

Your Shoulders Need Soft. Your Hips Need Firm.

Most Mattresses Make You Choose. Ours Doesn't.

Generic foam mattresses use one density everywhere. That forces a compromise: soft enough for shoulders OR firm enough for spine. Never both.

Zoned Support™ eliminates that compromise.

✓ **Three zones**

Engineered for different body parts

✓ **Three densities**

Soft, medium, and firm where needed

\$999

100-Night Risk-Free Trial*

Get Casper Now



★★★★★ [PLACEHOLDER: Rating]

[PLACEHOLDER: Customer Count] Sleepers

✓ Free Shipping & Returns

Here's The Truth

You can't research your way to the right mattress.

You can only sleep your way there.

That's what we give you 100 nights to do.*

Sunday Night. Important Meeting Tuesday.

And You're Lying on THIS Mattress.

You moved to a new city for this job. New apartment. New life. New opportunities.

And you're about to face your first big presentation on the worst mattress you've ever slept on.

It's Sunday Night

You know what Tuesday morning looks like when you sleep like this:

- Brain fog
- Second coffee by 9 AM
- Struggling to stay sharp when you need to be brilliant

"If I fall asleep RIGHT NOW, I can get six hours..."

You've Done Enough Research

Here's Why You Still Can't Decide

Three weeks of research. Hundreds of reviews. Countless comparison videos. Endless Reddit threads.

The Review Problem:

- Affiliate sites pretending to be unbiased
- Bot accounts posting fake recommendations
- Reviews that might be paid or incentivized

The Manipulation Problem:

- Countdown timers creating fake urgency
- Perpetual "64% OFF!" sales that run every day
- Inflated prices to make discounts look bigger

The Subjectivity Problem:

- Reviews that contradict each other
- "Too firm!" vs "Too soft!" (same mattress)
- What works for them might not work for YOU

Here's The Truth You've Discovered

You can't research your way to certainty about a mattress.

You can only sleep your way there.

Here's What We Built: Zoned Support™

You've been agonizing over firmness levels. Medium? Medium-firm? Firm?

Here's The Truth: You need all three (in different places).

[Placeholder: Mattress Zoning Diagram - 3 colored zones showing soft/firm/medium areas]

• ZONE 1: Shoulders & Upper Back

What it is: Softer, responsive foam under your shoulders

Why it matters: Cradles pressure points instead of pushing back against them

Designed outcome: Side sleepers get reduced shoulder pressure. Less compression all night.*

• ZONE 2: Hips, Waist & Lower Back

What it is: Firmer, supportive foam under your body's heaviest areas

Why it matters: Helps keep your pelvis from sinking. Supports neutral spinal alignment.

Designed outcome: Back sleepers get firmer support for lower back. Spine stays aligned through the night.*

• ZONE 3: Legs & Feet

What it is: Medium-density foam for balanced support

Why it matters: Even weight distribution means no single pressure point gets overloaded

Designed outcome: Full-body comfort. Fewer position adjustments needed through the night.*

The Foam Mattress Built to Sleep Cool

✗ Traditional Memory Foam:

- Closed-cell structure
- Heat trapped against body
- Temperature builds overnight
- Common complaint: "sleeps hot"

✓ Casper Engineered Foam:

- Open-cell structure
- Heat flows through and escapes
- Temperature stays consistent
- Built for breathability

[Placeholder: Open-Cell Foam Structure Diagram]

[PLACEHOLDER: Customer Count] Trust Casper

Don't just take our word for what engineering does. Here's what others experienced when they tested it.

★★★★★

"[PLACEHOLDER: Real customer testimonial about Zoned Support and back relief. Include first name, last initial, and city.]"

— [First Name L.], [City]

★★★★★

"[PLACEHOLDER: Real customer testimonial about cooling/temperature. Include first name, last initial, and city.]"

— [First Name L.], [City]

★★★★★

"[PLACEHOLDER: Real customer testimonial about couples/different needs. Include first name, last initial, and city.]"

— [First Name L.], [City]

★★★★★

"[PLACEHOLDER: Real customer testimonial about value/trial confirmation. Include first name, last initial, and city.]"

— [First Name L.], [City]

A Day in Your Life: What Changes When You Sleep Well

6:00 AM Tuesday — The Meeting Day

Before Quality Sleep Support:

First thought: "How's my back?" Mental inventory. Stiffness assessment. 20 minutes managing discomfort before you can focus on your presentation.

After 100 Nights:

You sit up. Stand up. No assessment. Your back isn't the first thing on your mind (the presentation is). Your body just works.

9:00 AM — The Presentation

Before:

Brain fog from interrupted sleep. Need another coffee by 10 AM just to stay focused.

After:

You're sharp. Present. Your brain is working the way it should when you've rested.

Life-Changing Sleep Support at \$999

No countdown timers. No manufactured discounts. No pressure tactics.

The Value Breakdown

\$999 ÷ 10 years = \$0.27 per night

You spend one-third of your life in bed. Investing in quality sleep support makes sense.

Think About What You Gain When You Sleep Well for 10 Years:

- 3,650 mornings of waking up without pain inventory
- 3,650 nights of real rest (not just time in bed)
- A decade of showing up as your best self

Frequently Asked Questions

Q: What is the firmness level of the Casper Premium Foam Mattress?

The feel is medium-firm overall, but Zoned Support™ means firmness varies by zone: Softer under shoulders for pressure relief, firmer under hips and lower back for support. This zoned approach works for side sleepers, back sleepers, and stomach sleepers.

Q: Will this mattress sleep hot?

Traditional memory foam traps heat. Casper foam uses open-cell construction to improve airflow and help heat escape. Temperature experiences vary based on body temperature, room temperature, and bedding. The 100-night trial lets you test cooling performance in your environment.

Q: How long will this mattress last?

The Casper Premium Foam Mattress is built for durability. We back it with a [PLACEHOLDER: Warranty length]-year limited warranty. With proper care, quality foam mattresses maintain their support for 10+ years.

Q: Is there a return fee?

No return fee during the 100-night trial period. We arrange pickup. We process your refund. *Mattress must meet return policy requirements.

Final Reminder: Your Next Step

You've spent three weeks researching. You've done the research part. Now comes the part only your body can do: 100 nights of sleep testing.

What You're Getting:

- ✓ Zoned Support™ — Soft for shoulders, firm for hips, medium for legs
- ✓ Breathable foam — Open-cell construction for improved airflow
- ✓ \$999 — Transparent pricing, no games
- ✓ 100-night trial — Test it yourself
- ✓ Free shipping & returns — No risk

Get Casper Now — 100 Nights Risk-Free

Free Shipping

Free Returns

[PLACEHOLDER: X]-Year Warranty

★★★★★ [PLACEHOLDER: Rating] | [PLACEHOLDER: Count] Sleepers

LEGAL DISCLAIMERS & TERMS

*Trial period has terms and conditions. [PLACEHOLDER: Full trial period terms and conditions]

[PLACEHOLDER: Return policy details]

[PLACEHOLDER: Warranty coverage and exclusions]

[PLACEHOLDER: Shipping terms]

[PLACEHOLDER: Medical disclaimers - Casper makes no medical claims about pain relief, treatment, or cure. Results vary. Consult your healthcare provider about sleep issues or chronic pain.]