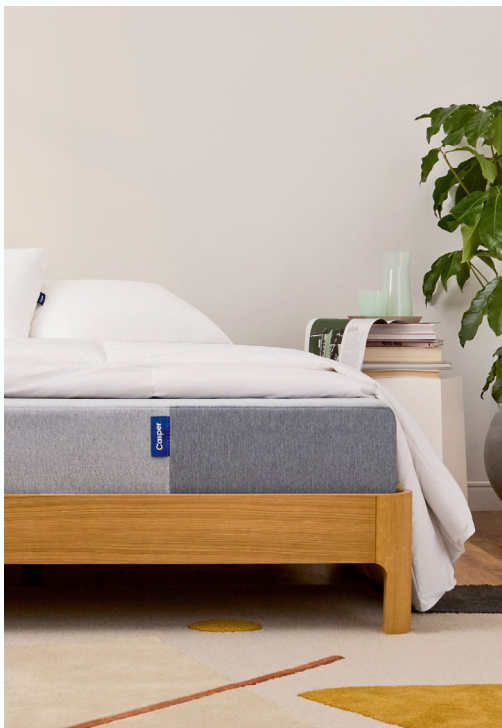

WITHIN REVAMPS CASPER'S YOUTUBE MARKETING STRATEGY

leading to a 75% higher iROAS in H1 year over year and a 450% increase in conversion rate.

Challenge:

Casper struggled to scale their previously successful YouTube marketing efforts which experienced a notable 8% drop in ROAS during Q4 compared to a strong performance in Q3, despite Q4 traditionally being a high-performing period for the brand. Although YouTube only represented 5% of their total portfolio spend, this decline raised concern, prompting them to temporarily pause their advertising activities on the platform.

To address this issue, Casper enlisted the expertise of the WITHIN team to revamp their YouTube strategy and develop a comprehensive plan to restore the former success on the platform.



Solution:

In Q1 of the following year, WITHIN relaunched Casper's YouTube marketing efforts with a new full-funnel strategy. This strategy involved targeting crucial customer cohorts based on insights derived from high-performing cohorts within the mattress industry and refining upper funnel audiences to ensure that only a healthy and high-intent pool of users entered the Retargeting efforts.

The team also identified a gap in attention given to the awareness stage of the customer journey. Proactively addressing this issue, WITHIN educated the client on the significance of the awareness stage to maintain Casper's prominence in the minds of customers.

Recognizing the longer conversion time associated with YouTube, and accounting for data delays, WITHIN reassessed Casper's conversion strategies. Upon implementing this revamped strategy, brand lift studies were conducted to assess campaign effectiveness and amplify awareness levels.

Results:

WITHIN's strategic approach yielded remarkable improvements in efficiency and scale for Casper's YouTube marketing campaigns.

WITHIN's strategic approach resulted in *remarkable improvements in efficiency and scale for Casper's YouTube marketing campaigns*. YouTube budget, which previously represented only 8% of the total portfolio spend, grew substantially to 18%, increasing by 125%. Additionally, YouTube spending saw an 86% YoY growth while achieving a 75% higher iROAS in H1 YoY.

450%

increase in conversion rate in H1 YoY.

75%

increase in iROAS in H1 YoY.

14%

decrease in CPM in H1 YoY.
