

SPEC PROJECT

PUFFY

CRO COPY

CASE STUDY

Full-Funnel Conversion Copywriting

Landing Pages · Product Pages · Meta Ads

Email Flows · CTA Buttons · Offer Pages

7+

Copy Assets

2

Products

Primary

Research

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PRIMARY RESEARCH

3-Question Customer Discovery Framework

Q1: What's the biggest problem with your current mattress?

Q2: How do you want to feel when you wake up in the morning?

Q3: What's stopping you from buying a new mattress today?

Anisha

Pain Point: No problem with current mattress

Desire: Wants to feel refreshed

Objection: It's fine, so why replace it?

Copy Angle:

"Your mattress isn't broken. But imagine what actually good sleep feels like."

Uday

Pain Point: Wants ultra-soft, baby-like comfort

Desire: Sleep like a baby

Objection: Wants premium feel

Copy Angle:

"Sink in. Sleep like a baby. Wake up without the aches."

Key Insight:

Most buyers aren't in pain — they're settling. The opportunity is showing them what great sleep actually feels like.

PRODUCT PAGE COPY

Puffy Cloud & Puffy Royal — Hero Headlines + Feature Benefits

Puffy Cloud — Memory Foam

PRODUCT PAGE HERO

Award-Winning Comfort. #1 Memory Foam Mattress.
Trusted by Over 1 Million Happy Sleepers.
Deeper Sleep. No Back and Neck Pain. Energized Mornings.
Precision Support Crafted from Cloud Comfort Foam.

Puffy Royal — Ultra-Luxury Hybrid

PRODUCT PAGE HERO

Experience the #1 Award-Winning Ultra-Luxury Elite Mattress.
Advanced Temperature Control with Premium Blended Wool.
Cool in Summer. Warm in Winter.
Cooler, Drier Sleep. All-Season Comfort. Recharged Mornings.

Brand Positioning Line

POSITIONING

Not just a mattress. A recovery system for people who actually work hard.

FULL-FUNNEL COPY ASSETS

Hero · Emotional Hook · Meta Ad · CTA Buttons · Email

Landing Page Hero

LANDING PAGE

Sleep Cooler. Wake Up Refreshed.
All-Season Comfort — Powered by Premium Support Foam.
Trusted by Over 1 Million Happy Sleepers.

Emotional Hook

SCROLL STOPPER

Worked hard all day? Sleep deeper tonight on Premium Support Foam
— and wake up ready for tomorrow.
Trusted by Over 1 Million Happy Sleepers.

Meta Ad

META / INSTAGRAM AD

Long days deserve better sleep.
Pressure relief. Cooler nights. Refreshed mornings.
Try it risk-free for 365 nights.
CTA: Claim Your Free Upgrade →

CTA Buttons

Try It Free for 365 Nights →

Join Over 1 Million Happy Sleepers →

Email Subject Line

ABANDONED CART / RE-ENGAGEMENT EMAIL

Subject: Your Best Sleep Starts Tonight
Preview: Over 1 million sleepers switched to Puffy. Here's what changed.

OFFER PAGES & SLOGANS

Sale Conversion · Brand Slogans

Offer Page 1 — Savings Focus

OFFER PAGE

Save \$1,350 + Get a Free Mattress Upgrade

Deeper Sleep. No Back and Neck Pain. Recharged Mornings.

✓ 365-Night Sleep Trial ✓ Free Shipping & Returns

✓ Lifetime Warranty ✓ Trusted by Over 1 Million Happy Sleepers

CTA: Claim Your Savings →

Offer Page 2 — Experience Focus

OFFER PAGE

Your Best Sleep Starts Tonight

Deeper Sleep. Less Pressure. Recharged Mornings.

✓ Sleep Cooler All Night ✓ Pressure-Relieving Comfort

✓ Risk-Free for 365 Nights ✓ Free Mattress Upgrade Included

✓ Luxury Feel from Night One

CTA: Claim Your Free Upgrade →

Brand Slogans

Sleep Better. Live Longer.

Wake Up Ready for Tomorrow.

Ready to Work Together?

This is a spec project created to demonstrate CRO copywriting skills.

All copy is original work based on primary customer research.

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