



JOCKO FUEL SEES 10X SALES BOOST DURING MILITARY APPRECIATION MONTH WITH GOVX PARTNERSHIP

PARTNER SUCCESS STORY

JOCKOFUEL

SUMMARY

During Military Appreciation Month, Jocko Fuel increased their GOVX member discount from 10% to 30%, resulting in a remarkable 18x jump in orders, 25x jump in revenue, and doubling of their discount code conversion rate to 40%. This overwhelming success highlights the power of targeted promotions for the GOVX community.



THE PERFECT PARTNERSHIP

It's hard to imagine a performance supplement company better aligned with the GOVX mission than Jocko Fuel, with both organizations being passionately committed to improving the lives of everyday American heroes. This shared ethos forms the foundation of a partnership that resonates strongly with the GOVX member base.

ABOUT JOCKO FUEL

Born from the no-nonsense ethos of its founder, Jocko Willink, Jocko Fuel isn't just another supplement company—it's a mission. The brand embodies discipline and drive, offering a range of products from pre-workouts to supplements and protein powders, all designed to fuel the warrior mindset in everyone from elite athletes to everyday go-getters. With a commitment to quality ingredients and zero compromises, Jocko Fuel challenges users to push their limits and dominate their day.

40% CONVERSION RATE!

Jocko Fuel's remarkable success during Military Appreciation Month demonstrates the GOVX community's responsiveness to high-value, relevant offers. This campaign serves as a blueprint for other brands aiming to maximize engagement with GOVX members, showcasing the potential for significant sales boosts through strategic partnerships.



MILITARY APPRECIATION MONTH CAMPAIGN

When Jocko Fuel expressed interest in honoring the military for Military Appreciation Month, the GOVX team saw an opportunity to create a high-impact promotion. They proposed increasing the existing 10% member discount, a suggestion that aligned perfectly with Jocko Fuel's values. True to their all-in mentality, Jocko Fuel didn't just increase the discount—they tripled it, raising the GOVX discount to 30%.

IMPRESSIVE RESULTS

The member response to the offer was immediate and overwhelming:

- Orders skyrocketed, jumping an incredible 18x compared to previous months
- Revenue from GOVX members jumped 25x during the promotional period
- High member engagement led to discount code conversions doubling from 20% to 40%,
- The offer went viral in the GOVX community, resulting in a nearly 2x jump in daily page views post-promotion



GOVX and Jocko Fuel? It's a force multiplier. We're not just selling supplements, we are fueling our nation's finest—the men and women who wake up every day and step into harm's way to protect and serve our citizens, our communities, and our country. Our partnership with GOVX lets us reach more of these warriors who demand the best from themselves and their nutrition. Our values are aligned: discipline, excellence, and service. And that's exactly what we are doing together. GOOD!

JOCKO WILLINK

LONG TERM IMPACT

The success of this promotion goes beyond the immediate sales boost. It has solidified Jocko Fuel's position within the GOVX community, creating lasting connections with a dedicated customer base that shares the brand's values. This alignment between brand ethos and customer identity is a powerful driver for sustained growth and loyalty.

Boost sales and connect with everyday heroes. Discover how a GOVX partnership can elevate your brand and drive explosive growth. Learn more at www.govxinc.com