

AQUISITION / RETURNING

RETENTION / SUBSCRIPTION

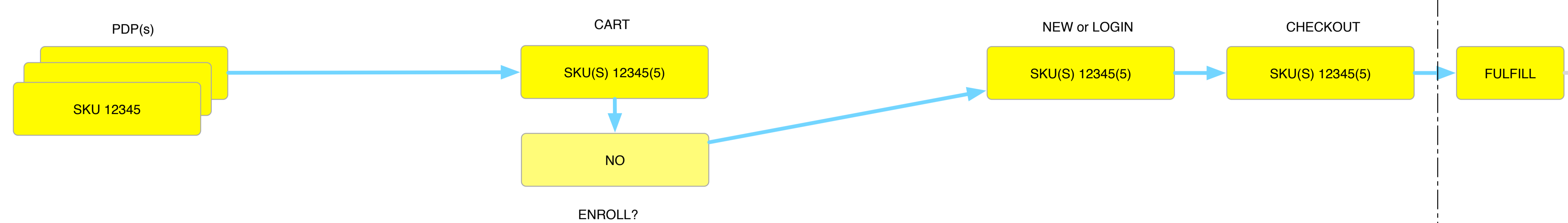
ORDER TYPE / INTERACTION

PROCESS

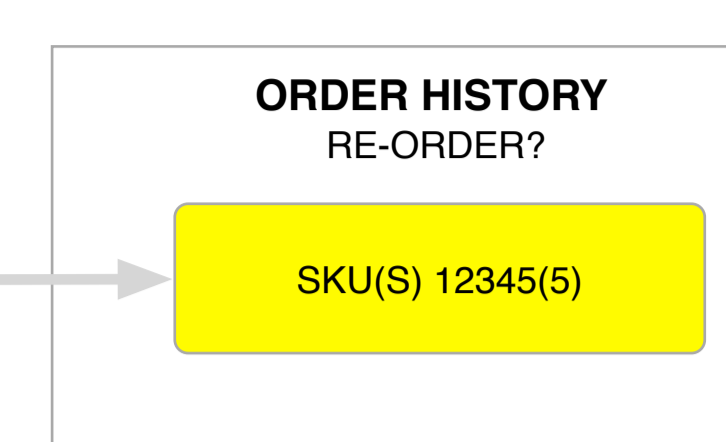
CUSTOMER TYPE

NEW OR EXISTING - ON-DEMAND ORDER - ADD TO CART AND CHECKOUT - ANY ORDER MIX

- WHO IS THIS CUSTOMER?**
- New or Returning Visitor / Returning OnDemand Customer
 - OnDemand Customer
 - Adds/Orders Collection of SKU's

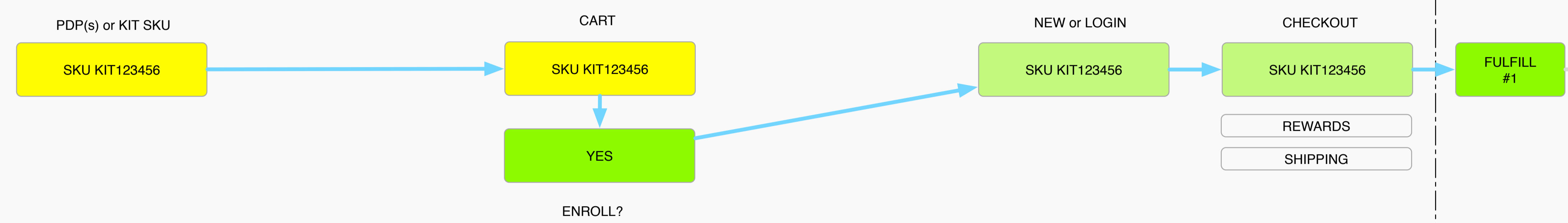


ON-DEMAND CUSTOMER

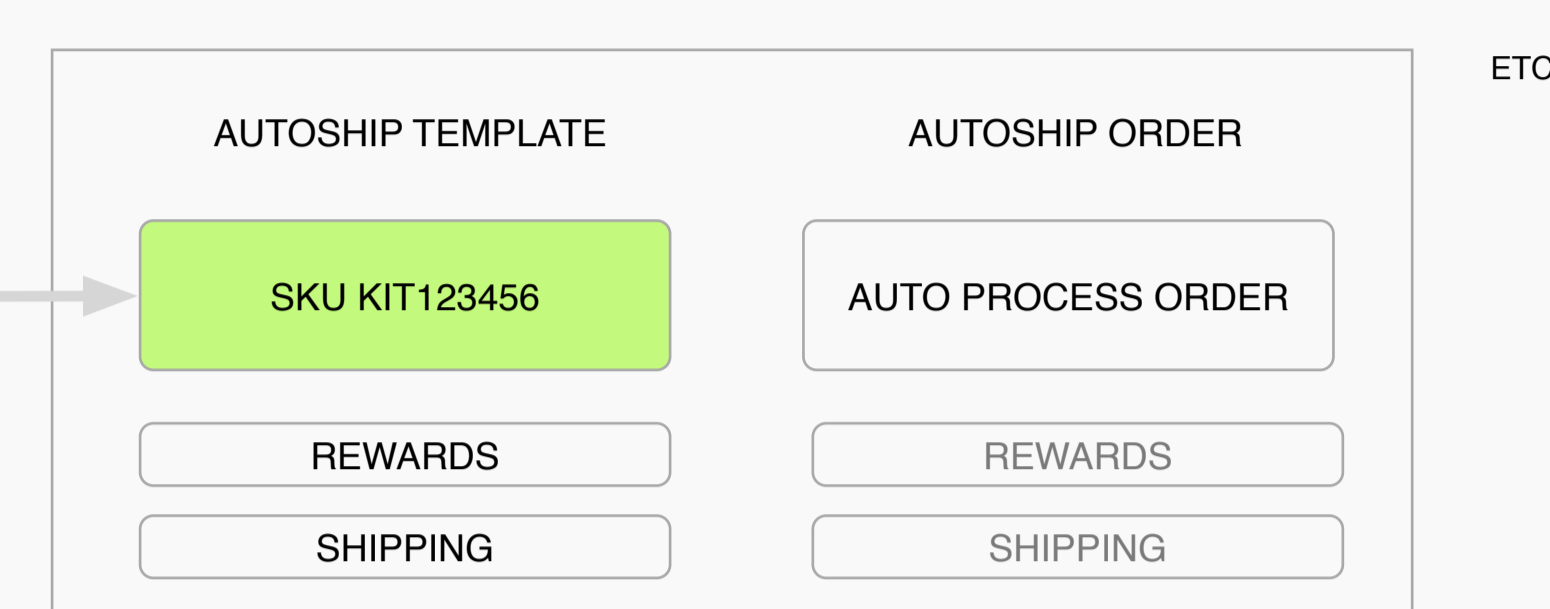


NEW OR EXISTING - AUTOSHIP ORDER - PRE-SELECT KIT/SKU's ORDER - ADD TO CART AND CHECKOUT

- WHO IS THIS CUSTOMER?**
- New or Returning Visitor / Returning OnDemand Customer
 - New Autoship Customer
 - Adds/Orders Collection of SKU' or Pre-Configured KIT SKU

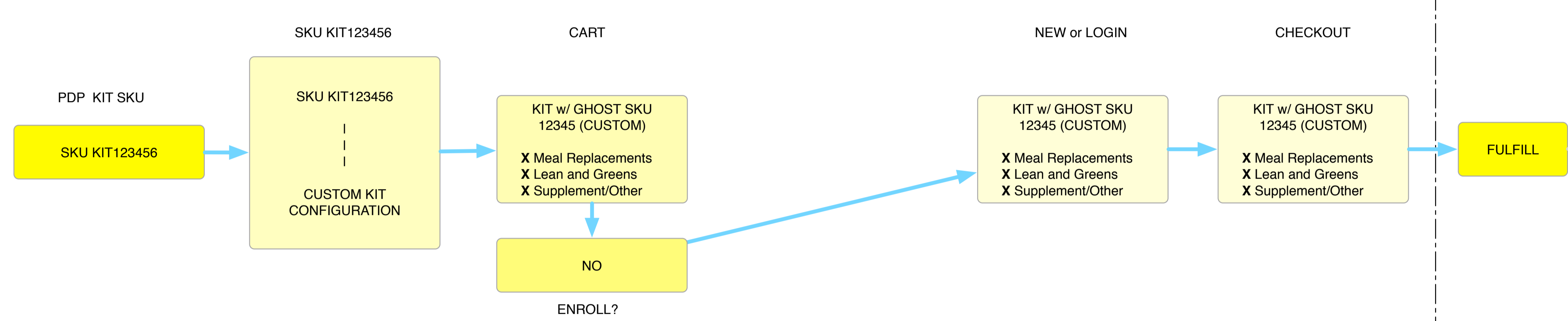


NEW AUTOSHIP MEMBER - ADD TO ORDER TEMPLATE

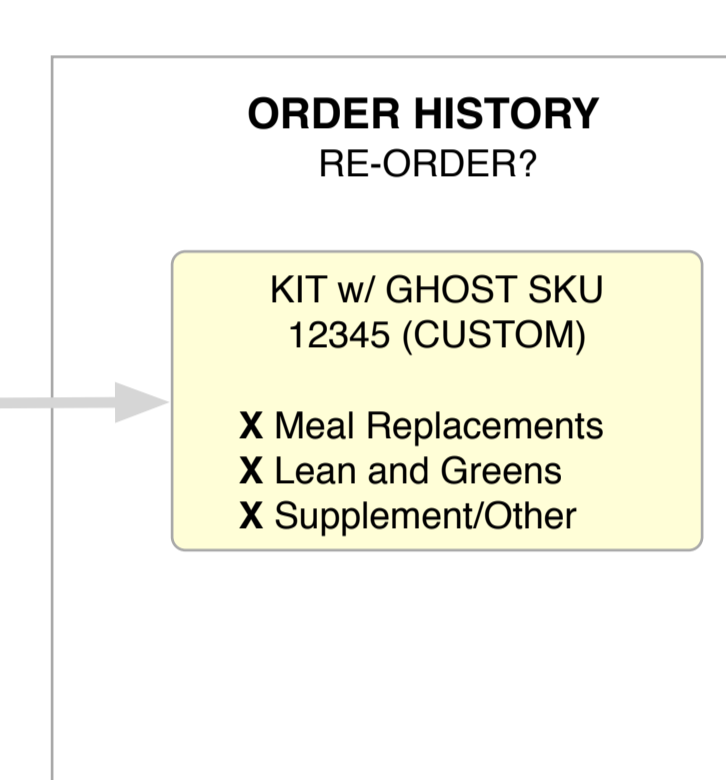


NEW OR EXISTING - ON-DEMAND ORDER - CUSTOM KIT - ADD TO CART AND CHECKOUT

- WHO IS THIS CUSTOMER?**
- New or Returning Visitor / Returning OnDemand Customer
 - On-Demand Customer
 - Adds/Orders CUSTOMIZED KIT SKU

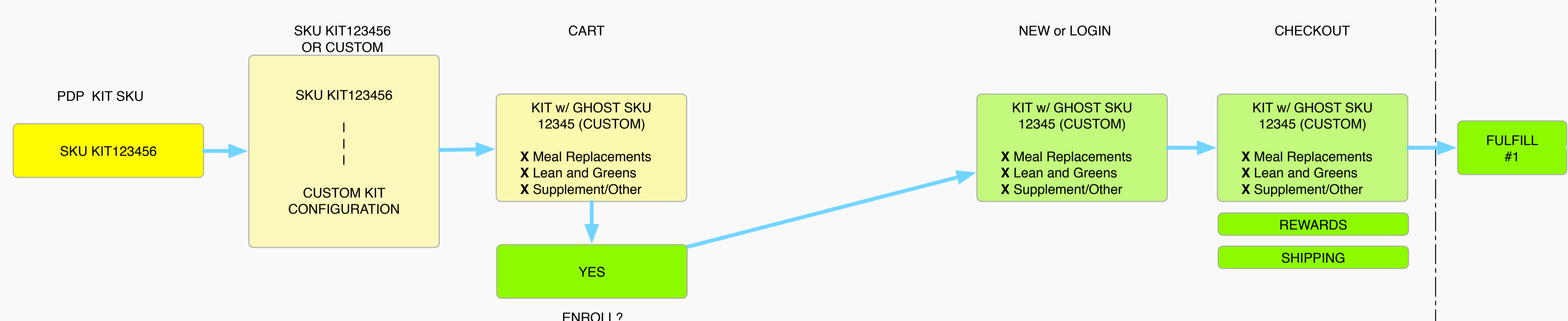


ON-DEMAND CUSTOMER

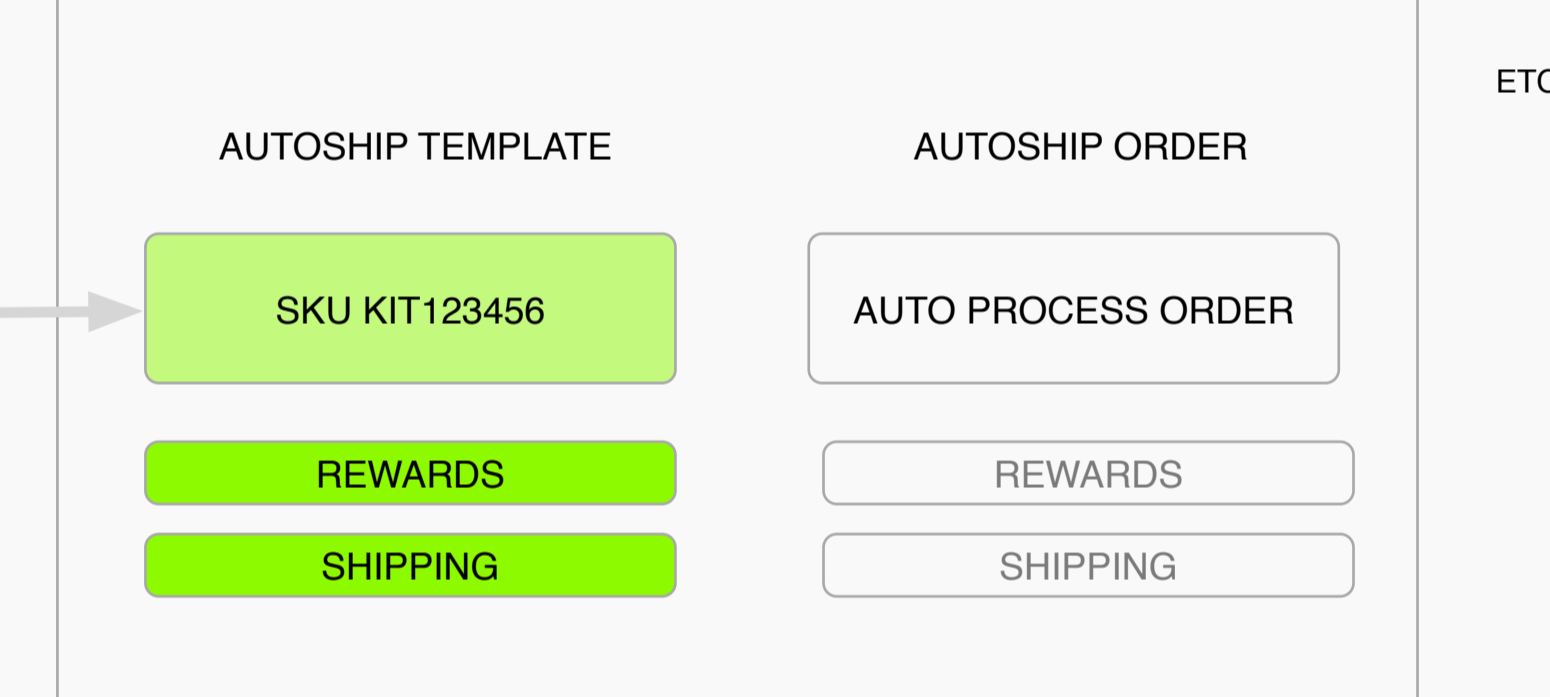


NEW OR EXISTING - AUTOSHIP ORDER - CUSTOM KIT - ADD TO CART AND CHECKOUT

- WHO IS THIS CUSTOMER?**
- New or Returning Visitor / Returning OnDemand Customer
 - New Autoship Customer
 - Adds/Orders CUSTOM KIT SKU

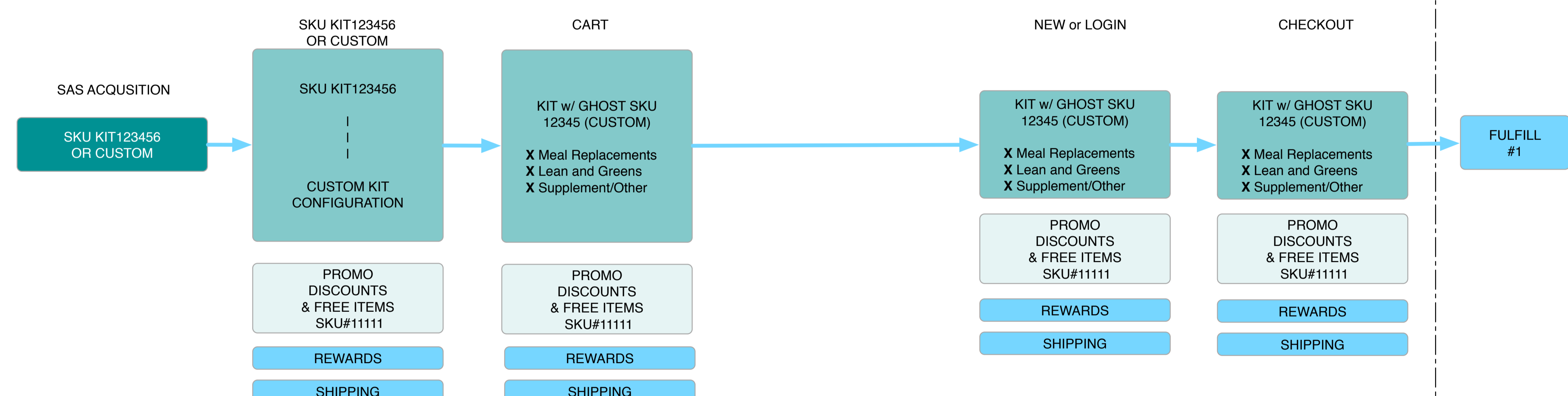


NEW AUTOSHIP MEMBER - ADD TO ORDER TEMPLATE

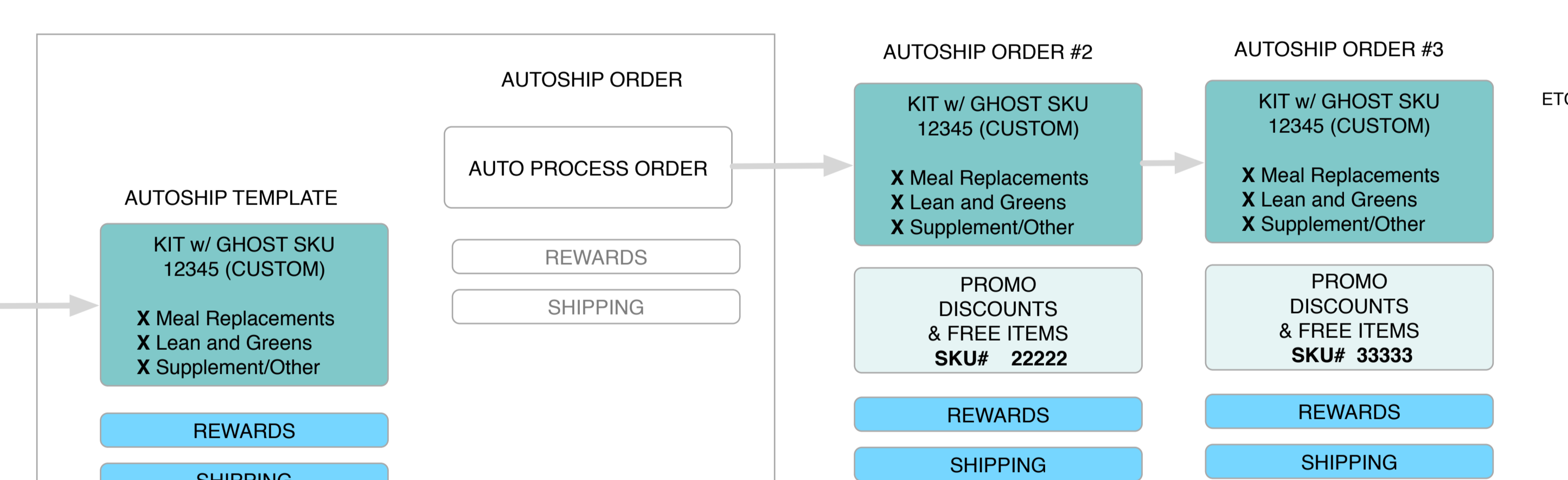


NEW OR EXISTING - AQUISION AUTOSHIP - SAS/CUSTOMIZE KIT AND CHECKOUT

- WHO IS THIS CUSTOMER?**
- New or Returning Visitor / Returning OnDemand Customer
 - New Acquisition Offer Autoship Customer
 - Adds/Orders Pre-Configured KIT SKU or CUSTOM KIT SKU

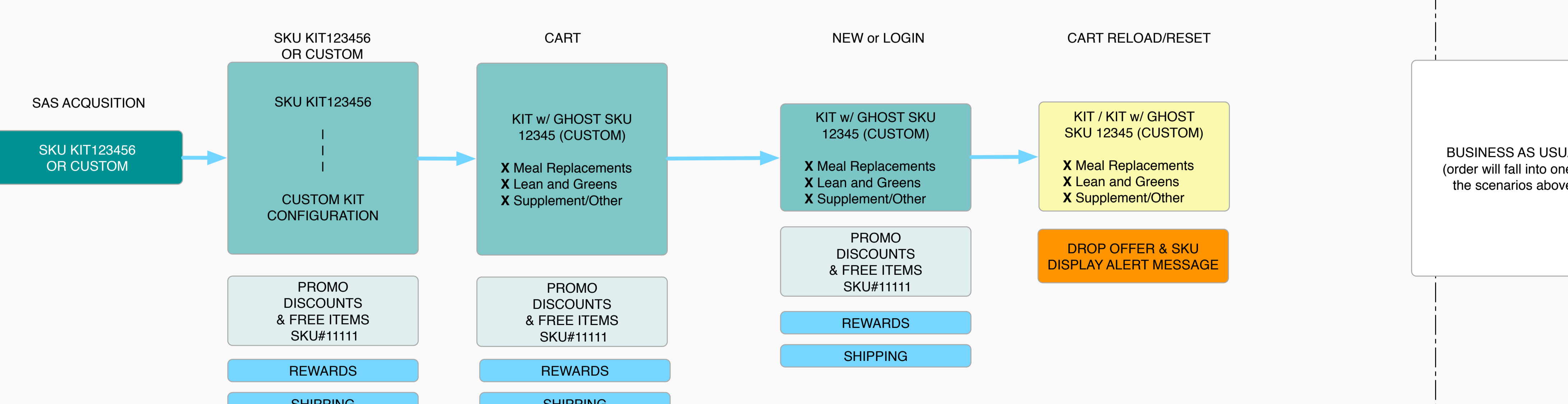


NEW AUTOSHIP MEMBER - ADD TO ORDER TEMPLATE



OFFER DISRUPTION - LATER FINDING INELIGIBILITY - AGNOSTIC OF SKU OR CUSTOM CONFIG

- WHO IS THIS CUSTOMER?**
- Active Medfast Advantage customer that was not logged in when shopping.
 - Cancelled, returning Medfast Advantage customer that was logged in, but not yet eligible for Acquisition offer again because it is sooner than 365 days.



BUSINESS AS USUAL
(order will fall into one of the scenarios above)

UI /WORKFLOW - AQUISITION OFFER / RETURNING - KITS & CUSTOM CONFIG


Add to Cart / Customization Opportunties - ELIGIBLE for Acquisition Offer

FROM CATEGORY PAGE

- MEDIFAST ACHIEVE KITS
- MEDIFAST ACHIEVE MEALS
- BARS
- SHAKES
- SMOOTHIES
- DRINKS
- CRUNCHERS
- HEARTY CHOICES
- BREAKFAST COLLECTION
- DESSERT COLLECTION
- LEAN AND GREEN MEALS
- SUPPLEMENTS

30 DAY KITS

30 Day Select Kit




1 QTY [ADD](#)

~~\$396.90~~ - \$339.00
w/Medifast Advantage*

[CUSTOMIZE KIT](#)

30 Day Complete Kit




1 QTY [ADD](#)

~~\$396.90~~ - \$339.00
w/Medifast Advantage*

[CUSTOMIZE KIT](#)

TWO WEEK KITS

Two week Trial Kit




1 QTY [ADD](#)

~~\$396.90~~ - \$339.00
w/Medifast Advantage*

[CUSTOMIZE KIT](#)

Two week Deluxe Kit



1 QTY [ADD](#)

~~\$396.90~~ - \$339.00
w/Medifast Advantage*

[CUSTOMIZE KIT](#)

FROM PRODUCT DETAIL PAGE

30 Day Complete Kit



30 Day Complete Kit

SKU# 74103

Our 30-Day Complete Kit is the best value we've EVER offered. From breakfast to dinner and snacks in between, you're covered

135 MEALS

~~\$396.90~~ - \$339.00
w/Medifast Advantage*

1

[ADD](#)

QTY

[CUSTOMIZE THIS KIT](#)

PRODUCT INFO

Our 30-Day Complete Kit is the best value we've EVER offered. Enjoy 30 days' worth of our biggest and best selection of Medifast Meals. From breakfast to lunch to dinner and even snacks in between, we've got you covered. This kit variety includes 18 boxes of our customer's favorite menu items, providing you with a total of 126 meals across 10 different meal categories.

DETAILS....

- List Item
- List Item
- List Item
- List Item
- List Item
- List Item
- List Item
- List Item
- List Item
- List Item
- List Item

MED ADVANTAGE UPSELL - PROMO

[ORDER AND JOIN NOW!](#)

[CUSTOMIZE KIT](#)

FROM SELECT-A-SYSTEM PAGE

Two Week Trial Kit



[ADD TO CART](#)

[CUSTOMIZE KIT](#)

~~\$396.90~~ - \$339.00

Our Kit is the best value we've EVER offered.

~~\$396.90~~ - \$339.00

[ORDER](#)

[CUSTOMIZE KIT](#)

30 Day Select Kit



[ADD TO CART](#)

[CUSTOMIZE KIT](#)

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[ORDER](#)

[CUSTOMIZE KIT](#)

30 Day Complete Kit



[ADD TO CART](#)

[CUSTOMIZE KIT](#)

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~~\$396.90~~ - \$339.00

[ORDER](#)

[CUSTOMIZE KIT](#)

Add Autoship flag to Moneteta API
Remove onsite logic about Autoship
For autoship ID users:
Strik through price on category page
touch up content as needed on PDP
Insert offer for upwell w/button banner content
add customize kit link/button.
Goes to full page config.

What to do with shop?
upsells?

UI /WORKFLOW - AQUISITION OFFER / RETURNING - KITS & CUSTOM CONFIG


Add to Cart / Customization Opportunities NOT ELIGIBLE for Acquisition Offer

FROM CATEGORY PAGE

- MEDIFAST ACHIEVE KITS
- MEDIFAST ACHIEVE MEALS
- BARS
- SHAKES
- SMOOTHIES
- DRINKS
- CRUNCHERS
- HEARTY CHOICES
- BREAKFAST COLLECTION
- DESSERT COLLECTION
- LEAN AND GREEN MEALS
- SUPPLEMENTS

30 DAY KITS

30 Day Select Kit




1 QTY

\$339.00

[CUSTOMIZE KIT](#)

30 Day Complete Kit




1 QTY

\$339.00

[CUSTOMIZE KIT](#)

TWO WEEK KITS

Two week Trial Kit




1 QTY

\$339.00

[CUSTOMIZE KIT](#)

Two week Deluxe Kit



1 QTY

\$339.00

[CUSTOMIZE KIT](#)

FROM PRODUCT DETAIL PAGE

30 Day Complete Kit



30 Day Complete Kit

SKU# 74103

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135 MEALS

\$339.00

1

QTY

[CUSTOMIZE THIS KIT](#)

PRODUCT INFO


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- List Item

FROM SELECT-A-SYSTEM PAGE

Two Week Trial Kit



[CUSTOMIZE KIT](#)


\$339.00

Our Kit is the best value we've EVER offered.

\$339.00

[CUSTOMIZE KIT](#)

30 Day Select Kit



[CUSTOMIZE KIT](#)


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[CUSTOMIZE KIT](#)

30 Day Complete Kit



[CUSTOMIZE KIT](#)

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 add customize kit link/button.
 Goes to full page config.

What to do with shop?
 upsells?

CUSTOMIZE YOUR MEDIFAST ACHIEVE TRIAL KIT

8 of 8 Boxes Selected 













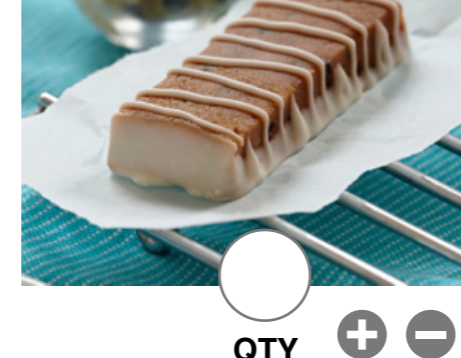
1

Choose 8 Boxes of Meal Replacements

1) MEAL REPLACEMENTS

- BARS
- SHAKES
- SMOOTHIES
- DRINKS
- CRUNCHERS
- HEARTY CHOICES
- BREAKFAST COLLECTION
- DESSERT COLLECTION

- Filter by: **DIETARY PREFERENCE**
- Diabetes-Friendly
 - Lactose-Free
 - Kosher
 - Vegetarian
 - Gluten Free

<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY <input type="text"/> + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY <input type="text"/> + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY <input type="text"/> + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY <input type="text"/> + -</p>
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2

ADD TO ORDER

Review Your Selections & Add to Cart

Your Custom Medifast Achieve Trial Kit

- MEAL REPLACEMENTS
- 1 Bx Product Name Product Name Truncate...
 - 1 Bx Product Name Product Name Truncate...
 - 1 Bx Product Name Product Name Truncate...
 - 1 Bx Product Name Product Name Truncate...
 - 1 Bx Product Name Product Name Truncate...
 - 1 Bx Product Name Product Name Truncate...
 - 1 Bx Product Name Product Name Truncate...
 - 1 Bx Product Name Product Name Truncate...

8 of 8 BOXES 

REDEEM YOUR FREE ITEMS & DISCOUNTS

ADD TO ORDER

CUSTOMIZE YOUR MEDIFAST ACHIEVE DELUXE KIT

8 of 8 Boxes Selected ✓

12 of 12 Meals Selected ✓

ADD TO CART

1

Choose 8 Boxes of Meal Replacements

2

Choose 12 Individual Lean and Green Meals

3

















Review Your Selections & Add to Cart

1) MEAL REPLACEMENTS

- BARS
- SHAKES
- SMOOTHIES
- DRINKS
- CRUNCHERS
- HEARTY CHOICES
- BREAKFAST COLLECTION
- DESSERT COLLECTION

2) LEAN AND GREEN MEALS

- Filter by: DIETARY PREFERENCE
- Diabetes-Friendly
 - Lactose-Free
 - Kosher
 - Vegetarian
 - Gluten Free

<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>
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<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>

Your Custom Medifast Achieve Deluxe Kit

MEAL REPLACEMENTS

- + - 1 Bx Product Name Product Name Truncate... ✕
- + - 1 Bx Product Name Product Name Truncate... ✕
- + - 1 Bx Product Name Product Name Truncate... ✕
- + - 1 Bx Product Name Product Name Truncate... ✕
- + - 1 Bx Product Name Product Name Truncate... ✕
- + - 1 Bx Product Name Product Name Truncate... ✕
- + - 1 Bx Product Name Product Name Truncate... ✕
- + - 1 Bx Product Name Product Name Truncate... ✕

8 of 8 BOXES ✓

LEAN AND GREEN MEALS

- + - 3 Ea Product Name Product Name Truncate... ✕
- + - 3 Ea Product Name Product Name Truncate... ✕
- + - 3 Ea Product Name Product Name Truncate... ✕
- + - 3 Ea Product Name Product Name Truncate... ✕

12 of 12 MEALS ✓

REDEEM YOUR FREE ITEMS & DISCOUNTS

ADD TO CART

CUSTOMIZE YOUR MEDIFAST ACHIEVE SELECT KIT

18 of 18 Boxes Selected

12 of 12 Meals Selected

ADD TO CART

1

Choose 18 Boxes of Meal Replacements

2

Choose 12 Individual Lean and Green Meals

3

Review Your Selections & Add to Cart

1) MEAL REPLACEMENTS

- BARS
- SHAKES
- SMOOTHIES
- DRINKS
- CRUNCHERS
- HEARTY CHOICES
- BREAKFAST COLLECTION
- DESSERT COLLECTION

2) LEAN AND GREEN MEAL

- Filter by: **DIETARY PREFERENCE**
- Diabetes-Friendly
 - Lactose-Free
 - Kosher
 - Vegetarian
 - Gluten Free

<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p> <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p> <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p> <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p> <p>QTY + -</p>
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Your Custom Medifast Achieve Select Kit

MEAL REPLACEMENTS

- + - 1 Bx Product Name Product Name Truncate...
- + - 1 Bx Product Name Product Name Truncate...
- + - 1 Bx Product Name Product Name Truncate...
- + - 1 Bx Product Name Product Name Truncate...
- + - 1 Bx Product Name Product Name Truncate...
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- + - 1 Bx Product Name Product Name Truncate...
- + - 1 Bx Product Name Product Name Truncate...
- + - 1 Bx Product Name Product Name Truncate...

18 of 18 BOXES

LEAN AND GREEN MEALS

- + - 3 Ea Product Name Product Name Truncate...
- + - 3 Ea Product Name Product Name Truncate...
- + - 3 Ea Product Name Product Name Truncate...
- + - 3 Ea Product Name Product Name Truncate...

12 of 12 MEALS

REDEEM YOUR FREE ITEMS & DISCOUNTS

ADD TO CART

Kit Customization Display - COMPLETE KIT Example

CUSTOMIZE YOUR MEDIFAST ACHIEVE COMPLETE KIT

1 18 of 18 Boxes Selected ✓ Meal Replacements

2 12 of 12 Meals Selected ✓ Lean and Green Meals

3 2 of 2 Selected ✓ Supplements

















4 ADD TO CART Review Your Selections & Add to Cart

- 1) MEAL REPLACEMENTS
- BARS
- SHAKES
- SMOOTHIES
- DRINKS
- CRUNCHERS
- HEARTY CHOICES
- BREAKFAST COLLECTION
- DESSERT COLLECTION

- 2) LEAN AND GREEN MEAL
- 3) SUPPLEMENTS

Filter by: **DIETARY PREFERENCE**

- Diabetes-Friendly
- Lactose-Free
- Kosher
- Vegetarian
- Gluten Free

<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>
<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>
<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>	<p>Cookie Dough Chewy Bar Cookie Dough Chewy Bar</p>  <p>QTY + -</p>
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Your Custom Medifast Achieve Complete Kit

MEAL REPLACEMENTS

+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X
+ -	1 Bx	Product Name Product Name Truncate...	X

18 of 18 BOXES ✓

LEAN AND GREEN MEALS

+ -	3 Ea	Product Name Product Name Truncate...	X
+ -	3 Ea	Product Name Product Name Truncate...	X
+ -	3 Ea	Product Name Product Name Truncate...	X
+ -	3 Ea	Product Name Product Name Truncate...	X

12 of 12 MEALS ✓

SUPPLEMENTS

+ -	1 Ea	Product Name Product Name Truncate...	X
+ -	1 Ea	Product Name Product Name Truncate...	X

2 of 2 EACH ✓

REDEEM YOUR FREE ITEMS & DISCOUNTS

ADD TO CART

Cart Display Variations

Acquisition Offer Eligible w/AUTOSHIP PRE-SELECT - KIT IN CART

YOUR CART

EXISTING CUSTOMER? [LOGIN](#)

[CHECKOUT](#)

✕ Your Medifast Achieve Complete Kit CHANGE KIT ITEMS / VIEW MEALS

★ your bonus with every kit order!!

18 Bx **MEAL REPLACEMENTS**

12 Ea **LEAN AND GREEN MEALS**

2 Ea **SUPPLEMENTS**

1 Ea **BONUS! MEDIFAST ACHIEVE PLAN FOOD JOURNAL ★**

YOUR FREE ITEMS & DISCOUNTS

MEDIFAST BLENDER BOTTLE
DELUXE 17-PIECE BLENDER
16 SNACK VARIETY PACK
MEDIFAST ACHIEVE PLAN GUIDE
MEDIFAST DINING OUT GUIDE
HEALTHY LIVING WORKBOOK

PLUS...

FREE SHIPPING

10% REWARD CREDIT*

w/Medifast Advantage*

Full Retail Value \$538.90

You Save \$139.90

First Order Special Price \$399.00

✕ REMOVE OFFER

ADDITIONAL CART ITEMS

Product	Unit	Qty	Price Each	Price Total
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75

[CONTINUE SHOPPING](#)

Order Summary

Promotion Code

Applied Code: 1234ABC (-\$45.00)

Subtotal	436.95
Discount	-45.00
Estimated Shipping	0.00
Estimated Taxes	2.00
Order Total 438.95	

[CHECKOUT](#)

Acquisition Offer Eligible w/out AUTOSHIP PRE-SELECT - WITH KIT or EQUIVALENT IN CART

YOUR CART

EXISTING CUSTOMER? [LOGIN](#)

YOU'RE ELIGIBLE FOR FREE ITEMS & DISCOUNTS

Enroll. Order. And earn rewards every month.

Achieve your weight loss goal by never running out of meals with easy, automatic delivery.

Your Free Gifts Today:

MEDIFAST BLENDER BOTTLE	MEDIFAST ACHIEVE PLAN GUIDE
DELUXE 17-PIECE BLENDER	MEDIFAST DINING OUT GUIDE
16 SNACK VARIETY PACK	HEALTHY LIVING WORKBOOK

*PLUS EACH MONTH GET: FREE SHIPPING & 10% REWARD CREDIT**

w/Medifast Advantage*

Full Retail Value \$538.90

You Save \$139.90

Kit Special Price \$399.00

[JOIN MEDIFAST ADVANTAGE](#)

✕ REMOVE OFFER

ADDITIONAL CART ITEMS

[CONTINUE SHOPPING](#)

Order Summary

Promotion Code

Applied Code: 1234ABC (-\$45.00)

Subtotal	436.95
Discount	-45.00
Estimated Shipping	0.00
Estimated Taxes	2.00
Order Total 438.95	

[CHECKOUT](#)

PROMOTIONAL MESSAGING

PROMOTIONAL MESSAGING

Cart Display Variations

AUTOSHIP THRESHOLD MET - ITEMS IN CART (Membership Conversion Messaging)

Messaging varies by threshold order amount AND customer eligibility

YOUR CART

EXISTING CUSTOMER? [LOGIN](#)

YOU'RE ELIGIBLE FOR FREE SHIPPING & 10% REWARDS

Enroll. Order. And earn rewards every month.

Achieve your weight loss goal by never running out of meals with easy, automatic delivery.

EACH MONTH GET FREE SHIPPING & 10% REWARD CREDIT*

w/Medifast Advantage*

**JOIN MEDIFAST
ADVANTAGE**

CART ITEMS

Product	Unit	Qty	Price Each	Price Total
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75

CONTINUE SHOPPING

CHECKOUT

Order Summary

Promotion Code

Applied Code: 1234ABC (-\$45.00)

Subtotal 436.95
Discount -45.00
Estimated Shipping 0.00
Estimated Taxes 2.00

Order Total 438.95

CHECKOUT

AUTOSHIP THRESHOLD MET - ITEMS IN CART (Messaging Welcome Messaging)

Messaging varies by threshold order amount AND customer eligibility

EXISTING CUSTOMER? [LOGIN](#)

WELCOME TO MEDIFAST ADVANTAGE

You'll get free shipping and rewards.

Achieve your weight loss goal by never running out of meals with easy, automatic delivery.

EACH MONTH GET FREE SHIPPING & 10% REWARD CREDIT*

w/Medifast Advantage*

✕ [REMOVE OFFER](#)

CHECKOUT

CART ITEMS

Product	Unit	Qty	Price Each	Price Total
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75
✕ NEXT LINE ITEM	Box	1 ↻	18.75	18.75

CONTINUE SHOPPING

CHECKOUT

Order Summary

Promotion Code

Applied Code: 1234ABC (-\$45.00)

Subtotal 436.95
Discount -45.00
Estimated Shipping 0.00
Estimated Taxes 2.00

Order Total 438.95

CHECKOUT

PROMOTIONAL MESSAGING

PROMOTIONAL MESSAGING

Cart Display Variations

Not Eligible w/out AUTOSHIP PRE-SELECT - KIT IN CART

YOUR CART

EXISTING CUSTOMER? [LOGIN](#) [CHECKOUT](#)

✕ Your Medifast Achieve Complete Kit
CHANGE KIT ITEMS / VIEW MEALS

18 Bx **MEAL REPLACEMENTS** ★ your bonus with every kit order!!

12 Ea **LEAN AND GREEN MEALS**

2 Ea **SUPPLEMENTS**

1 Ea **MEDIFAST ACHIEVE PLAN FOOD JOURNAL ★** **Select Kit Price \$446.80**

REGULAR CART STUFF

Product	Unit	Qty	Price Each	Price Total
✕ NEXT LINE ITEM	Box	1 <input type="text" value="1"/> ↻	18.75	18.75

[CONTINUE SHOPPING](#)

Order Summary

Promotion Code [Apply](#)

Applied Code: 123ABC (-\$45.00)

Subtotal	436.95
Discount	-45.00
Estimated Shipping	0.00
Estimated Taxes	2.00
Order Total	438.95

[CHECKOUT](#)

UI /WORKFLOW - AQUISITION OFFER / RETURNING - KITS & CUSTOM CONFIG

Cart Toward Checkout Behavior

Customer clicks CHECKOUT to reveal tray with New/Exiting Customer Choice

YOUR CART

EXISTING CUSTOMER? [LOGIN](#) [CHECKOUT](#)

Your Medifast Achieve Complete Kit CHANGE / VIEW MEALS

- 18 Bx MEAL REPLACEMENTS
- 12 Ea LEAN AND GREEN MEALS
- 2 Ea SUPPLEMENTS
- 1 Ea MEDIFAST ACHIEVE PLAN FOOD JOURNAL

★ your bonus w

Select Kit Price

YOUR FREE ITEMS & DISCOUNTS

MEDIFAST BLENDER BOTTLE	PLUS...	Full Retail Value
DELUXE 17-PIECE BLENDER	FREE BONUS GIFT!	You Save
16 SNACK VARIETY PACK	FREE SHIPPING	
MEDIFAST ACHIEVE PLAN GUIDE	10% REWARD CREDIT*	
MEDIFAST DINING OUT GUIDE		
HEALTHY LIVING WORKBOOK		First Order Special Price

REGULAR CART STUFF

Product	Unit	Qty	Price Each
✕ NEXT LINE ITEM	Box	1	18.75

CONTINUE SHOPPING

CHECKOUT

NEW/EXISTING CUSTOMER

NEW CUSTOMER

Email Address

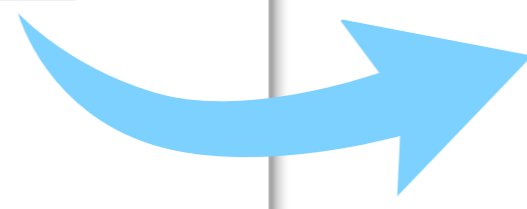
CONTINUE

EXISTING CUSTOMER

IAMBUSTED@EXISTING.COM

1234IAMBusted

LOGIN



Customer logs in and rules reveal they are NOT eligible for offer/promo.

YOUR CART

YOU ARE LOGGED IN IAMBUSTED!!!! [CHECKOUT](#)

Your Medifast Achieve Complete Kit CHANGE / VIEW MEALS

- 18 Bx MEAL REPLACEMENTS
- 12 Ea LEAN AND GREEN MEALS
- 2 Ea SUPPLEMENTS
- 1 Ea MEDIFAST ACHIEVE PLAN FOOD JOURNAL

★ your bonus with every kit order!!

Sorry, you're already enrolled in the Medfiast Advantage program or had been in the past 365 days. Please call XXX-XXX-XXXX to find out how you can re-enroll or continue below to place your order.

Select Kit Price \$446.80

REGULAR CART STUFF

Product	Unit	Qty	Price Each	Price Total
✕ NEXT LINE ITEM	Box	1	18.75	18.75

CONTINUE SHOPPING

CHECKOUT

Checkout Display Variations

ENROLLED

CHECKOUT - DELIVERY/SHIPPING OPTIONS PANEL

WHERE SHOULD WE SEND YOUR ORDER?

Enter your shipping address. [Address Entry Tips](#)

Create Your New Medifast Account [Why do I need this?](#)

Subscribe to email
 [Privacy](#)

Next >

HOW FAST DO YOU WANT IT?

FREE STANDARD SHIPPING IWTH ENROLLMENT!

\$30.00 Next Day - I don't care. I want it now!

Next >

COMPLETE YOUR ORDER

How would you like to pay?

CREDIT/DEBIT CARD

New Card Information

Expires:

30-Day Money Back Guarantee

Your Order Summary **Review Your Order** ↻

\$XX.XX REWARDS EARNED!

Submit Your Secure Order

Product Subtotal	\$100.00
Shipping	\$10.00
Tax	\$5.00
Total	\$115.00

NOT ENROLLED

CHECKOUT - DELIVERY/SHIPPING OPTIONS PANEL

WHERE SHOULD WE SEND YOUR ORDER?

Enter your shipping address. [Address Entry Tips](#)

Create Your New Medifast Account [Why do I need this?](#)

Subscribe to email
 [Privacy](#)

Next >

HOW FAST DO YOU WANT IT?

\$15.00 Standard Shipping

\$30.00 Next Day - I don't care. I want it now!

Next >

COMPLETE YOUR ORDER

How would you like to pay?

CREDIT/DEBIT CARD

New Card Information

Expires:

30-Day Money Back Guarantee

Your Order Summary **Review Your Order** ↻

Submit Your Secure Order

Product Subtotal	\$100.00
Shipping	\$10.00
Tax	\$5.00
Total	\$115.00

Order Summary

Promotion Code

Applied Code: 1234ABC (-\$45.00)

Subtotal 436.95
Discount -45.00
Estimated Shipping FREE
Estimated Taxes 2.00

Order Total 438.95

\$XX.XX REWARDS EARNED!

*Your whole world gets better! With today's Medifast Achieve 30-Day Complete Kit order, you'll receive FREE SHIPPING, Advantage Rewards and 1-time bonus items with your enrollment in our Advantage Rewards Program. In about 30 days, and then every 30 days thereafter you will be sent a new Medifast Achieve 30-Day Complete Kit, which will include 18 boxes of Medifast Meals, 30-day supplies of Heart Health and Digestive Health supplements, a sampling of 12 Flavors of Home™ lean and green meals, and a Medifast Achieve™ Plan Food Journal. For each Medifast Achieve 30-Day Complete Kit sent to you, the regular low price of just \$446.80† plus FREE SHIPPING will be conveniently charged to the card you provide today, unless you cancel. To customize future shipments, you may visit your member page or simply call customer service at 800-209-0878. By placing this order you are agreeing to these terms. Every Medifast order comes with our 30-day money back guarantee of the purchase price, less shipping and handling.

† Prior to earned Advantage Rewards being applied.

Order Summary

Promotion Code

Applied Code: 1234ABC (-\$45.00)

Subtotal 436.95
Discount -45.00
Estimated Shipping 15.00
Estimated Taxes 2.00

Order Total 438.95

CHECKOUT

Alternate Customization CTA Takes Customer Directly to Checkout

CUSTOMIZE YOUR MEDIFAST ACHIEVE COMPLETE KIT

1
Meal Replacements
18 of 18 Boxes Selected ✓

2
Lean and Green Meals
12 of 12 Meals Selected ✓

3
Supplements
2 of 2 Selected ✓

4
Review Your Selections & CHECKOUT

CHECKOUT

ALL OPTIONS

Filter by: **FOOD TYPE**

BARS

SHAKES

SMOOTHIES

DRINKS

CRUNCHERS

HEARTY CHOICES

BREAKFAST COLLECTION

DESSERT COLLECTION

LEAN AND GREEN MEALS

SUPPLEMENTS

Filter by: **DIETARY PREFERENCE**

Diabetes-Friendly

Lactose-Free

Kosher

Vegetarian

Gluten Free

Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar
QTY + -	QTY + -	QTY + -	QTY + -

Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar
QTY + -	QTY + -	QTY + -	QTY + -

Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar
QTY + -	QTY + -	QTY + -	QTY + -

Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar	Cookie Dough Chewy Bar Cookie Dough Chewy Bar
QTY + -	QTY + -	QTY + -	QTY + -

Your Custom Medifast Achieve Select Kit

MEAL REPLACEMENTS

+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×
+ -	1 Bx	Product Name Product Name Truncate...	×

18 of 18 BOXES ✓

LEAN AND GREEN MEALS

+ -	3 Ea	Product Name Product Name Truncate...	×
+ -	3 Ea	Product Name Product Name Truncate...	×
+ -	3 Ea	Product Name Product Name Truncate...	×
+ -	3 Ea	Product Name Product Name Truncate...	×

12 of 12 MEALS ✓

SUPPLEMENTS

+ -	1 Ea	Product Name Product Name Truncate...	×
+ -	1 Ea	Product Name Product Name Truncate...	×

2 of 2 EACH ✓

REDEEM YOUR FREE ITEMS & DISCOUNTS

CHECKOUT

TRAY - NEW/EXISTING USER

CONGRATULATIONS
Your Free Items & Savings

FREE BONUS GIFT 16 Snack Variety Pack Medifast Blender BlenderBottle Classic	FREE BONUS GIFT 16 Snack Variety Pack Medifast Blender BlenderBottle Classic
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NEW CUSTOMER

Email Address

CONTINUE

EXISTING CUSTOMER

IAMBUSTED@EXISTING.COM

1234IAMBusted

LOGIN

➔ Checkout Process