In 2003, Friedberg, Hoffstein, and Liemann introduced a family of double Dirichlet series which are built out of $n$-th order twists of a fixed Hecke $L$-series (a closely related series was also studied by Diaconu and Tian). Among other nice properties, a typical member $Z(s, w)$ of this family satisfies a functional equation taking $(s, w)$ to $(1 - s, 1 - w)$. This gives rise to a ‘convexity’ bound for $Z(1/2 + it, 1/2 + it)$, which specializes to the usual notion of convexity when either $u$ or $t$ is fixed. I will outline work (joint with Valentin Blomer and Benoit Louvel) in which we establish a subconvexity bound in the $(u, t)$ aspect.