

A Proudly Canadian Mattress Company Can Rest Easy with a Sound Digital Strategy

StackAdapt's campaign execution for Polysleep gave everyone a good reason to get out of bed in the morning!



\$2.72
Average eCPM



0.35%
CTR



1 min 10 sec
Average Time on Site



We saw a significant lift in conversions when we introduced programmatic into this campaign. Partnering with the StackAdapt team, we optimized our campaigns to get the results our client was looking for and enabled us to bring programmatic into our overall services offering.

— **Olivia Taddio**
E-Commerce & Digital Marketing Account Manager, Bloom

The Agency

BLOOM.

Bloom is a crew of performance-obsessed digital marketers and they are exceptionally good at getting results for their clients. Bloom's story is a rollicking tale of runaway success, filled with bright minds, caffeine-fueled days, and lots and lots of data. They make digital performance marketing look easy. But their process is highly complex, requiring a proprietary blend of intelligence, passion, and the desire to deliver awesome. Bloom is a highly specialized team of more than 50 digital natives working out of trendy Montreal and bustling Toronto.

The Client

Polysleep

Founded in 2016 and proudly Canadian, Polysleep was born with a big dream, to provide the ultimate sleep experience. They have worked hard to come up with a unique mattress that combines innovation, comfort, and support. From their clients to their team, their partners to their non-profit initiatives, helping Canadians is at the core of everything they do. Their local production allows them to improve their products based entirely on continual customer feedback. Involved with hundreds of local charitable organizations across Canada, Polysleep donates 1 mattress to a Canadian in need for every 10 mattresses sold.

Goal

The objective was to raise awareness of the Polysleep brand in Quebec by driving qualified users to the Polysleep website, tracking order confirmations post-mattress purchase.

Execution

The Polysleep bilingual (French and English) campaign incorporated both native and display to move prospects further down the funnel towards conversion. Native ads were used for prospecting in the Quebec geo only and display ads were used for retargeting nation-wide.

Result

The Polysleep campaign realized a significant conversion lift when the team at Bloom introduced programmatic into the marketing mix to complement social and search. Traffic from the campaign was really strong, bringing in 18% new users to the Polysleep website and a 60% decrease in CPA.