

Casper

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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SVP, Marketing
Analytics & Data
Science

@ **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

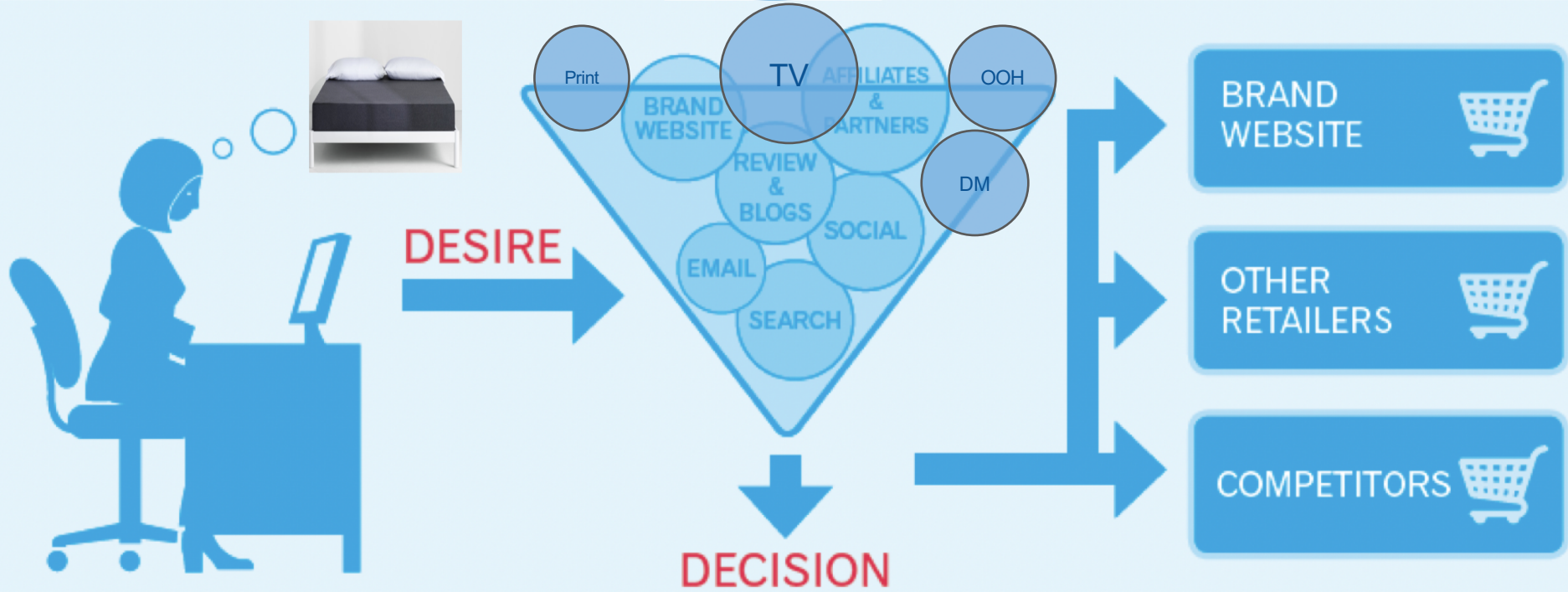
- A brand centered around customer needs
- Innovative products offering quality & value
- True omni-experience: eCommerce, retail and wholesale
- Exceptional end-to-end customer experience and support
- Efficient, data-driven



Marketing Spending



Media Mix and Allocation



Every CMO's challenge

How much ?

Where ?

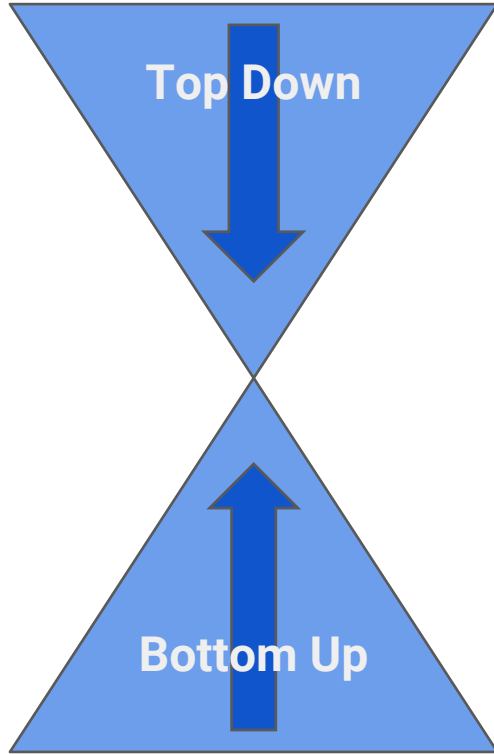
How ?

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

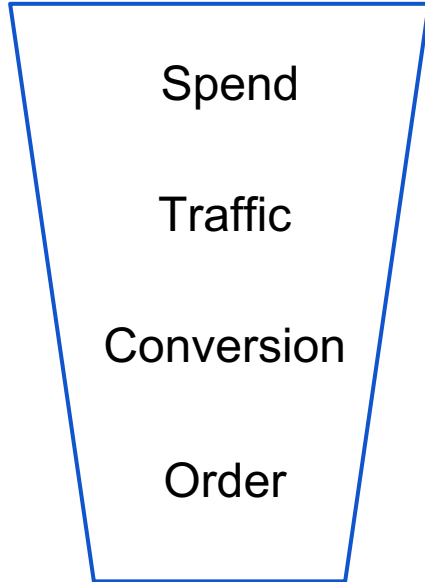
Company goals

Financial goals

KPIs

Identify Levers

Examples



Goals and objectives, other features

Media mix and channel spend, promo ...

Sessions, Promotion, Time spend,
Pageview, ATC, Checkout funnel...

Product, Attachment, Pricing

Target
Audience

Brand
Awareness

Competitor
Activities

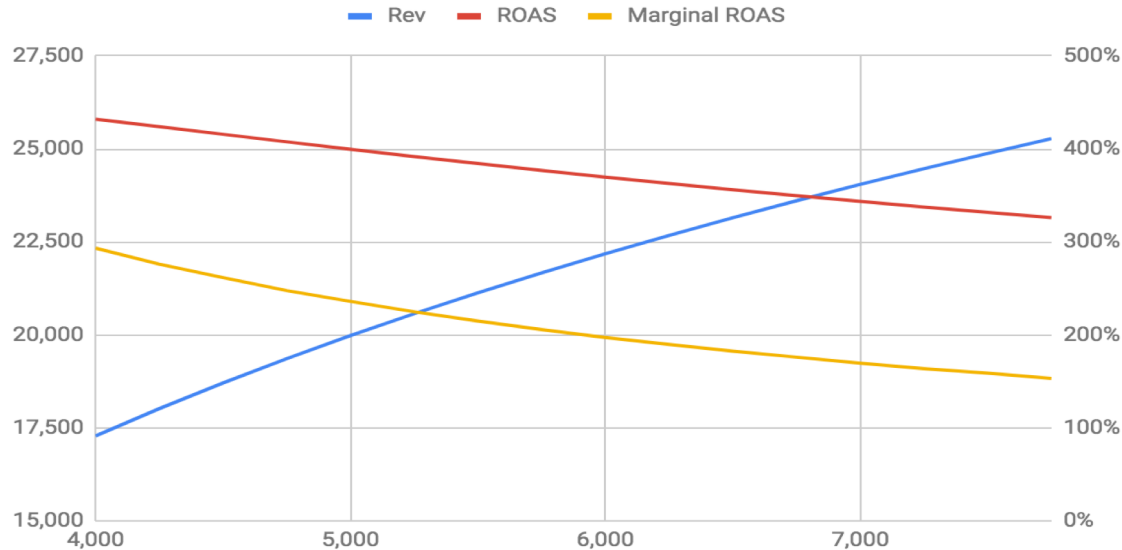
LTV

Customer
Voice

1: Revenue Model

$$\text{Revenue} = \mathbf{f} \left(\mathbf{g}(\text{Spend}), \mathbf{v}_1, \dots, \mathbf{v}_k \right) + \varepsilon$$

Constraints:

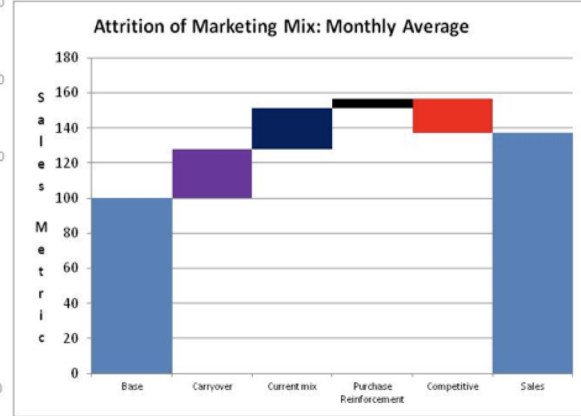
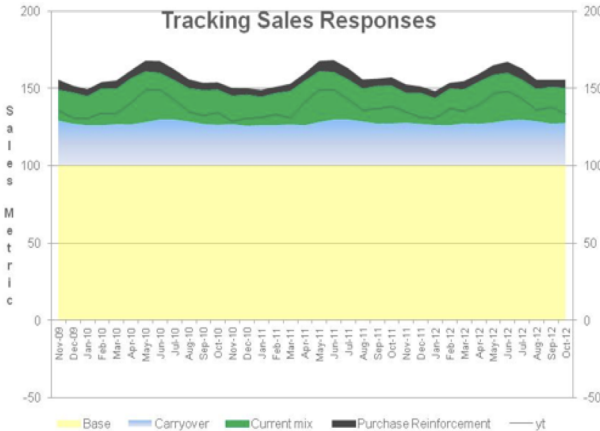
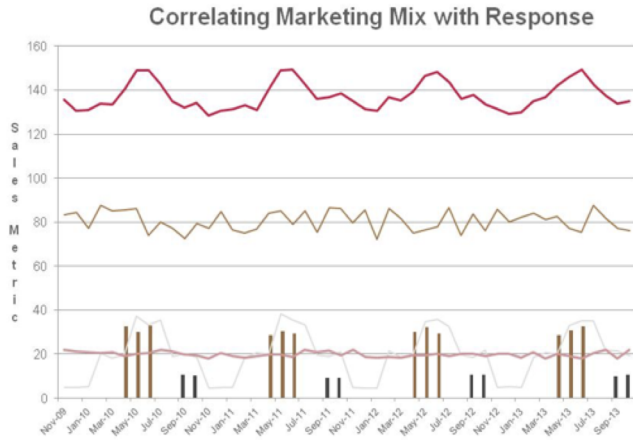


#2: Media Mix Model

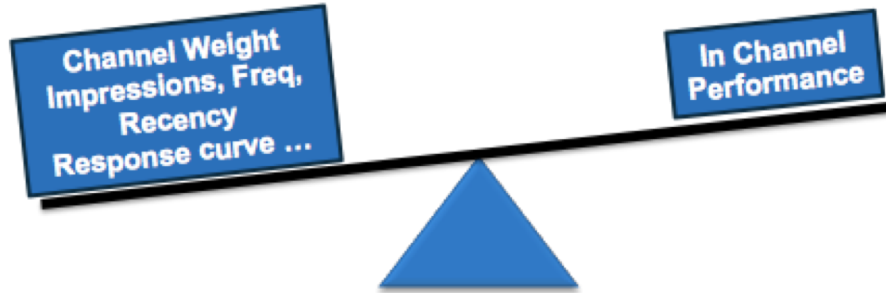
Untangle marketing effect

Example: Distributed Lag Models

$$Y_t = \alpha + \lambda Y_{t-1} + \beta_1 A_t + \beta_2 P_t + \beta_3 R_t + \beta_4 Q_t + \varepsilon_t$$



#3: Multi-Touch Attribution Model



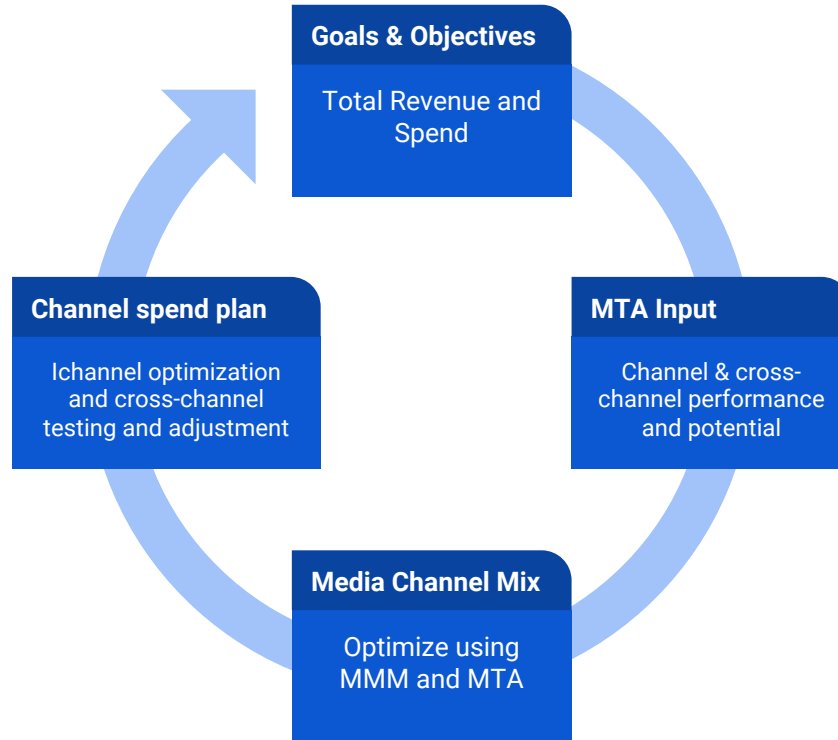
Start somewhere

Iterative test to
improve

Media Channel	Last Touch Attribution	Even Attribution	MTA
TV	\$0	\$33	\$50
Paid Social	\$0	\$33	\$25
Search	\$100	\$34	\$25
Total	\$100	\$300	\$100
	Over valued channel	Over stated sales	Reasonable allocation

Let's Meet in the Middle

A collaborative and iterated process



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

Casper

Thank you.

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