

# Partner Marketing

# Drive Impact with Truemed

A strategic guide to maximizing performance through your partnership.

You're ready to accept HSA/FSA payments—make sure your customers understand its value.

CONTENT

**HSA/FSA  
Marketing  
Insights**

In these pages, you will find strategic recommendations and best practices to unlock your partnership with Truemed.

AUDIENCE

**Our  
Merchant  
Partners**

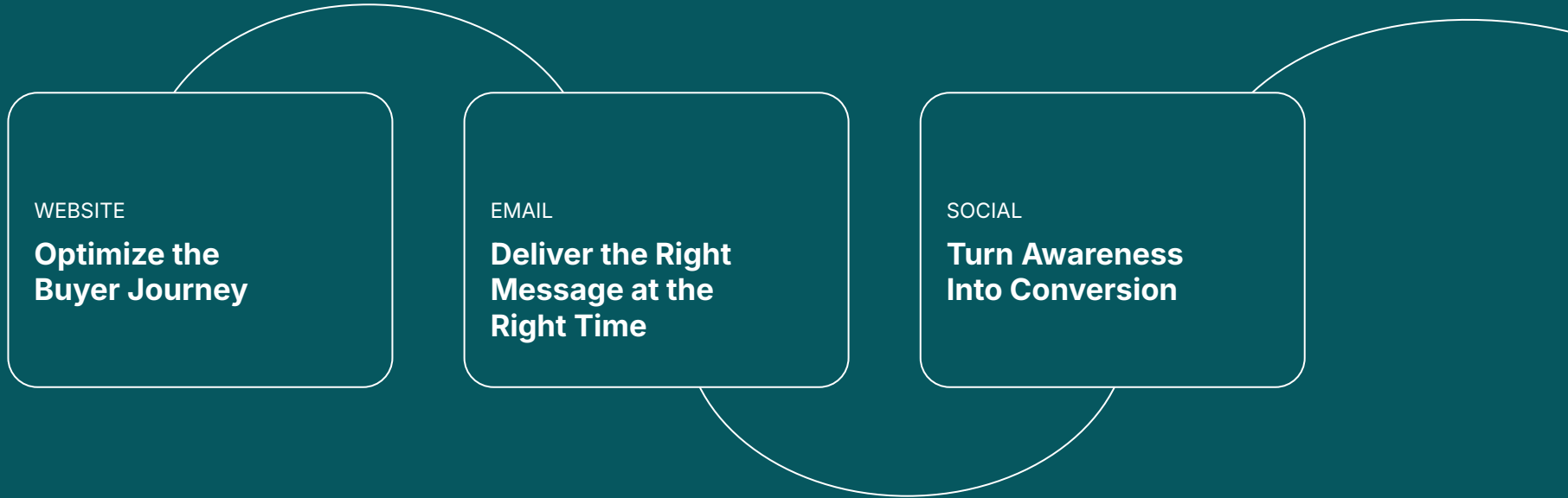
Who are looking to drive growth and increase revenue through their new HSA/FSA payment option.

TACTICS

**Everything  
Working  
Together**

Connecting the HSA/FSA message across every stage of the customer journey drives consistency of message and improved conversion.

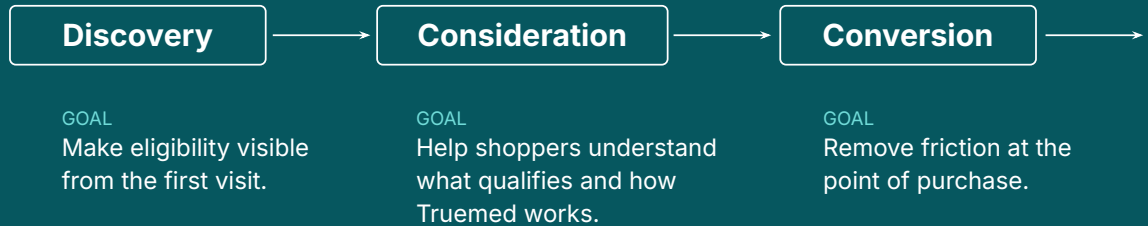
# Activate Truemed Across Marketing Channels



# Activate Truemed Across Website

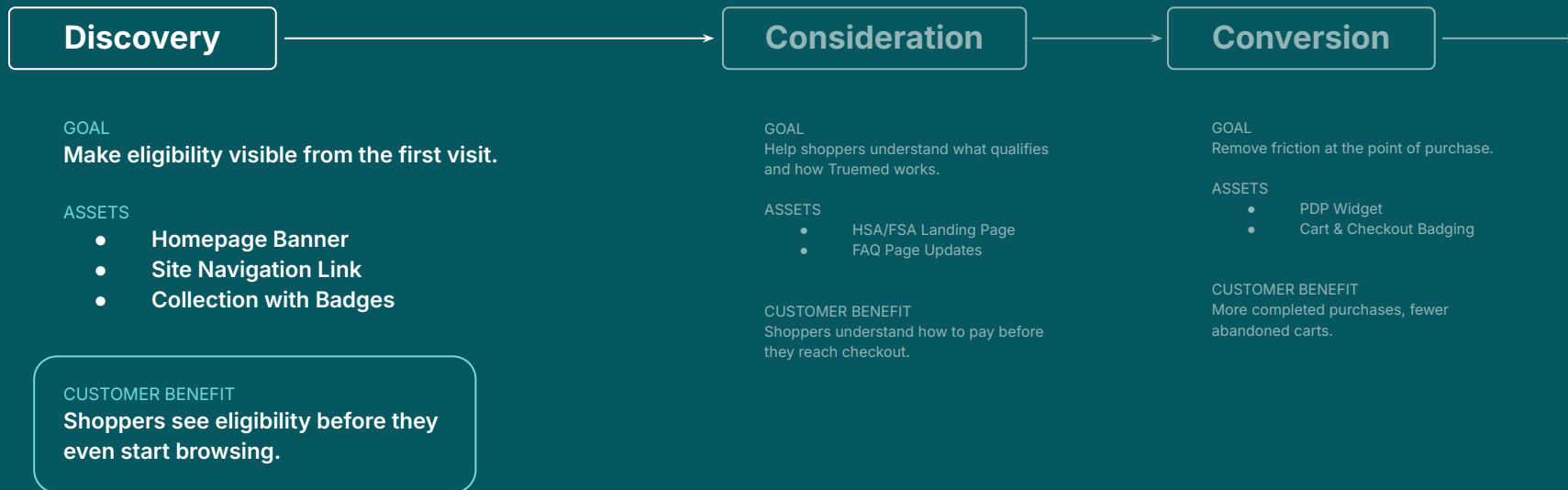


Surface HSA/FSA eligibility across every touchpoint along the purchase path.



# Optimize the Buyer Journey

Surface HSA/FSA eligibility across every touchpoint along the purchase path.

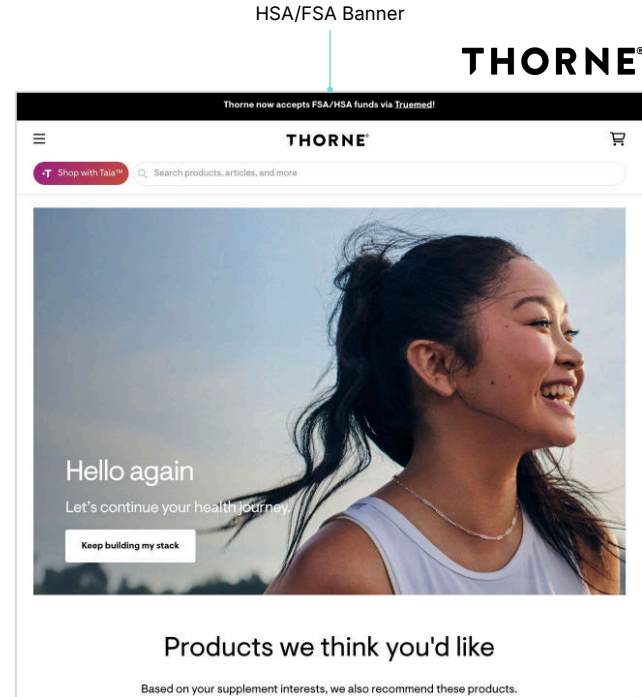


# Homepage Banner

Reaches every visitor and communicates that you accept HSA/FSA payments on eligible orders.

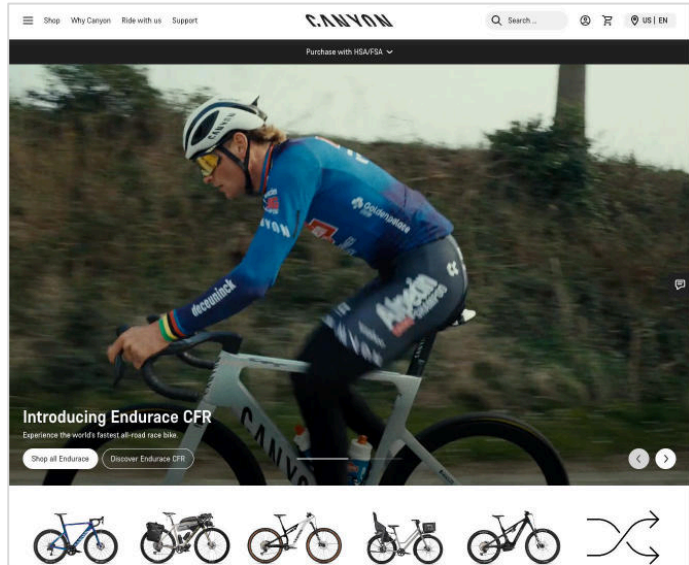
## Effective Banner Components

- Clear, bold text like "HSA/FSA Eligible"
- Choose contrasting or eye-popping colors for the banner
- Link to your HSA/FSA landing page

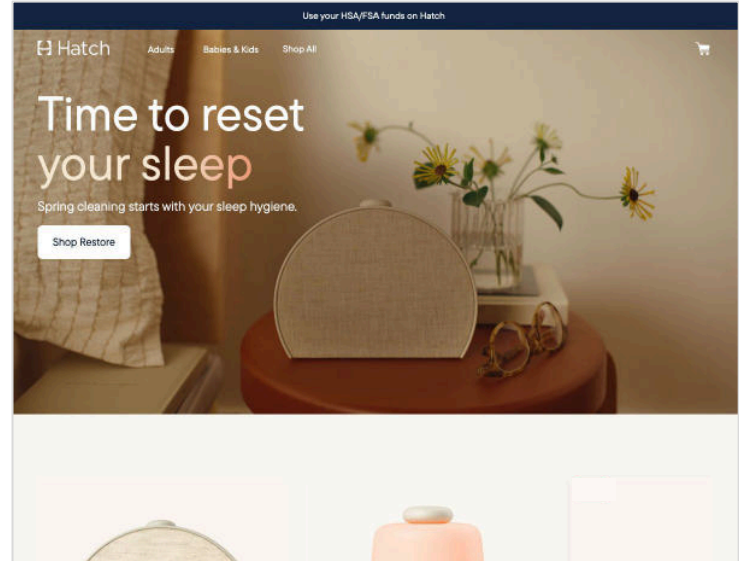


# Additional Examples

CANYON



Hatch

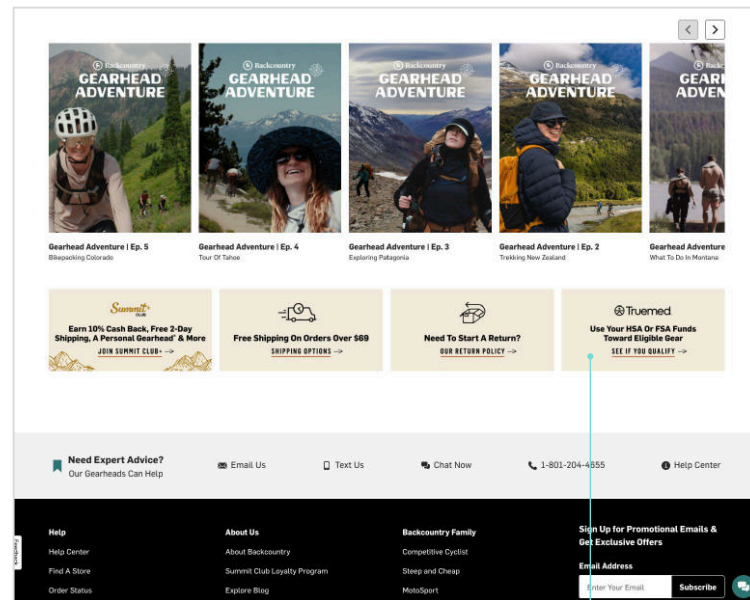


# Site Navigation Link

Gives shoppers a persistent entry point, which also strengthens SEO for HSA/FSA queries.

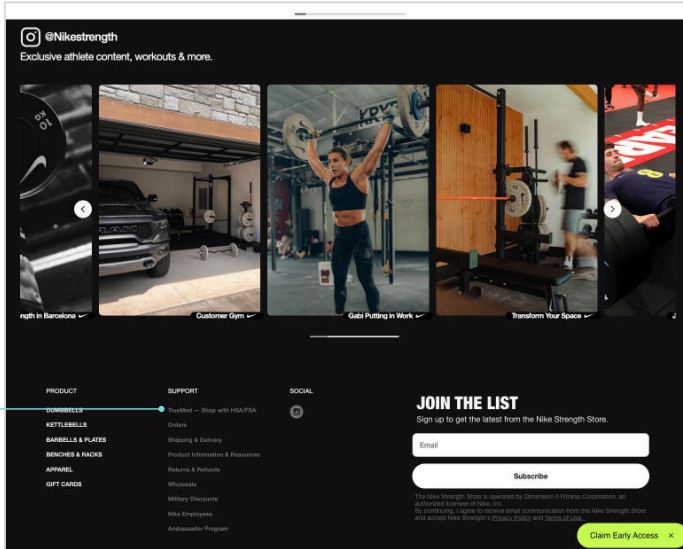
## Effective Link Components

- Clear, bold text like "HSA/FSA Eligible"
- Link to your HSA/FSA landing page



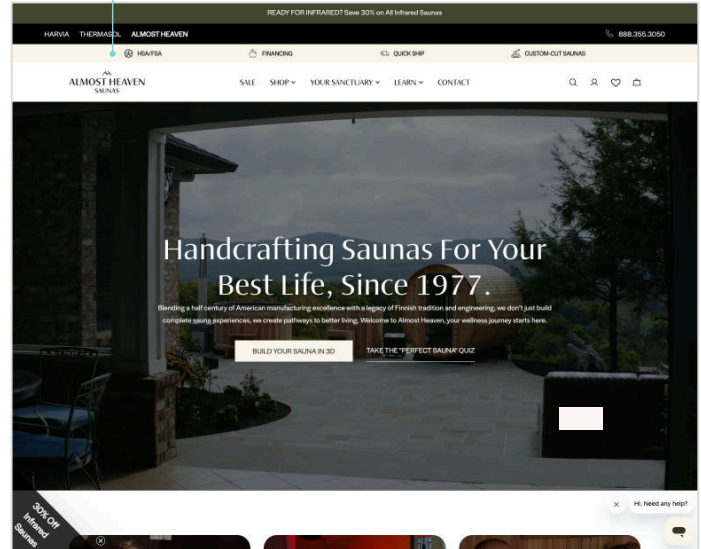
Homepage Navigation Link

# Additional Examples: Site Navigation Link



Footer Navigation

Top Bar Navigation

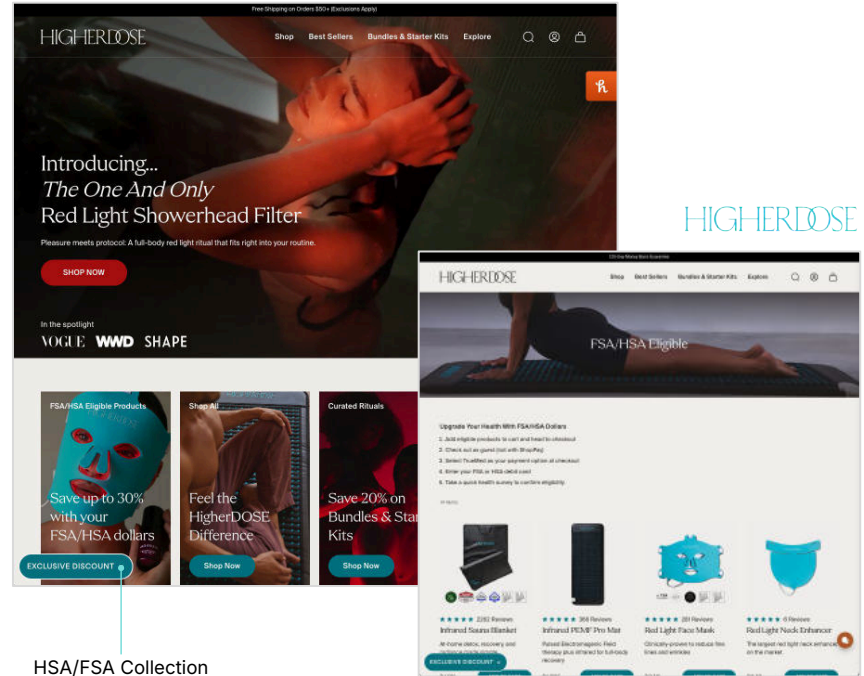


# Collection with Badges

Lets shoppers filter eligible products at a glance and build a qualifying cart.

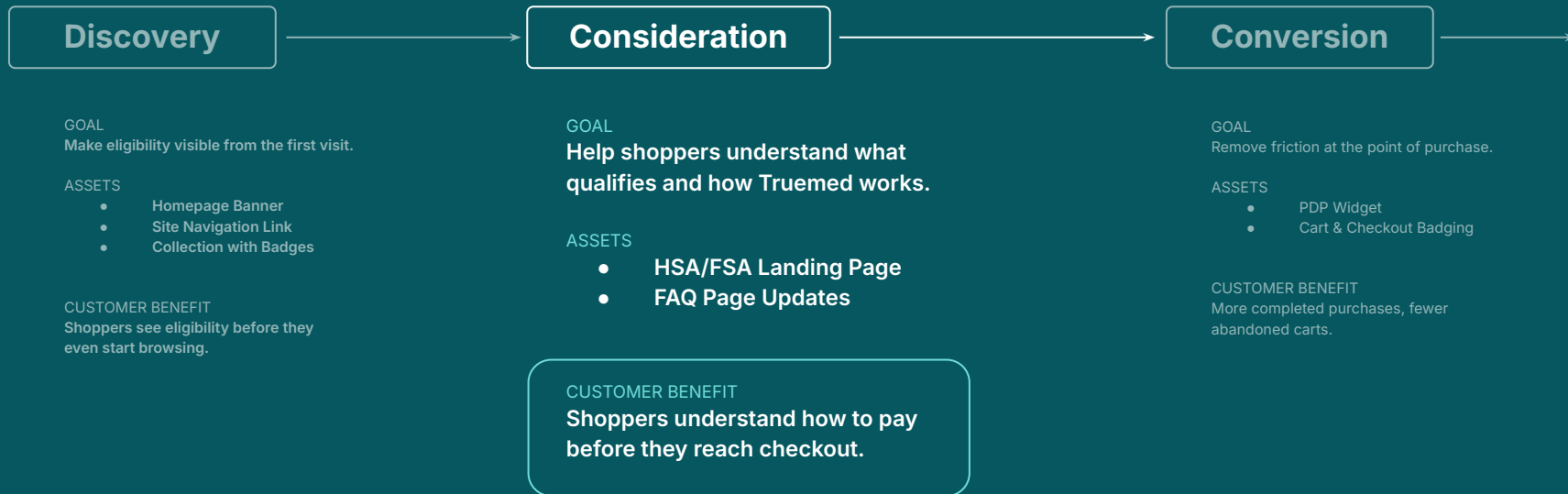
## Effective Collection Components

- Clear, bold text like "HSA/FSA Eligible"
- Highlight the value for the customer (save 30%)
- Prominent placement on website
- Filter your HSA/FSA products



# Optimize the Buyer Journey

Surface HSA/FSA eligibility across every touchpoint along the purchase path.



# HSA/FSA Landing Page

A dedicated landing page is one of the most important components to invest in because it...

## 1. Funnels traffic from campaigns

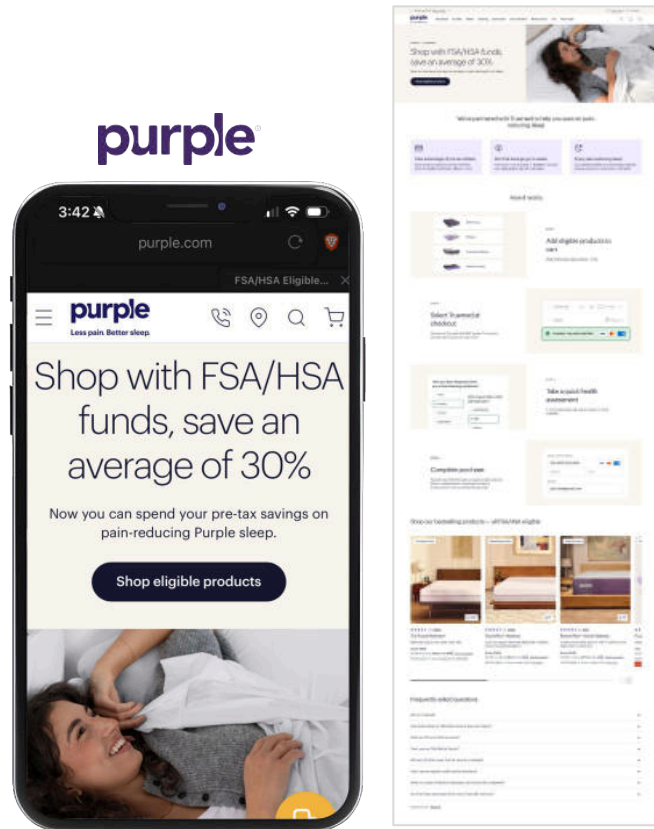
This is where you'll link from related email, ads, banners, and social.

## 2. Educates your customers on the process

It helps build trust by reassuring customers that your products are eligible and that the savings are real.

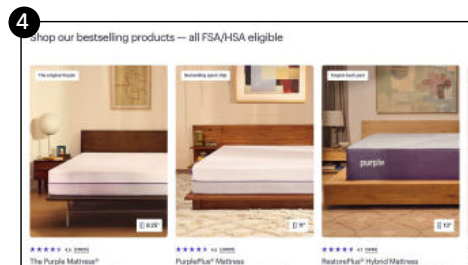
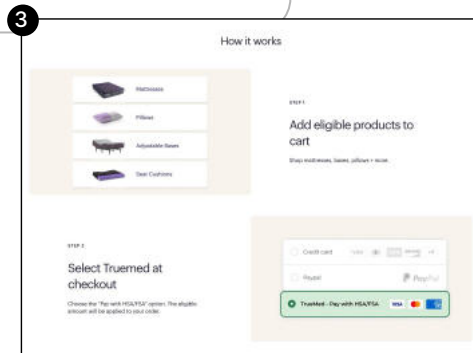
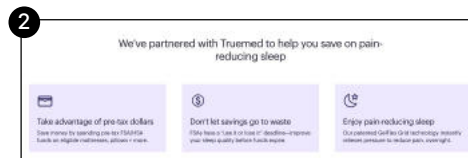
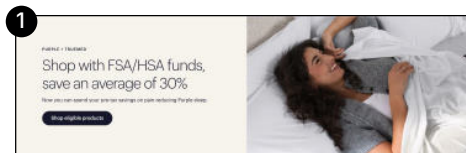
## 3. Improves SEO

By including "HSA/FSA" in your URL, you will improve discoverability and will rank higher on search engines.



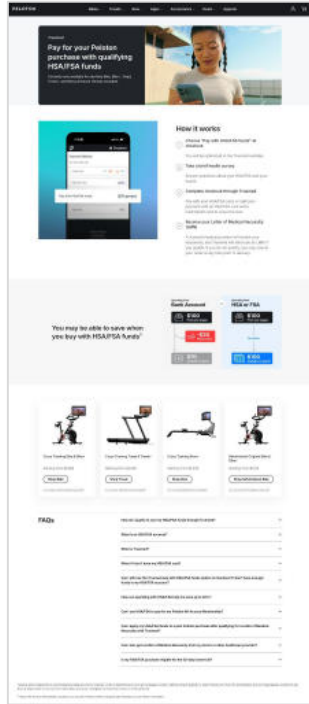
# Effective Components

1. Leads with value for the customer (save 30%)
2. Introduces Truemed + value proposition
3. Walks through the process step-by-step
4. Highlights your top eligible products

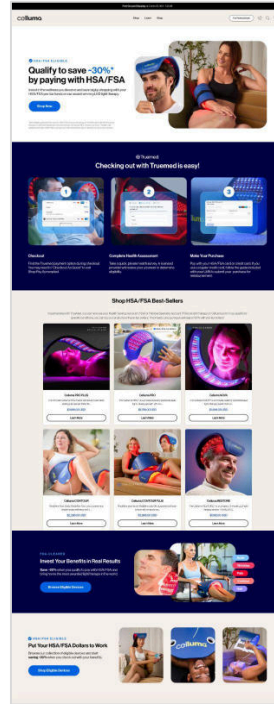


# Additional Examples

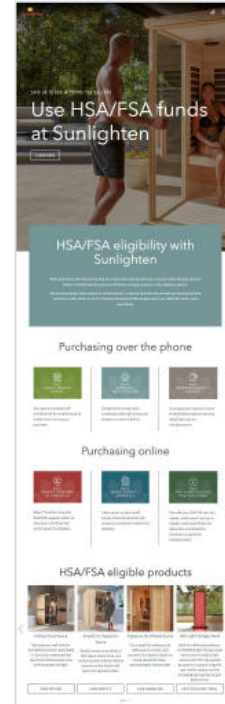
PELOTON



celluma



sunlighten

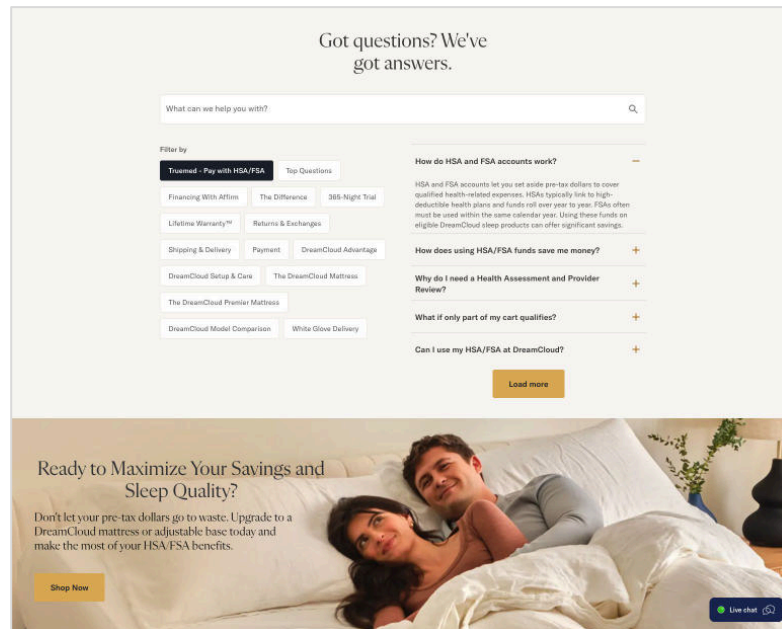


# FAQ Page Updates

Preempt common questions so shoppers convert without contacting support.

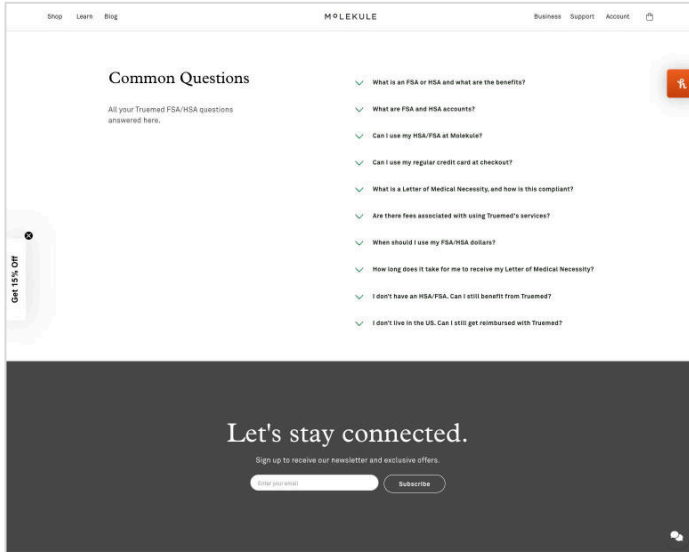
## Content should answer these three questions:

- How does it work?
- Which products qualify?
- Am I eligible?

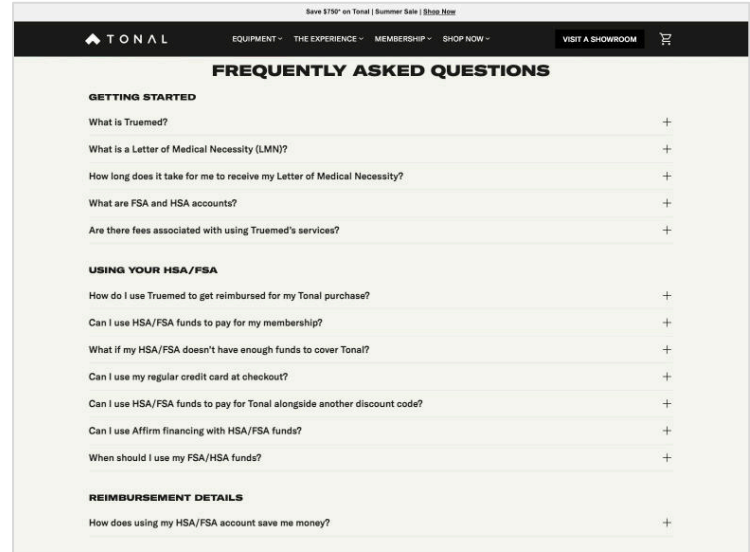


# Additional Examples

MOLEKULE

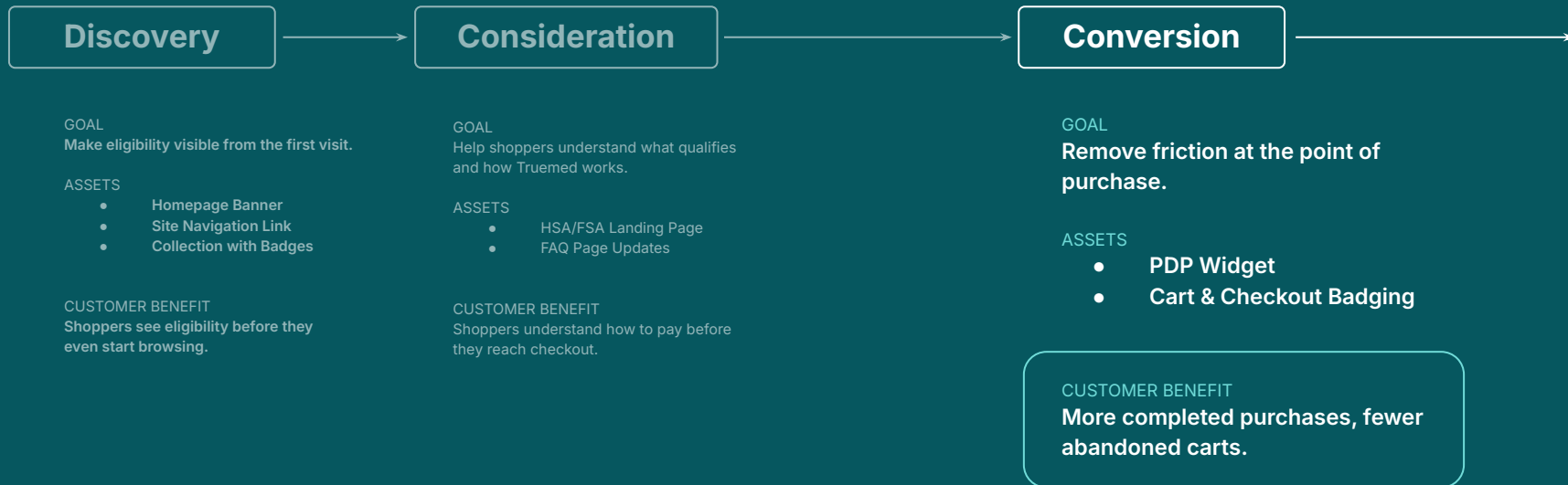


TONAL



# Optimize the Buyer Journey

Surface HSA/FSA eligibility across every touchpoint along the purchase path.



# PDP Truemed Widget

Is the simplest and highest-impact step you can take to drive sales with Truemed because it...

## 1. Makes eligibility clear at the point of purchase

It confirms to your customer that the product they are purchasing is eligible.

## 2. Is a good mid-funnel reminder

Partners who A/B tested with the widget saw a 7.48% lift in conversion.

### CASE STUDY

A leading fitness equipment brand saw **3.3X lift** in HSA/FSA revenue after implementing the PDP widget.\*



AG1

AG1 for Daily Health AG2 for Sleep **AG1** Learn More **Shop All**

## Start Your Journey with the AG1 Welcome Kit & Claim Your Free Gifts

<b>AG1 Pouch</b> 30 day supply per pouch, ships every 30 days	<b>\$79/mo</b> <del>\$99</del>
FIRST TIME SUBSCRIPTION INCLUDES:	
<b>Canister, Scoop &amp; Shaker</b> Get the most out of your daily routine	<b>Free</b> <del>\$26</del>
<b>AG1 Sample Pack (3 ct)</b> 3 travel-ready servings of our flavor variety pack	<b>Free</b> <del>\$19</del>
<b>Members-Only Perks</b> Discounts, invites, exclusive perks	<b>Included</b>
<b>Total</b>	<b>\$79/mo</b>

Value of one-time purchase

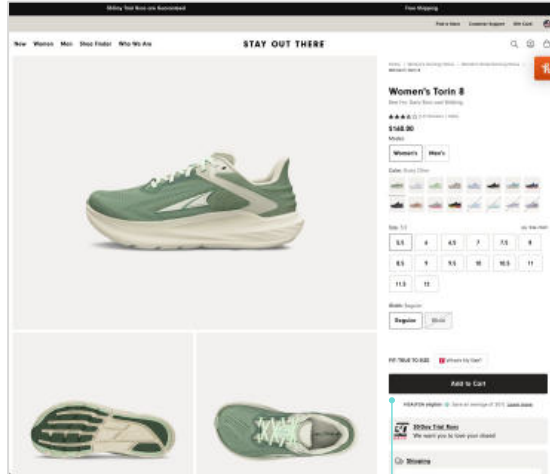
**Upgrade My Health** →

HSA/FSA eligible with @Truemed [Learn more](#)

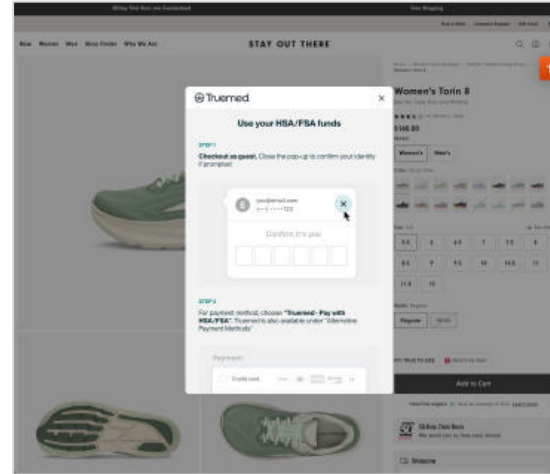
- ✓ 30-day money back guarantee
- ✓ Update or cancel anytime

Truemed Widget

# Additional Example



Truemed Widget

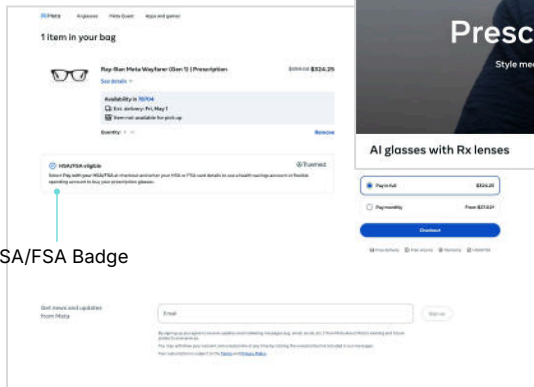
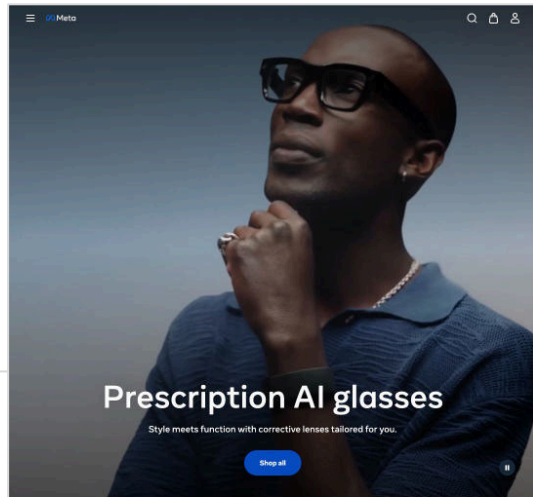


# Cart & Checkout Badging

Leaning into a purchase path on your website for HSA/FSA has proven to increase order values because customers' are reminded that they can save with pre-tax dollars—therefore increasing their overall spend.

## Effective Badging Components

- Clear labels/filters like "HSA/FSA Eligible"
- Shoppers should see messaging at every step of the purchase flow (Product Page > Cart > Checkout)

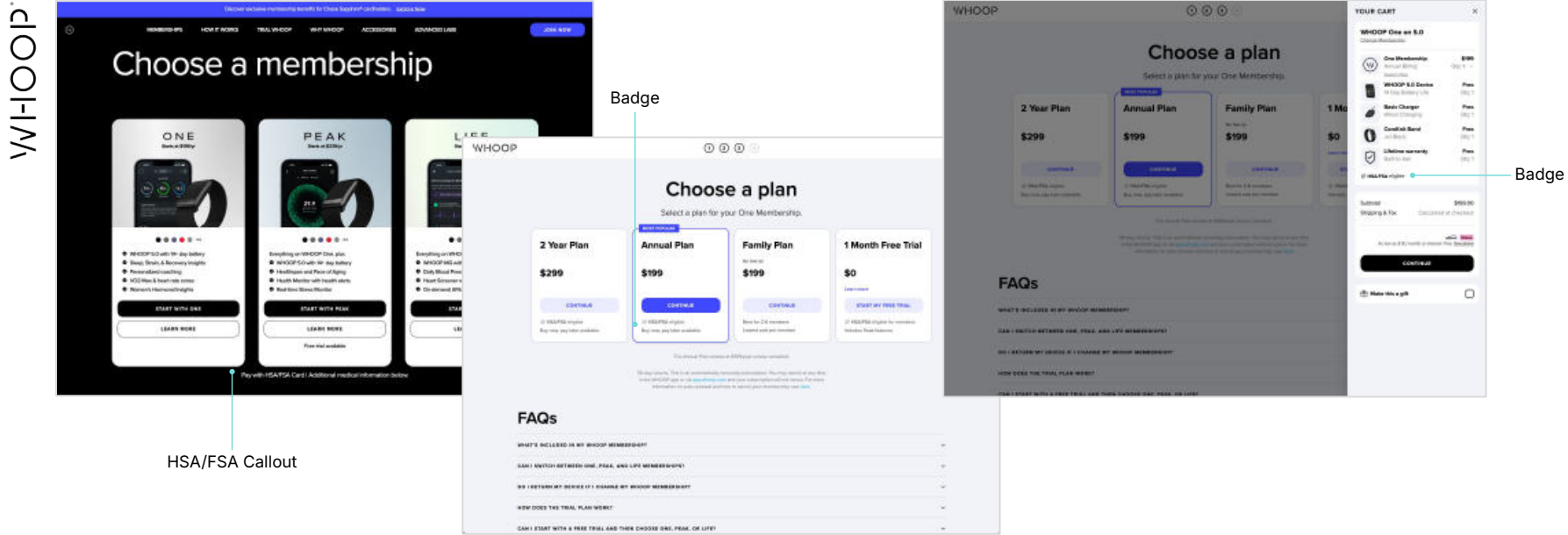


HSA/FSA Badge

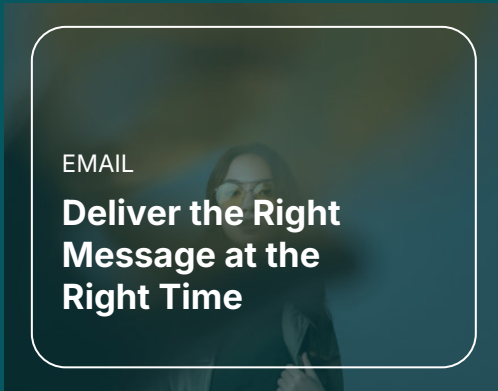


HSA/FSA Badge

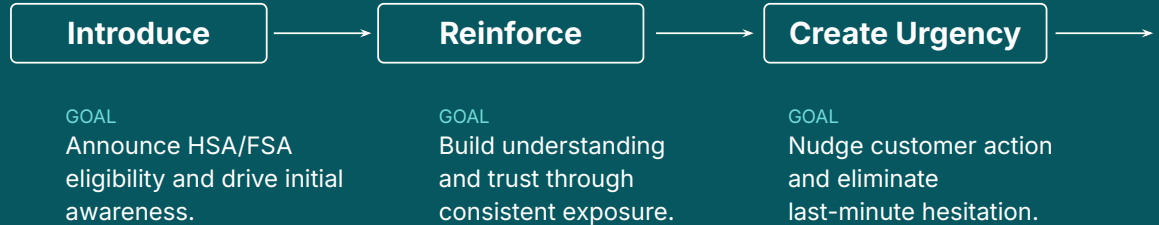
# Additional Example



# Activate Truemed Across Email

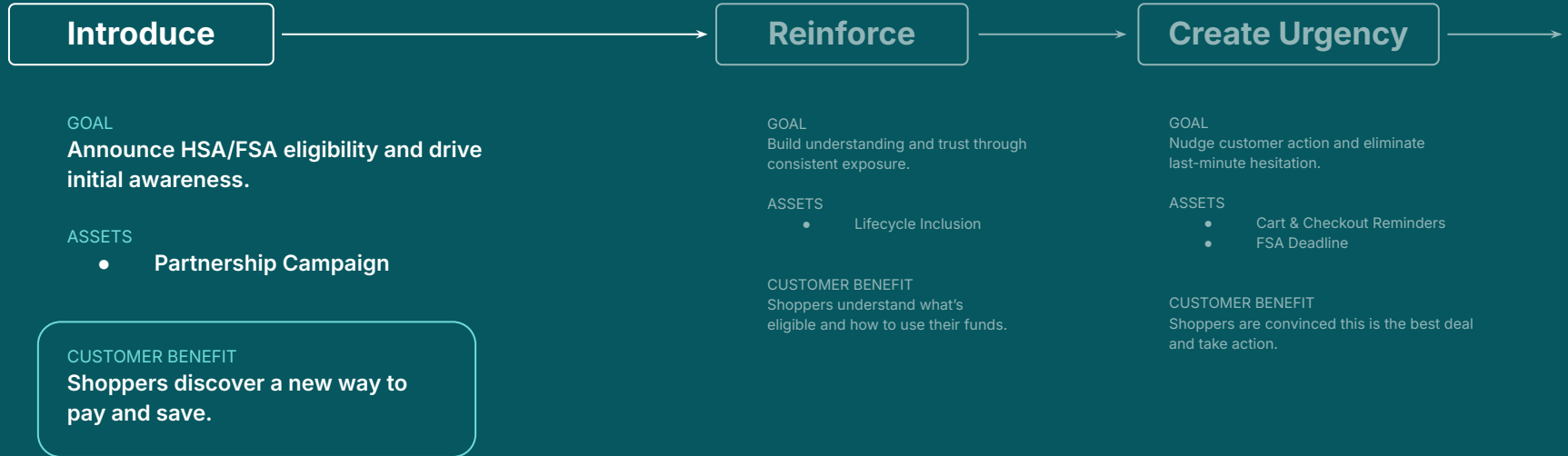


Reach customers with the right HSA/FSA message at every stage of their journey.



# Deliver the Right Message at the Right Time

Reach customers with the right HSA/FSA message at every stage of their journey.



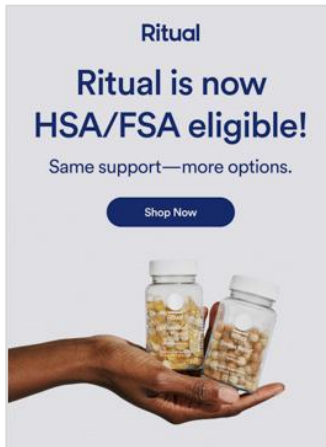
# Partnership Campaign

Let your customers know that your products are HSA/FSA eligible through Truemed. Adding another payment option only increases the likelihood of purchase.

## Effective Campaign Components

- Clear, straightforward headline
- Highlight the value for the customer (save 30%)
- Include information about the process
- Link to your HSA/FSA landing page

Ritual



**Ritual**

**Ritual is now HSA/FSA eligible!**

Same support—more options.

[Shop Now](#)

Our mission has always been to make high-quality support as accessible as possible, so we're excited to share that we now offer Health Savings Account (HSA) and Flexible Spending Account (FSA) payment at checkout.\*

Through our partnership with Truemed, you can now easily use your pre-tax dollars to shop on [Ritual.com](#).

**How to Check Out with Truemed**

- 1 Select Truemed as your payment option at checkout.
- 2 Answer a few quick questions to determine eligibility.
- 3 Once confirmed, enter your HSA/FSA card details.

# Additional Examples

8 EIGHT SLEEP

**8 EIGHT SLEEP**

Pod

The Pod is now HSA/FSA eligible

Save an average of 30% on the Pod when using your HSA/FSA account.

Shop the Pod

Better sleep leads to better health

Use your HSA or FSA account to pay for the Pod and save an average of 30% with one less dollar. Experience great sleep at its best.

Shop the Pod

How it works

- 1 Add the Pod to your cart and check out.
- 2 Select "Pay with HSA/FSA" in your customer view at checkout.
- 3 Enter your HSA/FSA debit card information.
- 4 Take a quick health survey to determine eligibility.

Shop the Pod

fatty<sup>15</sup>

fatty<sup>15</sup>

Did you know?  
You can use your HSA & FSA to save on fatty15!

Reimburse your fatty15 purchase with your HSA or FSA funds. These pre-tax dollars can result in net savings of 30-40%!

Buy now

Truemed

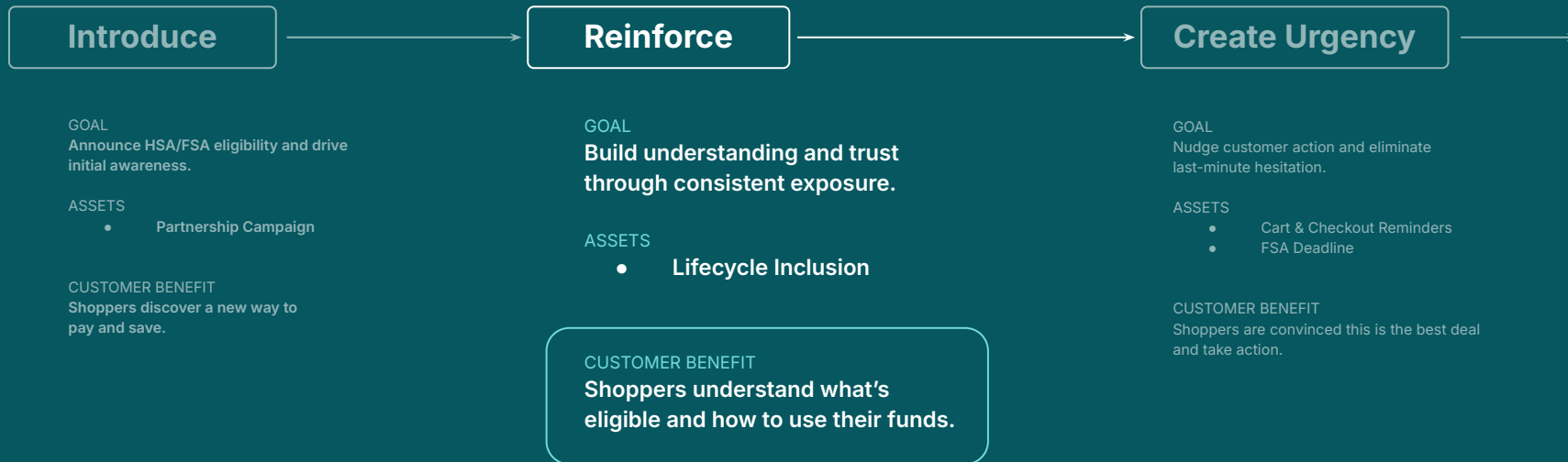
You may be wondering...

- **WHAT ARE HSAs AND FSAs?**  
HSAs and FSAs were created for you to spend tax-advantaged dollars on approved products and services that support your health. Many employers offer these funds, which are saved in dedicated accounts.
- **CAN I USE MY HSA/FA ON FATTY15?**  
Chances are, yes! We have partnered with Truemed, a team devoted to helping consumers use their HSA/FA funds to get reimbursed for science-backed products (aka fatty15) that support long-term health.

Learn more

# Deliver the Right Message at the Right Time

Reach customers with the right HSA/FSA message at every stage of their journey.



# Lifecycle Inclusion

Deepen understanding, build trust, and remove confusion over time by highlighting HSA/FSA eligible products and the benefits of using these funds. Layer this messaging into other campaigns and promotions to ensure your customers know about this opportunity at every touch point.

## Key Times to Include

- Large sales (e.g., Black Friday/Cyber Monday)
- New product launches (when product is eligible)
- Existing flows (e.g., Welcome/New Subscribers, Nurture, etc.)

grüns

SAVE UP TO 30% WHEN YOU USE YOUR HSA/FSA BENEFITS. [LEARN MORE.](#)

Header

grüns

Why You Need  
The Green Bears...

GET UP TO 52% OFF

Boosted gut  
health & immunity

Enjoy anywhere,  
anytime, mess-free



# Effective Components

1. A quick HSA/FSA reminder
2. Highlight the value for the customer (save 30%)
3. Link to your HSA/FSA landing page





# Deliver the Right Message at the Right Time

Reach customers with the right HSA/FSA message at every stage of their journey.



# Cart & Checkout Reminders

Incentivise and nudge your customers at key points along the purchase path. By reminding them that they will be saving 30% when they use their HSA/FSA, you increase the likelihood of conversion.

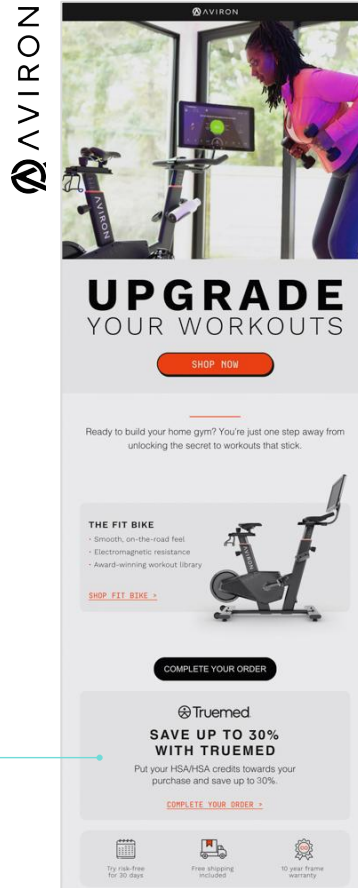
## Key Emails to Include HSA/FSA Messaging

- Cart abandonment
- Checkout drop-off
- High-intent product views

### Effective Checkout Reminder Components

- A quick HSA/FSA reminder
- Highlight the value for the customer (save 30%)

Abandoned Cart  
HSA/FSA Messaging



# FSA Deadline

Over 40% of FSA dollars are spent in December because FSA funds expire on December 31st. Capture those expiring funds by reminding your customers about the deadline and that your products are eligible.

## Effective FSA Deadline Components

- "Use it or lose it" messaging
- Highlight the value for the customer (save 30%)
- Countdown banners

**STAND+**

**STAND+**

**USE IT OR LOSE IT! BEFORE YOU LOSE IT!**

Don't let your HSA/FSA benefits go to waste.

**APPLY YOUR BENEFITS**

**HELLO, 2025  
GOODBYE, FOOT PAIN**

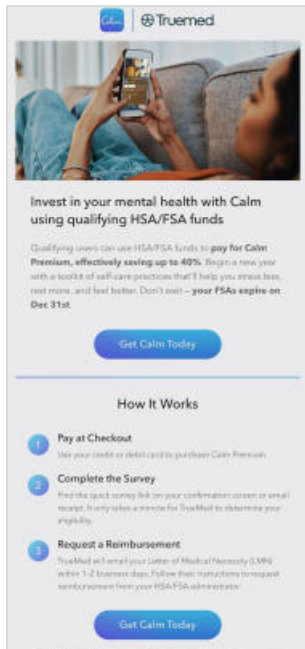
Start the new year on the right foot with cloud-like comfort.

**SHOP STAND+**

[Learn how to apply your HSA/FSA benefits here.](#)

# Additional Examples

Calm



**Invest in your mental health with Calm using qualifying HSA/FSA funds**

Qualifying users can use HSA/FSA funds to pay for Calm Premium, effectively saving up to 40%. Begin a new year with a toolkit of self-care practices that'll help you stress less, rest more, and feel better. Don't wait - your FSAs expire on Dec 31st.

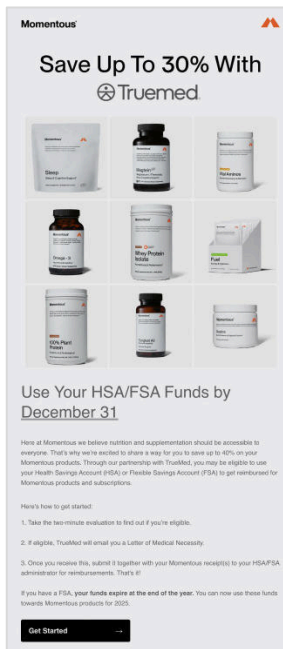
[Get Calm Today](#)

### How It Works


- 1 Pay at Checkout**  
Use your credit or debit card to purchase Calm Premium.
- 2 Complete the Survey**  
Find the quick survey link on your confirmation screen or email receipt. It only takes a minute for Truemed to determine your eligibility.
- 3 Request a Reimbursement**  
Truemed will email your Letter of Medical Necessity (LMN) within 1-2 business days. Follow their instructions to request reimbursement from your HSA/FSA administrator.

[Get Calm Today](#)

MOMENTOUS



**Save Up To 30% With Truemed**



**Use Your HSA/FSA Funds by December 31**

Here at Momentous we believe nutrition and supplementation should be accessible to everyone. That's why we're excited to share a way for you to save up to 40% on your Momentous products. Through our partnership with Truemed, you may be eligible to use your Health Savings Account (HSA) or Flexible Savings Account (FSA) to get reimbursed for Momentous products and subscriptions.

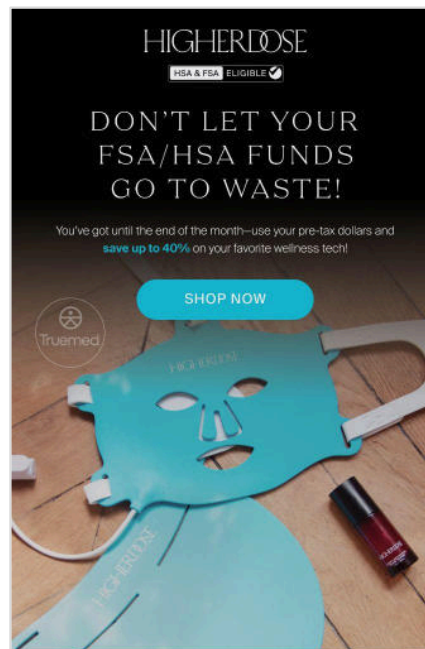
Here's how to get started:

1. Take the two-minute evaluation to find out if you're eligible.
2. If eligible, Truemed will email you a Letter of Medical Necessity.
3. Once you receive this, submit it together with your Momentous receipts to your HSA/FSA administrator for reimbursement. That's it!

If you have a FSA, your funds expire at the end of the year. You can now use those funds towards Momentous products by 12/31.

[Get Started](#)

HIGHERDOSE

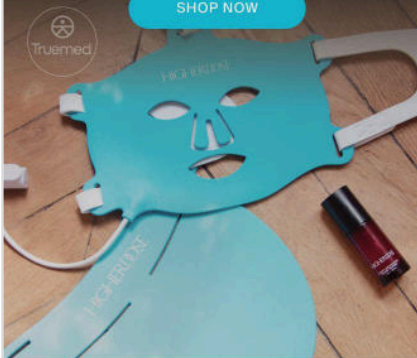


**HIGHERDOSE**  
HSA & FSA ELIGIBLE

**DON'T LET YOUR FSA/HSA FUNDS GO TO WASTE!**

You've got until the end of the month—use your pre-tax dollars and **save up to 40%** on your favorite wellness tech!

[SHOP NOW](#)



\*Note: Some of this messaging is no longer correct. HSA/FSA eligible products currently save customers 30%.

# Activate Truemed Across Social

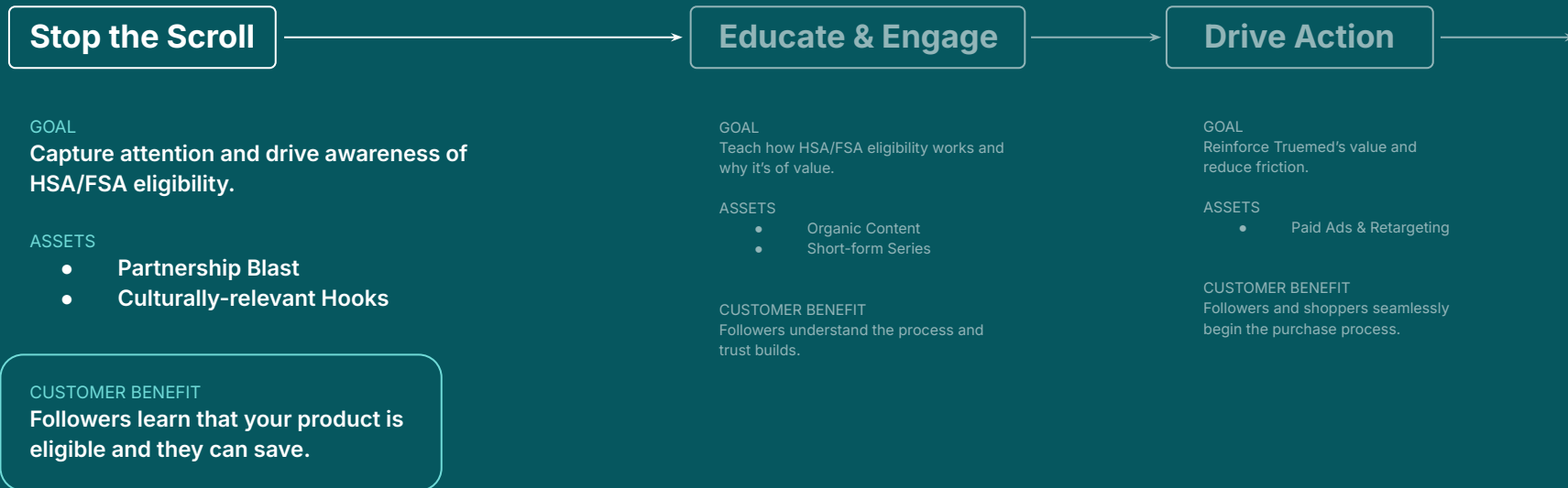


Show up consistently across social to help shoppers use HSA/FSA with confidence.



# Turn HSA/FSA Awareness Into Conversion

Show up consistently across social to help shoppers use HSA/FSA with confidence.



# Partnership Blast

Announce (and then periodically remind) your followers that you've partnered with Truemed and now accept HSA/FSA payments.

## Effective Blast Components

- Clear, bold text like "HSA/FSA Eligible"
- Highlight the value for the customer (save 30%)
- Eye-catching colors and/or graphics
- Use captivating imagery of eligible products

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# Additional Examples

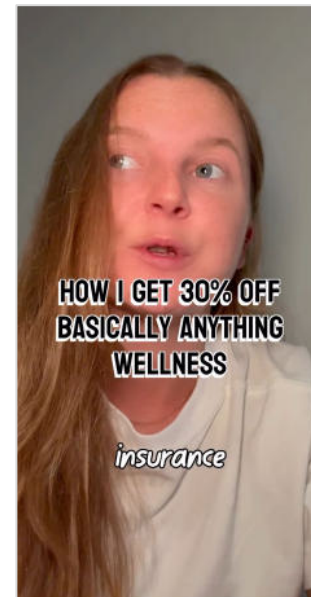


# Culturally Relevant-Hooks

Lean into existing creator relationships and trends to amplify the HSA/FSA message. Peer-to-peer positioning will catch more eyes and ears than traditional brand-led marketing alone.

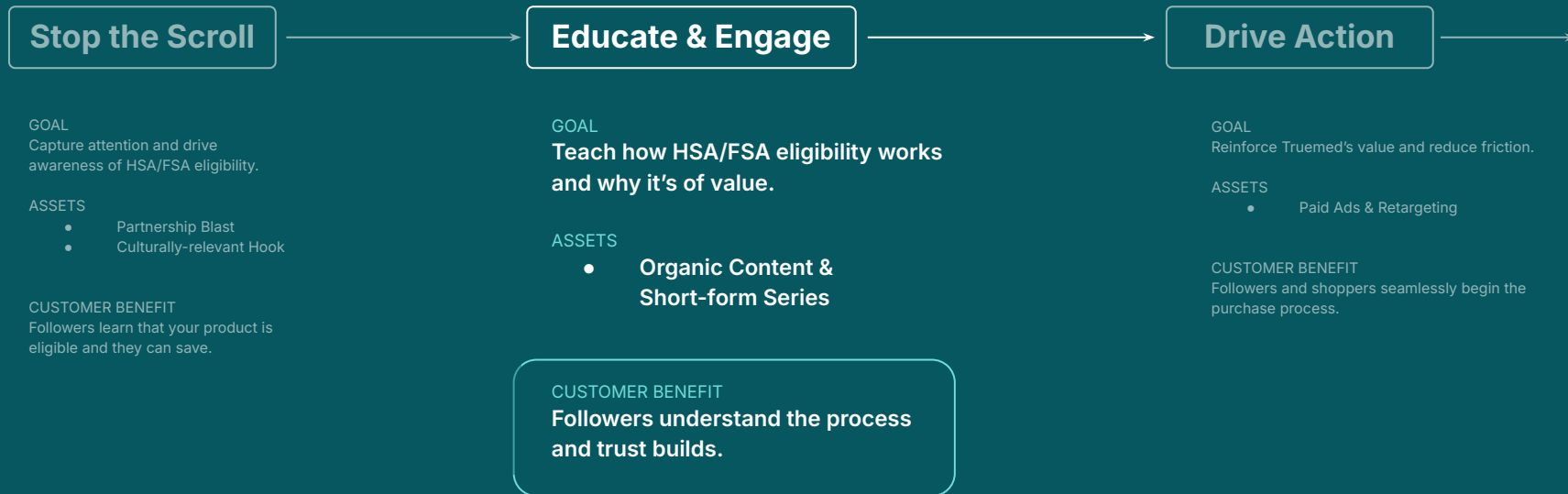
## Content Ideas

- Creator-led reactions (e.g., “I didn’t know this??”)
- Short-form video hooks:
  - “POV: You’ve been paying for this with after-tax money...”
  - “Things you didn’t know you could use your HSA for...”



# Turn HSA/FSA Awareness Into Conversion

Show up consistently across social to help shoppers use HSA/FSA with confidence.



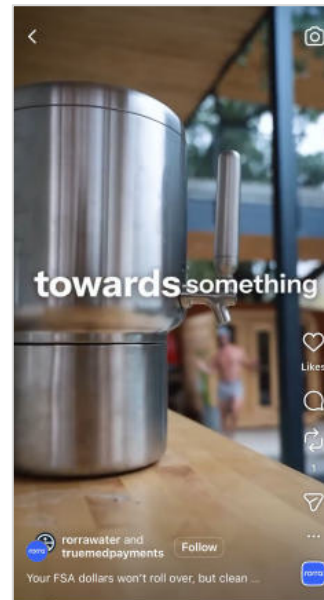
# Organic Content & Short-form Series

Build understanding and trust natively by creating HSA/FSA educational content that lives within your feed. Prove the value of your product's eligibility to your customers through clear and concise explanations.

## Content & Series Ideas

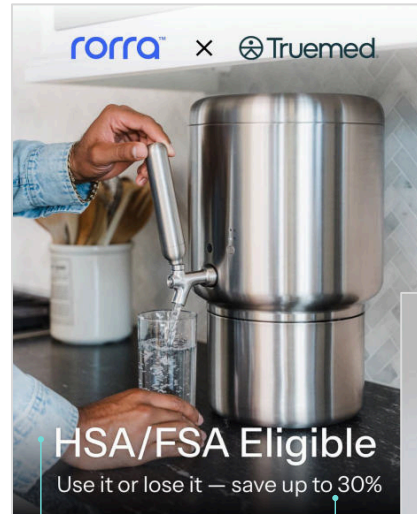
- Testimonials
- Repeatable series (e.g., "Does this qualify?")
- Myth-busting
- Side-by-side comparisons
- Turn comments into content

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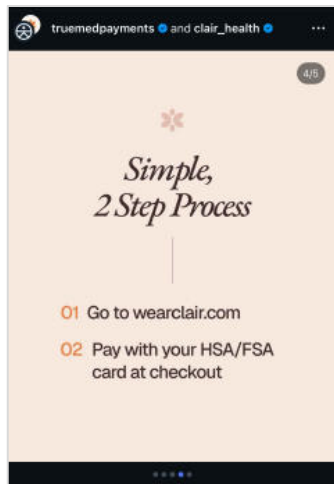
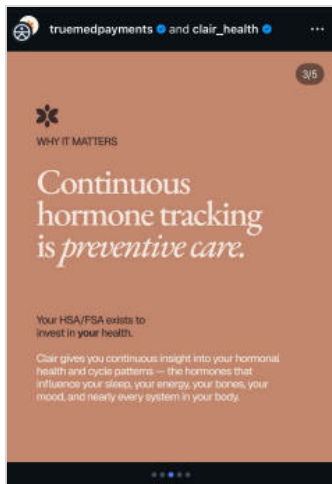
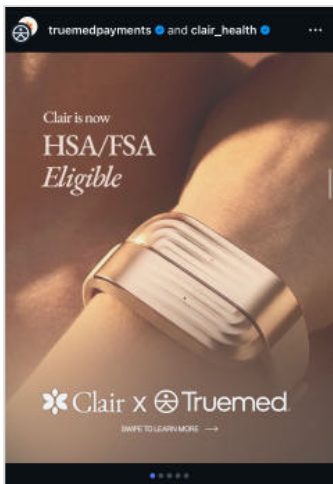


# Effective Components

1. HSA/FSA eligibility reminders
2. Highlight the value for the customer (save 30%)
3. Pin key educational pieces to your profile
4. Create a consistent cadence for series

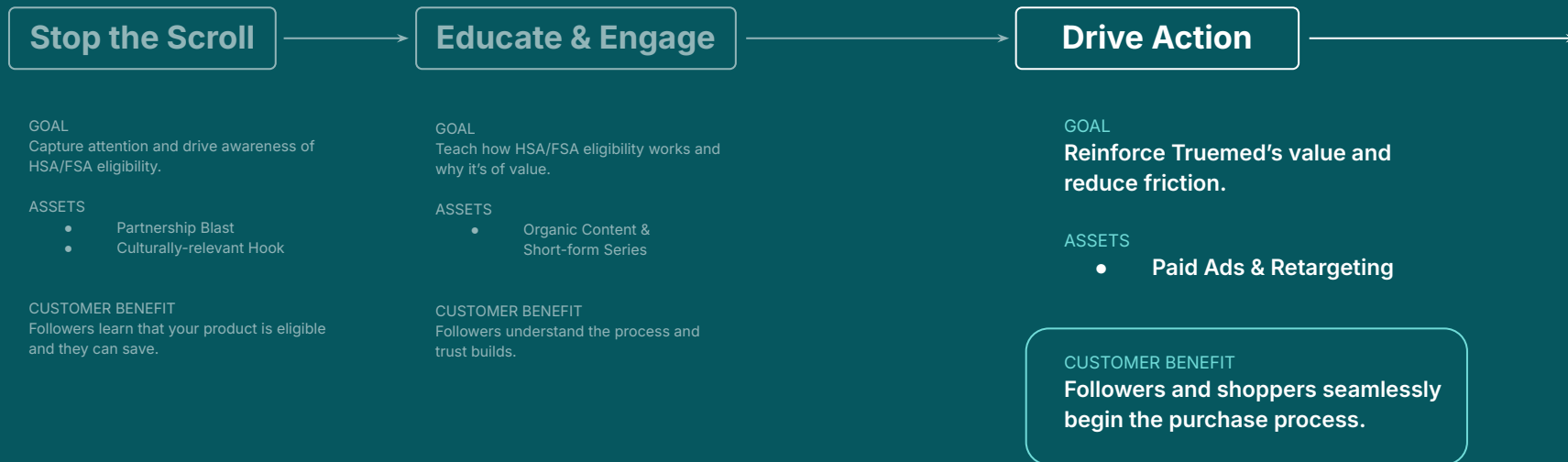


# Additional Examples



# Turn HSA/FSA Awareness Into Conversion

Show up consistently across social to help shoppers use HSA/FSA with confidence.

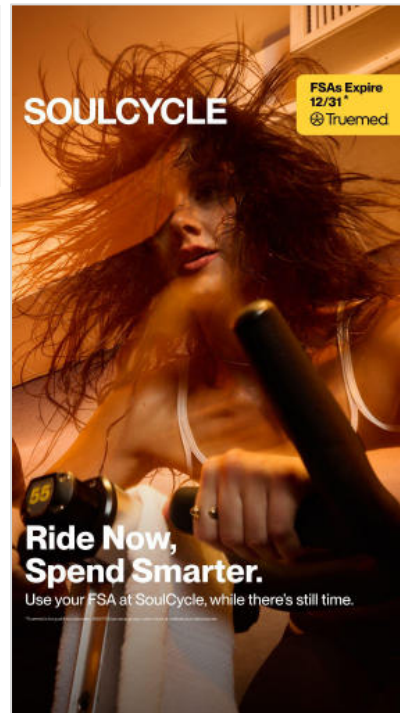


# Paid Ads & Retargeting

Capture high-intent users and make the next step feel easy and safe by reinforcing confidence at the moment of intent.

## Effective Paid Ad & Retargeting Components

- Clear, bold text like "HSA/FSA Eligible"
- Highlight the value for the customer (save 30%)
- Urgency hooks (e.g., FSA deadline)
- Strong CTAs



# Additional Examples

THORNE®

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# Thank You