



# Marketing Strategy

## Case Study

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How I Drove Record Revenue  
and Profit Dollars for Casper

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# THE CLIENT

## WHO ARE THEY?

Founded in 2014, Casper is an omni-channel retail company that disrupted the \$20 billion U.S. mattress industry with its innovative "bed-in-a-box" concept. Casper maintains a robust e-commerce platform alongside its retail and wholesale presence, offering a variety of superior sleep products.

## WHERE WERE THEY BEFORE WORKING WITH ME?

Casper quickly gained widespread brand recognition for its innovative products and unique marketing campaigns.

However, the company was also spending significantly to establish itself in the marketplace at a pace that would not be sustainable.

By February 2020, after going public, Casper needed to find ways to drive both top-line and bottom-line growth effectively.



# THE PROBLEM

## WHAT PROBLEM WERE THEY FACING?

Casper faced profitability challenges due to the high costs required to operate in a very competitive market. The company needed marketing to increase top-line revenue without additional budget to close the profitability gap and fend off competitors who were starting to introduce their own “bed-in-a-box” products.



## HOW DID I SOLVE IT?

After evaluating existing strategies, I implemented several shifts:

- **Marketing Mix Reset:** Used advanced analytics to inform the investment allocation and reset the full marketing mix.
- **Measurement Framework:** Instituted a best-in-class measurement framework to be able to adjust budgets in real-time and maximize return.
- **Campaign Optimization:** Aggressively optimized campaigns through distinct brand differentiation and an agile test-and-learn approach, particularly through social creative.
- **SEO:** Leveraged SEO to create compelling content that would increase organic site traffic and conversion.

# THE OUTCOME

## WHAT RESULTS WERE ACHIEVED?

- **Highest Revenue Ever:** Achieved the highest quarterly revenue ever for the company (\$156.5M).
- **Revenue Growth:** Increased quarterly revenue by 42% from the start to finish of my employment (\$110.2M to \$156.5M).
- **Profitability Improvement:** Improved profitability by 21%.

## IMPACT VALIDATION



“Katie's marketing expertise and leadership were pivotal in transforming our omni-channel media strategy, driving record growth for the brand. Her deep knowledge of marketing analytics and ability to craft highly effective advertising campaigns consistently delivered exceptional performance.”

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Lisa Pillette, former Chief Marketing Officer for Casper