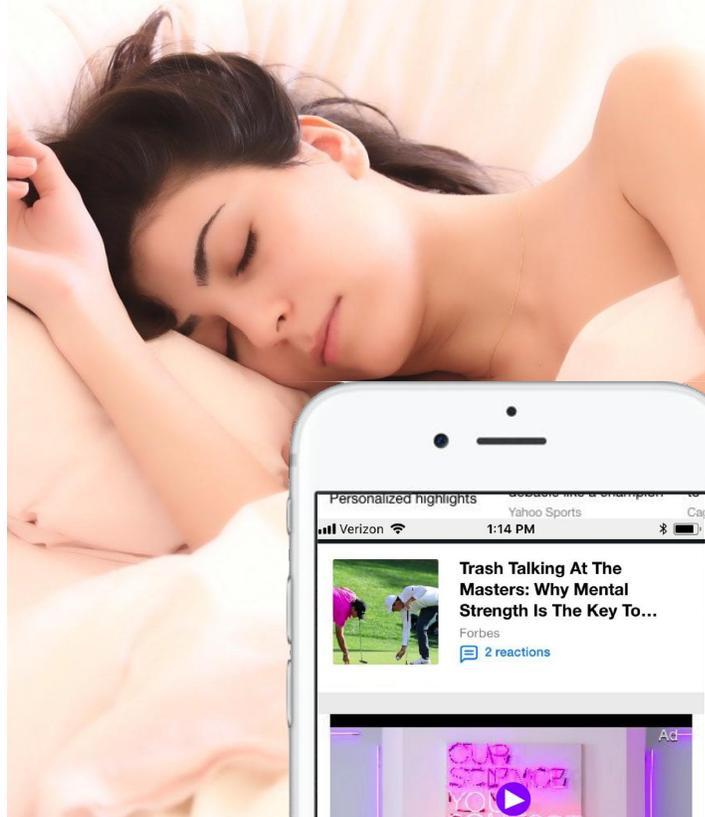


## Case study

# Purple rests assured with Verizon Media

A kickstarter-funded e-tailer, Purple has quickly become a serious player in the crowded, hypercompetitive mattress industry. Its personalized, visually-driven ad campaigns have built a fast growing brand, recognized by users as an anything-but-stuffy mattress company.



### Goal

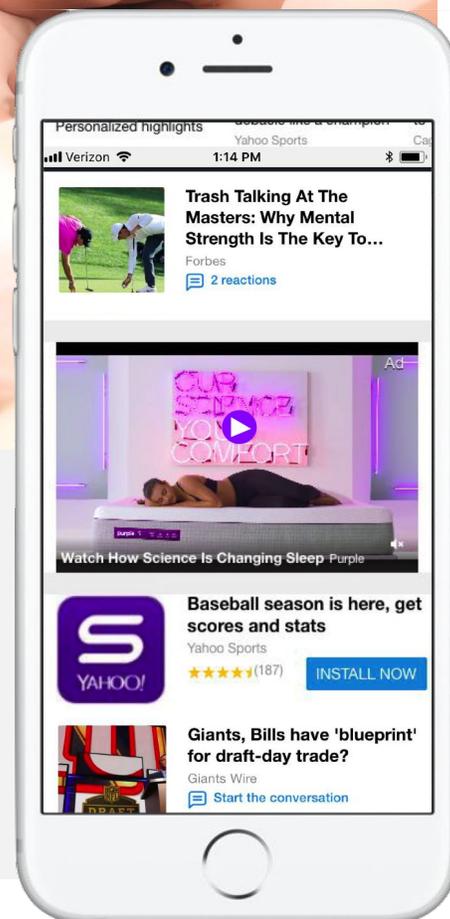
Generate awareness and drive consumers to purchase.

### Solution

Use native video to educate consumers and drive movement throughout the funnel.

### Results

Video ad engagement exceeded norms by 80% and retargeting efforts **exceeded goals by 400%**.



Purple teamed up with Verizon Media for a video campaign that would reach its target customers: anyone who sleeps. The company's primary objective is always to increase sales and drive conversions, but they were also looking to solidify its brand identity by creating good-humored campaigns delivered within brand safe environments.

**“In order to scale in the way that we have... we had to have partners who were as invested in our growth and success as they were in their own. And Verizon Media has been one of those partners.”**

— Bryant Garvin, Director of YouTube, Search & Display Advertising, Purple Mattress

## Case study

# Not too long, not too short, but just right

Though Purple has used a variety of digital tactics, it sees itself as a “video-first” company. It knows the value of tapping into the emotions of potential buyers, and videos do it best. Verizon Media suggested that they experiment with videos of various lengths, including a 6-second option, which allows for quick brand mentions without disrupting the user experience.

These videos complement Purple's other digital efforts with Verizon Media, which include homepage takeovers, Mail log-in takeovers, and native display ads.



**We call ourselves a video-first company. And the reason why is because video taps into people's emotions, and emotion is really what drives consideration purchase.**

- **Bryant Garvin, Director of YouTube, Search & Display Advertising, Purple Mattress**



## Getting a good night's sleep

Purple's video campaign blew Verizon Media's benchmarks out of the water. Engagement with video ads on desktop exceeded norms by 80%, while video on mobile devices and tablets exceeded norms by 38%.

Verizon Media's platform technology ensured that Purple targeted visitors on brand safe, popular websites, and also re-engaged users who had previously visited its site. Retargeting initiatives on Verizon Media outperformed Purple's goals by 400%.

Despite achieving powerful results together, Verizon Media and Purple don't plan to sleep in on their success. Instead, we expect this partnership to continue innovating throughout 2019 and beyond.

