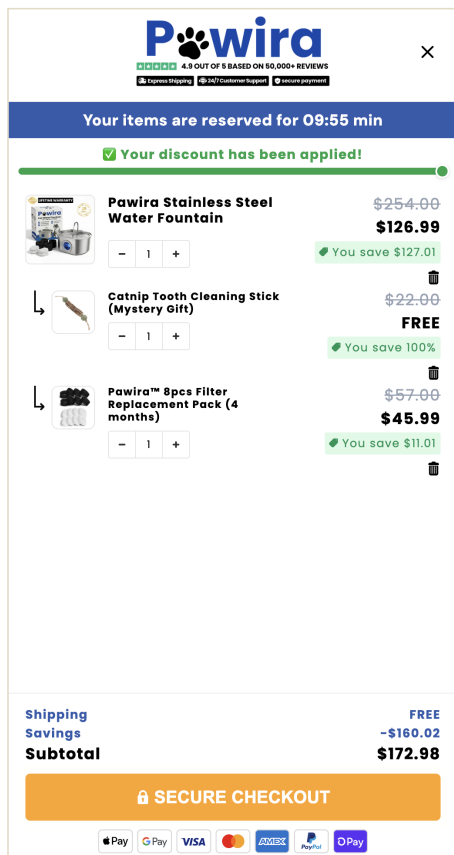


FIG. 04 · Live cart with funnel item

Pawira fountain \$254 → \$126.99 (save \$127.01). Catnip Tooth Cleaning Stick FREE mystery gift (save 100%). 8pcs Filter Replacement Pack (4 months) \$57 → \$45.99. Free shipping. \$172.98 subtotal. Apple Pay / Google Pay / Visa / Amex / PayPal / Shop Pay stack.

WHAT'S WORKING

The mystery-gift attach is clean AOV.

Free Catnip Tooth Cleaning Stick framed as 'gift,' not 'upsell.' Adds perceived value without asking for a dollar. The buyer's loss aversion now works for the seller.

The filter cross-sell is a recurring-revenue trojan horse.

\$45.99 'Pawira 8pcs Filter Replacement Pack (4 months)' pre-stacked at checkout. Sub-\$50 add-on that solves the future ownership question before it lands.

Discount math is honest and transparent.

\$254 → \$126.99 = save \$127.01. The cart shows the same 50% the advertorial promised. No discount-stack chaos like other ecom funnels suffer.

Reservation timer creates honest urgency.

'Your items are reserved for 09:55' is a real cart-reservation pattern, not a fake countdown. Different psychological weight than the PDP's Memorial Day timer.

Payment stack is comprehensive.

Apple Pay, Google Pay, Visa, Mastercard, AMEX, PayPal, Shop Pay. Every wallet a buyer might prefer.

Discount-applied confirmation creates closure.

Green 'Your discount has been applied!' bar with full-progress visual. The buyer doesn't have to wonder if she got the deal.

"The cart is the only surface in this funnel where the offer math, the AOV play, and the buyer's emotional state all agree."

SINGLE-SENTENCE DIAGNOSIS

GRADE · A- Free mystery gift + filter add-on stack AOV without hesitation friction. Cleanest commercial moment in the funnel.

PRIORITY FIX LIST

Ship in this order.

Cheapest, highest-leverage moves first. Each compounds on the one above it.

TEST 01**Pull the PDP mechanism out of the accordion.**

The accordion buries the through-line. A buyer who just absorbed 14,000 words on biofilm and chronic dehydration arrives at the PDP in a high-information, high-anxiety state — looking for confirmation, not discovery. Promote the moving-water → drinking → kidney-health line to a standalone above-the-fold callout. Cheapest single move in this report.

Estimated lift: 8-12% on PDP → ATC

TEST 02**Add a Dr. Patel authority band on the PDP.**

Dr. Patel did the heavy lifting in the advertorial — name, city, years in practice, a patient with a face. The PDP resets to zero with a generic 'Vet Recommended' trust pill. That's a credibility gap, and buyers feel it as ambient skepticism. Add a one-row authority band: headshot, credentials, one endorsement line from her advertorial quote.

Estimated lift: 6-10% on PDP → ATC

TEST 03**Cut the conspiracy framing on the advertorial by 40%.**

Strip every 'industry conspiracy,' 'they don't want you to know,' and 'BANNED 99%' line. The mechanism (plastic → biofilm in 48 hours) is plenty strong on its own. Hype lines erode the credibility the named protagonist is earning. Trust the mechanism.

Estimated lift: 6-10% on LP scroll-to-CTA

TEST 04**Rewrite the PDP testimonial carousel for medical specificity.**

Laura M. sets a medical frame at the top. The carousel hands off to Linda on slime, Martha on picky eaters, Mark on his 'big boy.' The register drops in three slides. Rewrite one or two entries to match Laura's frame — specific health observation, timeline, measurable change.

Estimated lift: 4-8% on PDP → ATC

TEST 05**Rewrite the top 3 FAQs as medical objections.**

The FAQ is 100% logistics — warranty, cord length, ship-from. Replace the top three with 'Will this help my cat with early CKD?', 'How quickly will I see drinking change?', 'My vet said dehydration — is this enough?' Answer in 2-3 sentences each.

Estimated lift: 3-6% on PDP → ATC

TEST 06**Test a new ad creative that previews the advertorial angle.**

The vet-and-cat photo earns no click on its own. Test the dead-cat headline as on-image overlay, a UV-light bacteria-reveal still, or a porous-plastic micrograph. Match the ad's emotional temperature to the page it sends to.

Estimated lift: 8-15% on hook rate

BOTTOM LINE

Surface grades and ship order.

Both passes folded in. Two grades moved after the second look.

SURFACE GRADES

01 · THE AD	B-	Authority-only image leans entirely on the primary text and the advertorial behind it.
02 · THE ADVERTORIAL	B	Strongest single surface. Conspiracy framing and one fake-scarcity line cap the ceiling.
03 · THE PRODUCT PAGE	B-	Hero holds the kidney-disease frame. Accordion buries the mechanism. Testimonials split-personality.
04 · THE CART	A-	Mystery-gift attach plus filter cross-sell. Honest discount math. Cleanest commercial moment.

THE BOTTOM LINE

The advertorial is doing the hard part. A Cat Care Daily exposé with Dr. Rachel Patel, a dead-cat opener, a four-step biofilm mechanism, and a \$3,200 vet-visit anchor is rare for this category and exactly the right pull for a worried cat parent. The ad creative isn't earning the click — a wholesome vet-and-cat photo with no overlay leans entirely on the primary text. The PDP held up better on the second pass than the first: the hero carries the kidney-disease frame, the 'Prevents CKD' trust pill ties back to the advertorial, and the Laura M. testimonial at the top is medically specific. The misses are real but fixable — the page's strongest mechanism line is the last bullet inside a collapsed accordion, the testimonial carousel drops the medical voice, and the FAQ handles zero medical objections. The cart upgraded from F to A-. The earlier 'empty cart' diagnosis was a recon-tool artifact, not a real funnel break — the cart works, stacks AOV through a free mystery-gift attach and a filter cross-sell, and keeps the discount math honest across surfaces. Implementation order: TEST 1 (mechanism out of the accordion) is the cheapest single move with the biggest defensible lift. TEST 2 (Dr. Patel authority band) compounds on it. TEST 3 (cut the conspiracy framing) tightens the strongest surface. TEST 4-5 close the PDP voice gap. TEST 6 lifts hook rate at the ad. Ship in that order.

Run your own funnel through this framework.

Same recon. Same diagnosis. Same templated PDF. Same four-part leak entries. Paste in any Meta ad URL or funnel link and ship a publishable CRO audit your team can act on the same day.

stefanbrain.com →