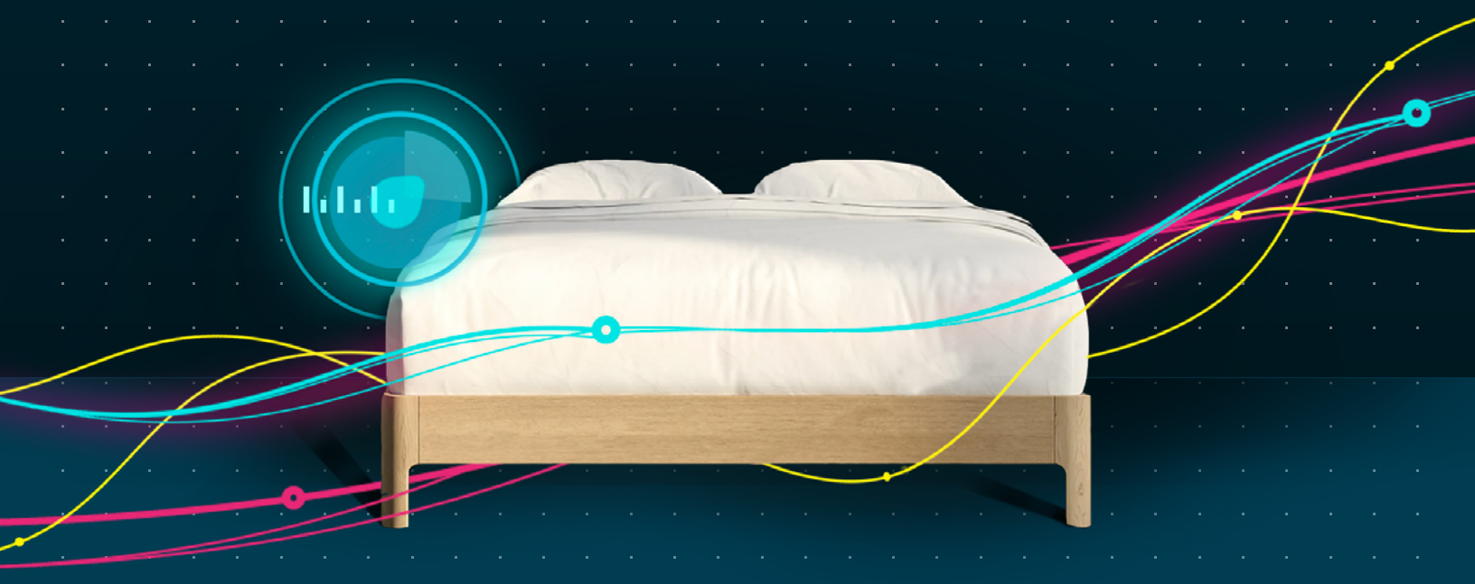
Casper

WITHIN Uses Incrementality Testing to increase Casper's iROAS 5.0x on Google Brand Search

4.16x on Pinterest and 3.71x on YouTube



+ CHALLENGE

Casper wanted to accurately measure and increase incremental return on ad spend (iROAS) across different platforms while boosting prospecting with incrementality testing.

5.0x

iROAS With Google Branded Search

4.18x

iROAS With Pinterest Ads

3.71x

iROAS With YouTube Ads

○ SOLUTION

WITHIN used a combination of tailored channel strategy, performance branding optimized creative, marginal bidding, and dynamic budget management to lift iROAS. On Google Brand Search, WITHIN used marginal bidding techniques (capped budget) to meet brand demand; on Pinterest, WITHIN ran conversion lift studies as well as adjusted video and shopping formats to grow prospecting and retargeting efforts; and on YouTube, WITHIN leveraged platform-specific budgeting best practices to raise overall performance.

+ RESULTS

WITHIN helped Casper achieve outstanding iROAS results. The Google Branded Search iROAS surpassed hypothesized expectations of 3.0x; Pinterest ads drove a iROAS 109% above Casper's 2.0x iROAS goal; and YouTube ad performance rose from 1.16x to 3.71x over a 3-month period (June - August).