MF_DIGI_SM_Evergreen_Lifestage Social Lower Funnel Ads part 2

Facebook & Instagram

PROSPECT MARRIED COUPLES

Post:
Go to sleep every night in marital bliss with a top-rated bed that won't break the bank.

Headline:
Get Your Best Sleep

Link Description:
Shop America's best brands

ANIMATION NOTES:
On image copy baseline reveals

Duration: 6 sec

RETARGETING MARRIED COUPLES

Post:
You've got your side of the bed and they've got their side - on your new bed. Good night.

Headline:
"Good Morning" to You

Link Description:
Shop top-rated brands

ANIMATION NOTES:
On image copy baseline reveals

Duration: 6 sec

PROSPECT PEOPLE W/ KIDS
Post:
Kids wearing you out? Catch up on some much needed zzz's on your new bed at a great price.

Headline:
Wake Up Refreshed

Link Description:
Shop great beds at great prices

ANIMATION NOTES:
On image copy baseline reveals

Duration: 6 sec

RETARGETING PEOPLE W/ KIDS

Post:
Tuck the kids in then fall into a restful sleep with the perfect mattress just for you.

Headline:
Feel Alive Again

Link Description:
Find the perfect bed

ANIMATION NOTES:
On image copy baseline reveals

Duration: 6 sec

PROSPECT EMPTY NESTER

Post:
Sleep on a new bed for a 120 night trial - return is easy if you don't like it. Let's go.

Headline:
Get Better Sleep

Link Description:
Shop comfortable beds

ANIMATION NOTES:
On image copy baseline reveals

Duration: 6 sec

RETARGETING EMPTY NESTER

Post:
Now's the perfect time to let our Sleep Experts™ help you find the bed of your dreams.

Headline:
Drift Off Into Dreamland

Link Description:
Shop your dream bed

ANIMATION NOTES:
On image copy baseline reveals

Duration: 6 sec

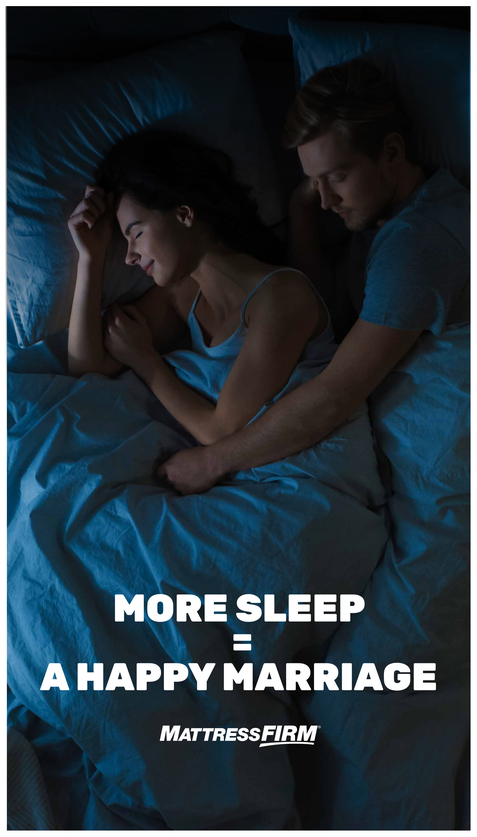
Snapchat

PROSPECT MARRIED COUPLES

Headline:
Get Your Best Sleep

ANIMATION NOTES:
On image copy baseline reveals

Duration: 6 sec

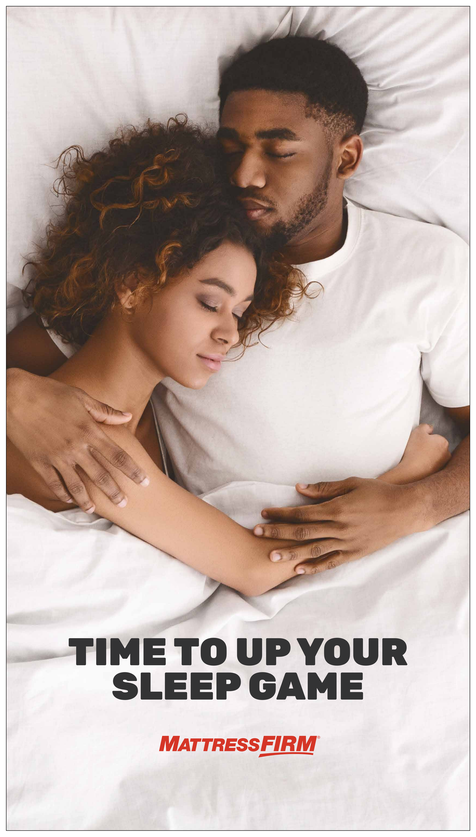


RETARGETING MARRIED COUPLES

Headline:
"Good Morning" to You

ANIMATION NOTES:
On image copy baseline reveals

Duration: 6 sec



PROSPECT PEOPLE W/ KIDS

Headline:
Wake Up Refreshed

ANIMATION NOTES:
On image copy baseline reveals

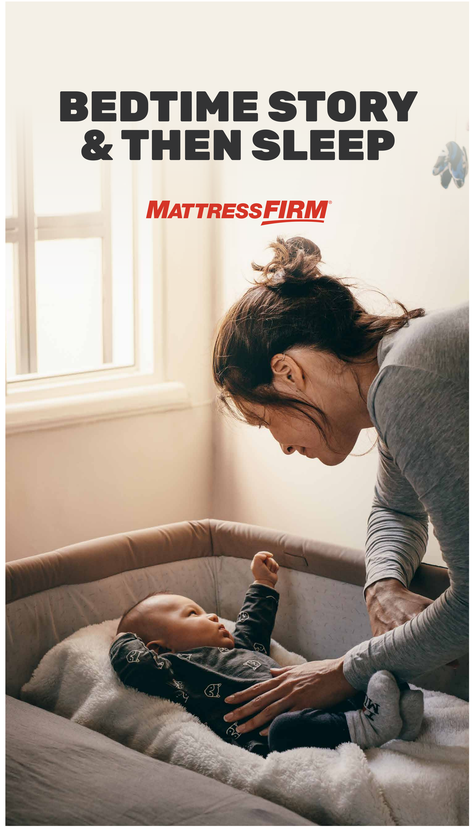
Duration: 6 sec

RETARGETING PEOPLE W/ KIDS

Headline:
Sleep Never Felt So Good

ANIMATION NOTES:
On image copy baseline reveals

Duration: 6 sec

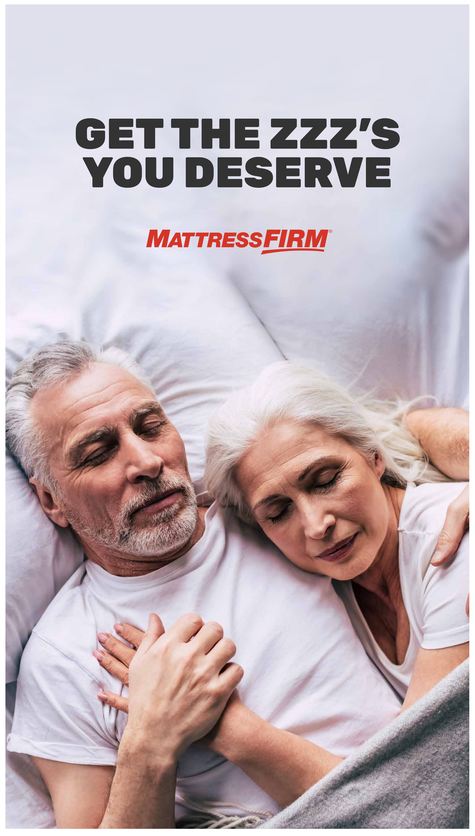


PROSPECT EMPTY NESTERS

Headline:
Get Better Sleep

ANIMATION NOTES:
On image copy baseline reveals

Duration: 6 sec



RETARGETING EMPTY NESTERS

Headline:
Drift Off Into Dreamland

ANIMATION NOTES:
On image copy baseline reveals

Duration: 6 sec