

## Mattress

### Client Overview

Client utilizes us as their **video** and **display** partner to complement their search and social marketing. Their CPA target has been \$200 with a monthly budget of \$15k. They have been running with us since June 2020.

We've successfully run campaigns across the Google Display Network (GDN) to utilize YouTube, Display, and In-Email advertising accompanied with Display & Video 360 (DV360) to access 80+ exchanges outside of GDN.

## Campaign Results for Q1 2022

**\$127**

Avg. CPA

Campaign results come from January 1 - March 31, 2022.

**\$516k**

conversion order value

We drove a total of 346 conversions with a strong portion of click-through conversions coming from our **video**, **YouTube** and **in-email Discovery** campaigns.

**11.7x**

ROI

The strong click-through conversion performance meant we were able to drive a higher AOV in Q1 22' than Q1 21'.

**\$1,491**

AOV (avg. order value)

Despite not having complete video creative, we were able to achieve great results by creating a slideshow of static ads for our client to run on YouTube.