Creative Strategy
Road Map

Flo Health — Performance Creative Strategy

SW

Success Wokili
Creative Strategist · UGC Performance Expert

flo.
Q2 2026

STEP 1 — DIAGNOSE

Flo is speaking to a working moment. The gap is what's next.

The current creative strategy is targeting real conditions with real audiences — and at 420M users worldwide, co-created with 100+ medical experts, it's working. The question isn't what's wrong. It's what the data says about where the next wave of growth comes from.

420M users worldwide

100+ medical experts

133 active ads

WHAT FLO IS CURRENTLY RUNNING

4 CONDITIONS TARGETED IN ACTIVE ADS

Periods | PMS | Pregnancy | Luteal Phase Symptoms

5 AD PERSONAS CURRENTLY ACTIVE

- **~40%** Cycle-Confused Young Woman — curious, undiagnosed
- **~25%** Proactive Wellness Optimizer — tracking intentionally
- **~15%** Expecting Mother — pregnancy tracking features
- **~5%** Partner Communicator — partner cycle sharing (13% of users actively discuss this — growth opportunity)
- **~5%** PCOS / Condition-Specific User — diagnosis-aware

STEP 2 — WHO WE'RE TALKING TO

7 Personas — Pulled Directly From User Reviews

These aren't assumptions. They're patterns.

CYCLE-CONFUSED WOMAN — Trustpilot

"Feels like my emotional support application lately, helps figure out a LOT more than just cycle tracking."

— hiyz · ★★★★★

PROACTIVE OPTIMIZER — App Store

"Flo flagged that my symptoms matched patterns in women with PCOS. I brought 6 months of data to my OB — she ordered a scan. Life-changing."

— Amanda_bubble · ★★★★★

EXPECTING MOTHER — App Store

"After my miscarriage, logging in Flo helped me understand my cycle again and walk into my next appointment with real data."

— MamaHope22 · ★★★★★

PERIMENOPAUSAL — Trustpilot

"44 years old. I thought I was losing my mind — foggy, exhausted, moody for no reason. Flo showed me 8 months of data that finally made sense of it."

— JustTired44 · ★★★★★

PARTNER COMMUNICATOR — Trustpilot

"In the past I had to explain myself constantly. Now he checks Flo on his own — that's a life-changer."

— Valeria · ★★★★★

CYCLE BEGINNER — Reddit

"I'm 16 and just started using Flo — I had no idea what was normal. Now I actually understand what's happening."

— r/femaleteens · ★★★★★

SECRET COMMUNITY — Flo Chats

"Nobody in my real life understands what I go through. But in the Flo Secret Chats, I found women who actually get it. It's the only place I can be honest."

— anon_community · ★★★★★

REVIEWS CLUSTER INTO 7 AUDIENCE GROUPS ↓

PERSONA 01 · ~40%

Cycle-Confused Woman

Uses Flo far beyond tracking — it's the one place she feels understood. Curious, undiagnosed, seeking emotional context and body education without judgment.

Wants emotional context, not just data

→ Highest priority

PERSONA 02 · ~25%

Proactive Wellness Optimizer

Flo tracked her recurring symptom patterns and flagged them — she brought that data to her doctor, who confirmed PCOS, fibroids, or endo.

Flo educated her. She did the advocating.

→ High CVR intent

PERSONA 03 · ~15%

Expecting Mother

Tracking pregnancy, or rebuilding her cycle after miscarriage. Flo is the one app that meets her at every stage — including the hardest ones.

Wants continuity of care and emotional support

→ Deep retention signal

PERSONA 04 · 35–55

Perimenopausal Pioneer

Brain fog, exhaustion, mood swings — dismissed as "just aging." Flo showed her 8 months of patterns that finally made sense. 1B+ women experience this.

Zero competitors running creative for her

→ Biggest untapped audience

PERSONA 05 · 13% SIGNAL

Partner Communicator

Exhausted explaining her moods — wants Flo to do the communicating so she doesn't have to. Her partner now checks Flo before texting.

Built-in forward/share mechanic

→ Forward/share mechanic

PERSONA 06 · TEEN

Cycle Beginner (Teen)

14–22, just starting her menstrual journey. Confused, guessing, and watching peers who seem to know more. Wants a guide for what her body is doing.

Lifetime value entry point

→ Lifetime value entry

PERSONA 07 · COMMUNITY

Secret Community Member

Finds the public world too judgmental to discuss her health openly. Flo's Secret Chats are her private sanctuary — honest, heard, surrounded by women who truly understand.

Private sanctuary for real talk

→ Built-in community retention

Sources: Trustpilot · Apple App Store · Flo Secret Chats · Reddit (r/femaleteens, r/periods, r/Menopause)

STEP 3 — OPPORTUNITY MAPPING

The Creative Opportunity Map

WHO CURRENT ADS TARGET

CYCLE-CONFUSED YOUNG WOMAN
Women 25–35 wanting cycle prediction (~40% of ads)

PROACTIVE WELLNESS OPTIMIZER — TTC
Women actively tracking fertility and ovulation (~25% of ads)

EXPECTING MOTHER
Pregnancy tracking features audience (~15% of ads)

PARTNER COMMUNICATOR
Partner-sharing angle — barely tested despite 13% user signal (~5% of ads)

CONDITION-SPECIFIC USER (PCOS / ENDO)
Diagnosis-aware, symptom tracking (~5% of ads)

Source: Motion (133 active ads analyzed)

→

WHO REAL USERS ACTUALLY ARE

PERSONA 01 — CYCLE-CONFUSED WOMAN · ~40%
Uses Flo far beyond tracking — it's her emotional anchor and body education guide

PERSONA 02 — PROACTIVE WELLNESS OPTIMIZER · ~25%
Flo tracked her symptom patterns — she brought the data to her doctor and got answers

PERSONA 03 — EXPECTING MOTHER · ~15%
Pregnancy tracking AND miscarriage recovery — Flo meets her at every stage

PERSONA 04 — PERIMENOPAUSAL PIONEER (UNTAPPED)
Brain fog, exhaustion, mood swings — 1B+ women, barely any ad creative representing her

PERSONA 05 — PARTNER COMMUNICATOR · 13% SIGNAL
Exhausted explaining moods — wants the app to do it for her

PERSONA 06 — CYCLE BEGINNER (TEEN)
14–22, just starting — has no guide for what her body is doing

PERSONA 07 — SECRET COMMUNITY MEMBER
Can't speak openly IRL — Flo's Secret Chats are her private, judgment-free space

Source: Apple App Store, Trustpilot, Flo Secret Chats, Flo Internal Survey (2,100 US women)

→

UNDERTARGETED — MINIMAL AD CREATIVE

→ **PERIMENOPAUSAL PIONEER — BIGGEST GAP**
1B+ women, barely any ad creative in this category. No competitor has touched it.

→ **PARTNER COMMUNICATOR — 13% SIGNAL, 5% CREATIVE**
Partner / relationship angle has massive user signal but almost no ad creative to match it

→ **EXPECTING MOTHER — GRIEF & RECOVERY ANGLE**
Pregnancy loss support angle completely absent — emotionally potent, deeply underserved

→ **CYCLE BEGINNER (TEEN)**
Teen entry point untouched — lifetime value acquisition angle

→ **SECRET COMMUNITY — SECRET CHATS FEATURE**
Secret Chats community angle completely unused in creative — real retention driver

STEP 4 — CREATIVE DIRECTION

Seven Underutilized Creative Angles

HIGH REVENUE POTENTIAL

OPPORTUNITY 01

Perimenopause

COMPLETELY UNTAPPED

1B+

women experience perimenopause — zero competitors have ad creative for this audience

"I thought I was just getting older. Flo showed me a pattern." Brain fog, exhaustion, mood swings — validated at last.

PRIORITY — NEW REVENUE

CONCEPT 02

OPPORTUNITY 02

Partner Communicator

13% USER SIGNAL · 5% AD CREATIVE

13%

of user conversations — partner understanding her cycle through Flo

"He used to ask why I was being moody. Now he checks Flo first." Viral share mechanic built in.

HIGH FORWARD RATE

OPPORTUNITY 03

Life Companion

PERSONA 01 — CYCLE-CONFUSED WOMAN

"From my first period to menopause." Flo as a decades-long companion — not just a tracker.

STRONG RETENTION SIGNAL

OPPORTUNITY 04

Condition Discovery

PERSONA 02 — PROACTIVE WELLNESS OPTIMIZER

"Flo helped me recognize what my symptoms were pointing to — my doctor confirmed it." PCOS, fibroids, endo.

HIGH CVR POTENTIAL

OPPORTUNITY 05

Expecting Mother

PERSONA 03 — EXPECTING MOTHER

"I didn't know my body could feel this empty after a loss. Flo was the only app that didn't disappear on me." Grief → healing → tracking.

DEEP RETENTION SIGNAL

OPPORTUNITY 06

Teen Entry Point

PERSONA 06 — CYCLE BEGINNER (TEEN)

"I WISH I had this as a teen." Mother-to-daughter share. Peer-to-peer among first-timers. Lifetime value play.

LIFETIME VALUE ENTRY

OPPORTUNITY 07

Secret Community Chat

PERSONA 07 — SECRET COMMUNITY MEMBER

"Nobody talks about this IRL. But on Flo's Secret Chats, we do." Private confessions, real experiences, women who finally feel heard.

HIGH RETENTION SIGNAL

STEP 5 — HOOK ARCHITECTURE

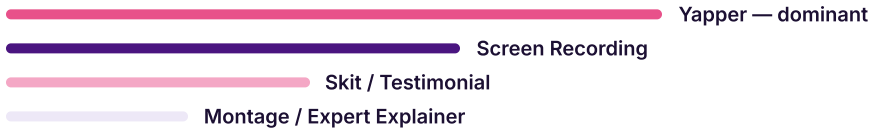
What's Winning for Flo Right Now and How We Build on It

🏆 **Dominant Winning Format**

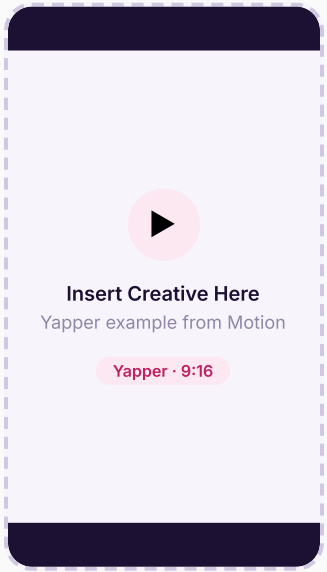
"Relatable Confusion" Yapper + Screen Recording

Creator vents about a confusing body experience → screen recording of Flo explaining it. Confusion-to-clarity tension is the hook.

FORMAT BREAKDOWN — 133 ACTIVE ADS



VIDEO EXAMPLE



HOOK DIRECTIONS — APPLYING THE WINNING FORMULA TO NEW ANGLES

HOOK DIRECTION 01 — PERIMENOPAUSE DISCOVERY

Format: Yapper → Screen Recording · Psychology: Open loop + vindication

CAPTION	*"Things I thought were just getting older"*
VO	*"I had no idea my brain fog, exhaustion, and mood swings were all connected — until Flo showed me."*

HOOK DIRECTION 02 — BODY LITERACY

Format: Yapper · Psychology: Pattern interrupt + earned shame flip

CAPTION	*"28 years old with a degree and I still didn't know this"*
VO	*"Nobody taught me how my own cycle worked. I learned more from Flo in a week than in 28 years."*

HOOK DIRECTION 03 — PARTNER ANGLE

Format: Yapper · Psychology: Before/after contrast — relief as the hook

CAPTION	*"He used to ask why I was 'being moody'"*
VO	*"I sent my boyfriend a link to download Flo and now he checks it before he texts me good morning."*

STEP 6 — CREATIVE TESTING

Testing Framework

PERSONA	PAIN POINT	EMOTIONAL DRIVER	FORMAT	GOAL	HOOK DIRECTION
↳ TOPIC: PERIMENOPAUSE					
Perimenopausal Pioneer	Mood swings, brain fog, fatigue — dismissed as "just aging"	Validation, Relief	Yapper (Awareness Gap)	Conversion	*"I thought I was just getting older. Flo showed me it was a pattern."*
↳ TOPIC: BOTH — PERIMENOPAUSE & PERIOD TRACKING					
Cycle-Confused Woman	Overwhelmed, wants to feel understood and seen	Safety, Belonging	Yapper (Relatable Confession)	Conversion	*"Flo is genuinely my emotional support app at this point"*
Proactive Wellness Optimizer	Years of symptoms dismissed by doctors	Relief, Vindication	Yapper + Screen Recording	Conversion	*"Flo flagged a pattern in 6 months of my data — I brought it to my doctor and finally got answers"*
Partner Communicator	Exhausted explaining moods and symptoms to partner	Relief, Connection	Yapper (Before/After)	Consideration	*"He used to ask why I was being moody — now he checks Flo first"*
↳ TOPIC: PERIOD TRACKING					
Expecting Mother	No app speaks to pregnancy loss — feels abandoned after miscarriage	Healing, Hope	Storytelling Yapper	Retention	*"I needed something that wouldn't disappear after the loss. Flo stayed with me."*
Cycle Beginner (Teen)	Confused, guessing — no guide for what's happening	Clarity, Confidence	Explainer + Screen Recording	Awareness	*"I wish I had this when I first got my period — would have saved me years of guessing"*
Secret Community Member	Can't talk openly IRL —	Belonging	Community Testimonial	Retention	*"Nobody else gets it. But the women in Flo's*

CONCEPT 01 — PERIMENOPAUSE / LIFE COMPANION

"Flo Gets What I'm Going Through. Finally."

PERSONA — THE PERIMENOPAUSAL PIONEER · 35–55

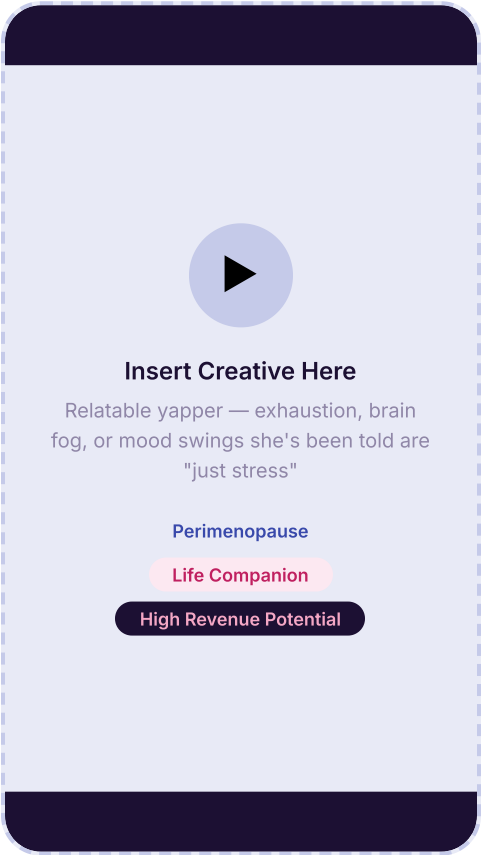
Women 35–55 experiencing brain fog, exhaustion, mood swings, and irregular cycles for months — and feeling completely unseen. Flo validated her experience. No competitor speaks to her. **1B+ women globally.**

Yapper Format | Emotional Support Angle | Untapped Audience | Mayo Clinic Backed

WHY THIS PERFORMS

- ✓ Perimenopausal women are Flo's highest-value undertargeted audience — 1B+ globally with zero competitors running creative for them
- ✓ Most common real symptoms: exhaustion 83%, irritability 80%, brain fog 77% — women expect only hot flashes. That gap is the hook.
- ✓ Emotional support + life companion framing lands hardest with this audience — they feel invisible. Flo makes them feel seen.
- ✓ Flo's Mayo Clinic study (17,494 users, 158 countries) is undeniable proof that no competitor can replicate

EXAMPLE FORMAT



9:16 vertical format

CONCEPT 02 — PARTNER COMMUNICATOR

"He Gets It Now. I Don't Have to Explain Anymore."

PERSONA — THE PARTNER COMMUNICATOR · PREMENOPAUSE & PERIOD TRACKING

She was exhausted explaining her cycle, her moods, her body — over and over. Then she shared Flo with her partner. Now he checks it before he texts. **13% of user conversations. Nearly zero ad creative.**

SMIT — SINGLE MOST IMPORTANT THING

> When your partner uses Flo, you stop having to explain yourself.

Yapper Format | Partner POV Angle | Built-in Share Mechanic | 13% Review Signal | Premenopause + Period Tracking

WHY THIS PERFORMS

- ✓ 13% of real user conversations mention how transformative it is when a partner understands their cycle — strong organic signal with almost zero ad creative to match
- ✓ The forward/share mechanic is built into Flo — this ad writes itself as a viral conversion tool; she shares it with him, he downloads it
- ✓ Before/after contrast hook: Before = exhausted explaining. After = he checks Flo before he even texts good morning. Highest-emotion relief hook in the lineup.
- ✓ Crosses perimenopause AND period tracking audiences — widest reach of any untested concept in this strategy

SCRIPT DIRECTION

HOOK — BEFORE/AFTER CONTRAST
Partner Communicator · Yapper Format

HOOK	"He used to ask why I was 'being moody.' I used to have to sit him down and explain my whole cycle from scratch."
PAIN	"Every month. The same conversation. Exhausting. Like my body was something I had to justify."
SOLUTION	"I sent him a link to download Flo's partner view. Now he checks it before he texts me good morning."

CTA *"Send him this. Let Flo do the explaining — so you don't have to."*

💡 Visual proof moment: show partner receiving the Flo share notification, opening it, then texting *"I saw you're in your luteal phase today — need anything?"* Her reaction = the close.

TIMELINE

Schedule

From brief kickoff to final delivery — here's what the production timeline looks like for both concepts.

CONCEPTS COVERED

01 — Perimenopause / Life Companion
02 — Partner Communicator

Day 5 — **Rough Delivery**
Initial draft of both concepts — hooks + brief structure

Day 8 — **Notes Due**
Feedback from brand / media buyer returned

Day 10 — **Draft Delivery**
Revised scripts + creator briefs ready for production

Day 15 — **Final Approval**
All assets signed off — ready for launch briefing

Day 20 — **Final Delivery**
Both concepts delivered — live testing begins

INVESTMENT

Budget

CONCEPT	WHO NEEDS TO BE HIRED	DIRECT COST	MY EST. HOURS	RATE	SERVICE FEE
Concept 01 Perimenopause / Life Companion	UGC Creator	$250	4 hrs	$75/hr	**$300**
Concept 02 Partner Communicator	UGC Creator (couple or duo)	$250	4 hrs	$75/hr	**$300**
Both Concepts Post-Production	Editor	*Internal*	8 hrs	$50/hr	**$400**

DIRECT COSTS **$500**

SERVICES **$1,600**

TOTAL COST **$2,100**

ANY QUESTIONS?

Let's Build Something That Performs.

REACH OUT

wokilisuccess@gmail.com

Success Wokili · Creative Strategist · UGC Performance Expert