Two Sides of the Same Coin

How Casper Blends MMM and MTA to Deliver Real-World Solutions
Goals & objectives

● A little about me
● More about Casper
● Every CMO’s challenge
● MMM & MTA - two sides of the same coin
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@ Casper
Introduction to Casper

- Founded in 2014 to build the world’s first global sleep brand
- Initially launched with the award-winning mattress “The Casper”
- 21 differentiated products built around the ecosystem of sleep, more to come...
- Significant investments in product development - designed and engineered in house
- Distributed through Casper’s ecommerce, retail, and wholesale channels
- Six countries and growing
To become the world’s most loved and largest sleep company

- A brand centered around customer needs
- Innovative products offering quality & value
- True omni-experience: eCommerce, retail and wholesale
- Exceptional end-to-end customer experience and support
- Efficient, data-driven
Every CMO’s challenge

How much?
Where?
How?

Across all media channels & sales channels
Have you ever experienced this?
Path to Untangle the Mess

Goals & Objectives
- Identify levers
- Revenue Model

Let’s meet in the middle
- Media Mix Model
- Multi-Touch Attribution Model
- In Channel Performance
Goals and Objectives

Company goals
Financial goals
KPIs
Identify Levers

Examples

- Spend: Goals and objectives, other features
- Traffic: Media mix and channel spend, promo...
- Conversion: Sessions, Promotion, Time spend, Pageview, ATC, Checkout funnel...
- Order: Product, Attachment, Pricing

Target Audience
Brand Awareness
Competitor Activities
LTV
Customer Voice
Revenue Model

Revenue = \( f \left(g(\text{Spend}), \nu_1, \ldots, \nu_k\right) + \epsilon \)

**Constraints:**

![Graph showing Revenue, ROAS, and Marginal ROAS trends.](image)
#2: Media Mix Model

Untangle marketing effect

Example: Distributed Lag Models

\[ Y_t = \alpha + \lambda Y_{t-1} + \beta_1 A_t + \beta_2 P_t + \beta_3 R_t + \beta_4 Q_t + \epsilon_t \]
#3: Multi-Touch Attribution Model

Start somewhere
Iterative test to improve
Let’s Meet in the Middle
A collaborative and iterated process

**Goals & Objectives**
- Total Revenue and Spend

**Channel spend plan**
- Ichannel optimization and cross-channel testing and adjustment

**MTA Input**
- Channel & cross-channel performance and potential

**Media Channel Mix**
- Optimize using MMM and MTA
Takeaways

● Attribution and media mix optimization is every CMO’s challenge

● There is no one-size-fits-all solution

● Starting somewhere, iterate and continue improving
Thank you.

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