



Science of Cooling Toolkit

Retail Partner Marketing Kit

Ready-to-use social and advertising assets for MLILY retail partners running the Science of Cooling campaign.

What's Included

- Ready-to-use paid social assets and/or organic content
- Banner ads for website and digital placements
- Recommended social ad sizes
- Staying Cool Icon Guide
- Cooling Product Spec Sheet
- The Science of Cool - How MLILY products fight against Hot Sleep

Using Your Toolkit

This toolkit gives MLILY retail partners ready-to-use social, advertising and educational assets for the Science of Cooling campaign. Everything is built to make posting simple and consistent.

All images and captions are sized for Facebook, Instagram and display. The same dimensions work on most other platforms. Choose the style that fits your store, then copy and post.

What's Inside This Guide

The guide is divided into six sections:

Section	What It Covers
1. Paid and Organic Social	Ready-to-use creative for Facebook and Instagram, whether you are running paid ads or posting organically.
2. Digital Asset Usage	Social, website and display assets matched to the campaign visuals so messaging stays consistent across channels.
3. Recommended Social Ad Sizes	The two social sizes in this kit and the placements each one fits.
4. Cooling Products Specification Sheet	Specifications and product details for MLILY cooling products.
5. Staying Cool Icon Guide	Quick reference for the cooling icons used across campaign materials.
6. The Science of Cool	How MLILY products are designed to help reduce heat buildup during sleep.

1. Paid and Organic Social

Social Creative Options

Ready-to-use creative grouped by campaign. Each concept is supplied in both 4:5 and 1:1 sizes.

[Download the campaign creative](#)

Find Your Cooling Comfort

Best for broad awareness and introducing the complete MLILY cooling lineup.



One Cool Collection



Meet the Cooling Lineup



Cooler Sleep, Your Way

Cooling Is More Than a Cover

Best for product education, retargeting and showing how cooling continues below the surface.



Cooling Goes Deeper



Built for Better Airflow



Not All Cooling Is Created Equal

Science of Cool

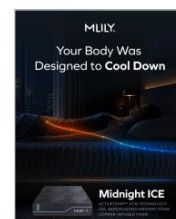
Best for educational content that explains why temperature matters for sleep.



Cooler Sleep Starts With Science



Temperature Changes Everything



Your Body Was Designed to Cool Down

Build a Cooler Bed

Best for accessory promotion and showing how multiple products work together.



Cooling Shouldn't Stop at the Mattress



Every Layer Matters



Complete Your Cooling Setup

Suggested Advertising Copy

You are welcome to write your own. These options are sized to perform well. Please tag or mention @MLILYUSA when possible.

Before posting

Replace [Your Store Name] with your business name and confirm the destination link leads to the correct product, collection or store page.

Concept	Primary Text	Headline	Description
General Science of Cooling	Stay cool and sleep more comfortably. Explore MLILY's Science of Cooling with mattresses, pillows and bedding designed to help manage heat throughout the night.	Visit [Your Store Name] Today	Explore MLILY Cooling Technology
Feel the Difference	Hot sleeper? MLILY cooling materials help move heat away from the sleep surface for greater comfort throughout the night.	Shop Cooling Comfort	Engineered to Help You Sleep Cooler
Complete Your Cooling Setup	Cooling should not stop at the mattress. Pair yours with MLILY's Super Cooling Protector, Duvet and cooling pillows for a more complete sleep setup.	Complete Your Cooling Setup	Shop MLILY Cooling Accessories

Organic Social: Posting to Facebook + Instagram

Organic posts have more flexibility. Use the creative as-is with the captions below or customize them for your store. Please tag or mention @MLILYUSA when possible.

LONG-FORM CAPTION OPTIONS

Option 1: Say goodbye to hot, restless nights. MLILY's Science of Cooling combines PCM-infused fabrics, copper gel memory foam and ventilated designs to help manage heat throughout the night. Visit [Your Store Name] today and discover comfort designed for hot sleepers.

Option 2: Your body naturally cools as you prepare for sleep. That is why MLILY uses ventilated foams, cooling fabrics and temperature-conscious materials designed to support a cooler sleep environment. Explore the Science of Cooling at [Your Store Name].

Option 3: Hot sleepers, this one is for you. MLILY's cooling collection uses advanced materials, from ventilated memory foam to moisture-wicking covers, to help reduce heat buildup in every season. Stop by [Your Store Name] to feel the difference.

Option 4: Cooling is more than a claim on the label. MLILY's Science of Cooling combines airflow, cooling materials and moisture management to create a more comfortable sleep surface. Visit us today.

SHORT-FORM CAPTIONS

Great for short social posts, accompanying video content or quick promotional messages.

- Cooling goes deeper than the cover
- Engineered to help reduce heat buildup
- Comfort designed for hot sleepers
- Better airflow starts below the surface
- Build a cooler sleep setup
- Feel the difference of cooling comfort

2. Digital Asset Usage: Social, Website and Display

These assets cover social feeds, your website and digital advertising. Every size is matched to the campaign visuals so messaging stays consistent across channels.

Where to Use

- Social feeds
- Your website
- Email and digital ads
- In-store screens

Why Use These

- Pre-sized for common placements
- Matched to the campaign visuals
- Keeps messaging consistent
- Ready to upload

Social Feed Assets



1080 × 1350 px
Instagram and Facebook feed



1080 × 1080 px
Square social post and
select digital placements

Website and Display Banner Set

These six standard sizes are the website and digital advertising banner set. Complete sets are available for Cooling Accessories, the PowerCool Sleeper System and Cooling Mattresses. The sample below is Cooling Accessories. [Download the display banner sets](#)



728 × 90 Leaderboard



970 × 250 Billboard



320 × 50 Mobile



300 × 250 Rectangle



300 × 600 Half Page



160 × 600 Skyscraper

Visual Usage Guide

Each campaign tells a different part of the cooling story. Use this guide to see what each set shows, what it does and where it belongs.



Find Your Cooling Comfort

What: The cooling range shown together: Midnight ICE, WellFlex ICE and the PowerCool Sleeper System, with the comfort options in each.

Why: Shoppers rarely arrive knowing which model they want. Framing cooling as a collection starts the conversation with fit rather than one product.

Where: Paid social prospecting, website category pages, collection emails and in-store screens near the cooling display.



Cooling Is More Than a Cover

What: Layer-by-layer cutaways of how each mattress is built, from ventilated foams to the airflow channels beneath the surface.

Why: Most competing claims stop at the cover. Showing construction demonstrates that the cooling design continues below the surface.

Where: Product detail pages, retargeting ads, co-op and dealer marketing plus sales associate reference material.



Science of Cool

What: Why temperature matters for sleep and how MLILY materials are designed to help manage heat at the sleep surface.

Why: It turns a feature into a reason. Shoppers who treat cooling as a buzzword respond to the explanation, and it lends credibility to the whole range.

Where: Organic social, blog and FAQ pages, email nurture and anywhere there is room to explain rather than sell.



Build a Cooler Bed

What: The cooling accessories shown as one setup: Super Cooling Protector, Super Cooling Duvet plus the Harmony Cool and PowerCool pillows.

Why: Bedding that traps heat works against the mattress. This set makes the add-on conversation natural and lifts basket size on a sale already won.

Where: Cart and checkout modules, follow-up email, accessory end caps and footer cards in store plus retargeting to recent buyers.

3. Recommended Social Ad Sizes

The two social creative sizes in this kit and the placements each one fits.



1080 × 1350 px (4:5)

APPLICABLE TO

- Instagram Feed post
- Facebook Feed post (closest match to Facebook's ~4:5 spec)



1080 × 1080 px (1:1)

APPLICABLE TO

- Instagram Square post
- Facebook Square post
- X square image post

Running Meta ads

Upload both sizes so the platform can use the best version for each placement. Vertical Story and Reels placements require separate 1080 × 1920 assets.

Additional Resources

These three assets are maintained as standalone files so they stay up to date. Follow the links below to open each one.

4. Cooling Products Specification Sheet

Specifications and product details for MLILY cooling products. Give your team the information they need to sell with confidence.

[Download the Cooling Products Specification Sheet](#)

5. Staying Cool Icon Guide

A quick reference to the icons used across MLILY cooling materials so retailer marketing stays consistent.

[Download the Staying Cool Icon Guide](#)

6. The Science of Cool Guide

A practical explanation of the materials and design features MLILY uses to help reduce heat buildup during sleep.

[Download The Science of Cool Guide](#)

Campaign Setup Checklist

Work through these steps before your first post goes live.

- ☐ 1. Choose the campaign direction that best fits your store.
- ☐ 2. Download both available social sizes.
- ☐ 3. Select the suggested caption or customize it for your audience.
- ☐ 4. Add your store name, offer and destination link.
- ☐ 5. Confirm product availability before publishing.
- ☐ 6. Tag or mention @MLILYUSA when possible.
- ☐ 7. Use matching creative across social, email and your website.
- ☐ 8. Share campaign examples or results with your MLILY representative.

Need Help?

We're here to help.

If you need additional sizes, copy or guidance, your MLILY representative is happy to help.

This guide is your starting point. We've done the heavy lifting so you can get straight to posting.

Contact	Details
Website	www.mlilyusa.com
Email	csr@mlilyusa.com
Phone	877.475.7768
Social	@MLILYUSA