WITHIN Advances Casper's Smart Shopping Program

leading to a 3.47x revenue increase, a 73% CTR boost, and a 591% growth in impression share for non-branded Shopping



+ CHALLENGE

Casper wanted to drive more incremental revenue, gain new customer acquisition revenue, and expand their Impression Share in Shopping campaigns. Casper thought that their highly efficient Shopping campaigns would help them achieve their goals, but they struggled to scale Shopping to impact the overall business. Casper sought WITHIN for expert advice and maximum efficiency in operating branded and non-branded Shopping campaigns.

○ SOLUTION

WITHIN hypothesized that upgrading Casper to Smart Shopping Campaigns (SSC), particularly for non-mattress products, would boost overall Shopping performance and scalability. WITHIN's integrated media team honed Shopping ad spend, enhanced product titles, and optimized SSC structure. WITHIN also ran tests to compare the new, non-branded SSC with the existing standard campaigns to see which group was more effective.

+ RESULTS

WITHIN's SSC efforts helped Casper secure more competitive ad placements, resulting in strong branded and non-branded Shopping outcomes. Non-branded SSC efforts led to higher AOV and a massive 591% leap in Impression Share. Casper's branded SSCs also grew, with a 17% lift in CTR and a 114% increase in Impression Share.

29%

Increase in AOV

3.47x

Revenue Increase in Non-Branded Shopping

2.20x

iROAS in Non-Branded Shopping

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WITHIN