

# CONVERSION CAST

## How Casper Used Creative Testing To Get A Huge Increase In Clickthrough Rates

### Our Guest:

Phillip Krim is CEO and one of the Co-founders of Casper ([casper.com](http://casper.com)), a direct-to-consumer, lifestyle brand focused around sleep that launched 6 months ago. The Casper brand was built by reinventing how mattresses are designed, developed, and sold. They created innovative mattresses that were designed and researched in-house, and sell them exclusively online.

### The Test:

Phillip and team decided to do iterative creative testing with their online marketing to get Casper more exposure. Casper performed A/B tests with the imagery for digital displays and banner advertising. They tested product versus lifestyle imagery with these ads. The product imagery was chosen as the control of the test, which consisted of basic product images. The variable was lifestyle imagery, which contained pictures of people interacting with the products. An example of a **product** image used is pictured on the **left**, while a **lifestyle** image is pictured on the **right**.



## **The Result:**

After testing the two categories of images through digital graphics and banner ads, Casper saw a dramatic decrease in cost per acquisition and an increase in click-through rate. The lifestyle images yielded a double-digit increase in click-through rate over the product images.

## **The Takeaway:**

Because Casper decided to put data behind the creative (banner and digital ads) to measure the test, Phillip shared that the nuances within the ads made a big impact on the display campaigns. He stated that even small percentage point changes on the click-through rate made a dramatic difference in the profitability of the campaign.

When it comes to digital marketing, Phillip shared two best practices when implementing campaigns and testing:

1. Develop a fundamental framework for testing and put different theories to the test, especially since the digital arena is always changing.
2. Challenge the traditional mindset. Creatively develop copy, imagery, and colors that are true to your brand and test them with your ideal consumers.

Casper is putting Phillip's philosophy to work as their next tests will be focused around using different variables for the Call To Action button. They will be testing colors and design of the button as well as the text and copy of the button to see what yields more click-throughs.

It is also important to note that before Casper started doing iterative testing on their online marketing creatives, they focused on retargeting ads to make sure they were going to be seen by qualified consumers. This ground work of laying the right foundation is what allowed them to properly test their banner and display ads. They focused on the banner ads that were displaying online before they took their tests to social media channels.