

CASE STUDY #3: PURESLEEP PREMIUM MATTRESS

THE COPY PROTOCOL TOOLKIT: CONVERSION REVOLUTION CASE STUDY

Strategic Evolution That Creates Measurable Advantage

CLIENT: PureSleep
PRODUCT: Premium Memory Foam Mattress
PRICE POINT: \$1,249 (Queen)
TARGET AUDIENCE: 30-60 year old professionals with sleep issues
CONVERSION GOAL: Reduce cart abandonment, increase AOV

THE 38% CART ABANDONMENT EVOLUTION: TRANSFORMING A COMMODITY PRODUCT INTO A LIFE-CHANGING SLEEP REVOLUTION

CONVERSION LEAK ANALYSIS IDENTIFIED:

- X Commodity positioning indistinguishable from competitors
- X Product features highlighted without connecting to benefits
- X Generic cart abandonment recovery lacking personalization
- X Purchase presented as a transaction rather than a transformation
- X Unique technology benefits buried in technical descriptions

BEFORE INTERVENTION	→	AFTER PROTOCOL APPLICATION
Product Page Headline: "PureSleep Premium Mattress - Memory Foam Comfort"	→	Product Page Headline: "The 9-Hour Sleep Revolution: How Our Thermo-Regulating Technology Helps Hot Sleepers Fall Asleep 43% Faster (And Stay Asleep All Night)"
Abandoned Cart Email: "You left items in your cart."	→ →	Abandoned Cart Email: "Your body is still waiting for those 87,600 hours of

Complete your purchase now."		better sleep (your custom sleep solution is just one click away)"
Checkout Button: "Complete Order"	→	Checkout Button: "Start My 100-Night Sleep Transformation"
Product Description: "High-density memory foam conforms to your body for superior comfort and support."	→	Product Description: "While ordinary mattresses trap heat against your body—waking you up 4-6 times each night—PureSleep's ThermoVent™ technology draws heat away from your body, maintaining your ideal sleep temperature all night. The result? You'll fall asleep 43% faster and experience 58% fewer nighttime disruptions, giving you the deep, restorative sleep your body craves."

MEASURABLE ADVANTAGE:

- Cart abandonment decreased from 76% to 47% (38% improvement)
- Average order value increased by 22%
- Additional quarterly revenue: \$189,000
- Return rate decreased from 8.3% to 3.1%

COPY PROTOCOL TOOLKIT STRATEGIES APPLIED:

1. Benefit Quantification™: Added specific performance metrics (43% faster sleep, 58% fewer disruptions)
2. Lifetime Value Calculation™: Presented cumulative benefit (87,600 hours of better sleep)
3. Problem-Solution Contrast™: Highlighted direct comparison with "ordinary mattresses"
4. Transformation Commitment™: Reframed purchase from transaction ("complete order") to transformation journey ("start my transformation")

Ready to evolve your conversion advantage? Request your Conversion Leak Analysis at www.rodrysivwriting.com