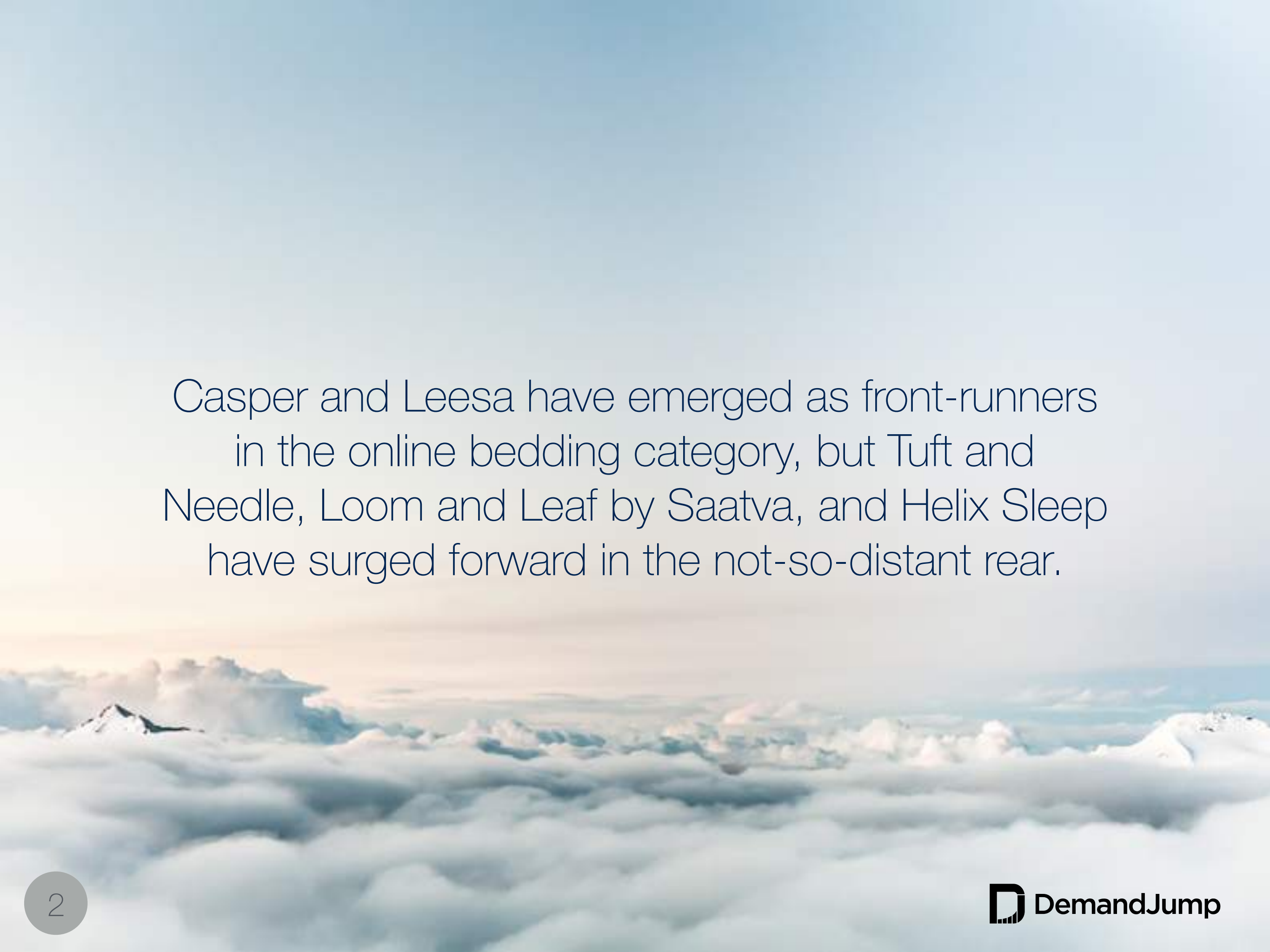


~~A Bedtime~~
Bed-in-a-Box
Story

Bed-in-a-Box retailers have quickly risen to prominence in the mattress industry...

...challenging more traditional mattress retailers that fail to adopt the growing customer willingness to purchase online.



Casper and Leesa have emerged as front-runners in the online bedding category, but Tuft and Needle, Loom and Leaf by Saatva, and Helix Sleep have surged forward in the not-so-distant rear.

While Bed-in-a-Box retailers are learning to leverage digital marketing channels effectively, there's still significant revenue being left on the table. Who will rise up, and who will get caught sleeping?

Here are 3 trends the DemandJump
AIM (Artificial Intelligence Marketing)
Platform has identified that savvy
bedding retailers should monetize...

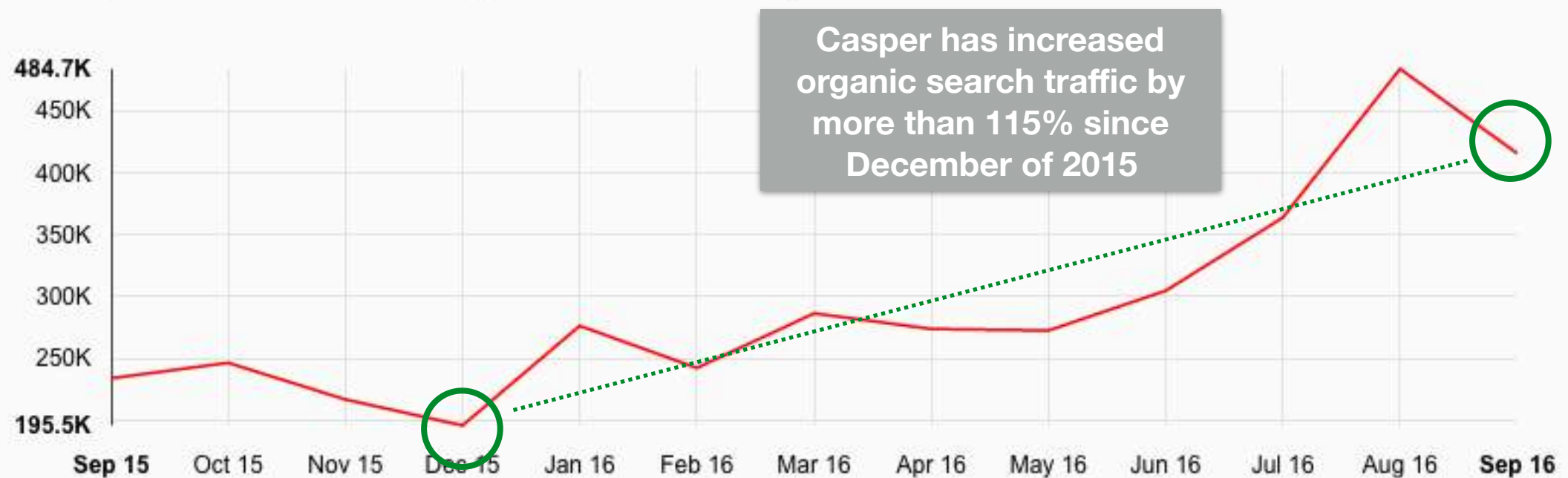


1

Google Organic Search
traffic is spiking... *hard*.



Monthly Visits from Google Search - Organic



Competitor

Traffic from Google Search - Organic

Percent of total (%)

Total Traffic



casper.com

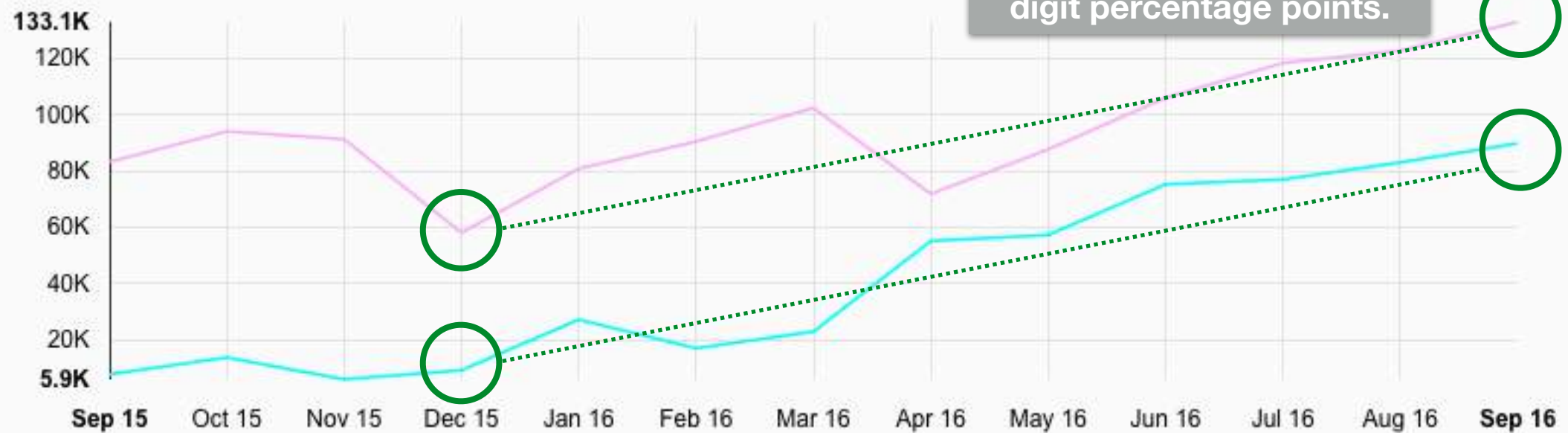
3,812,780

21.964%

17,359,484



Monthly Visits from Google Search - Organic



Competitor

Traffic from Google Search - Organic

Percent of total (%)

Total Traffic



tuftandneedle.com

1,240,889

23.071%

5,378,621



helixsleep.com

540,818

16.144%

3,349,933

Good site architecture may help search, but it won't replace the impact of having the right content and social amplification strategy.

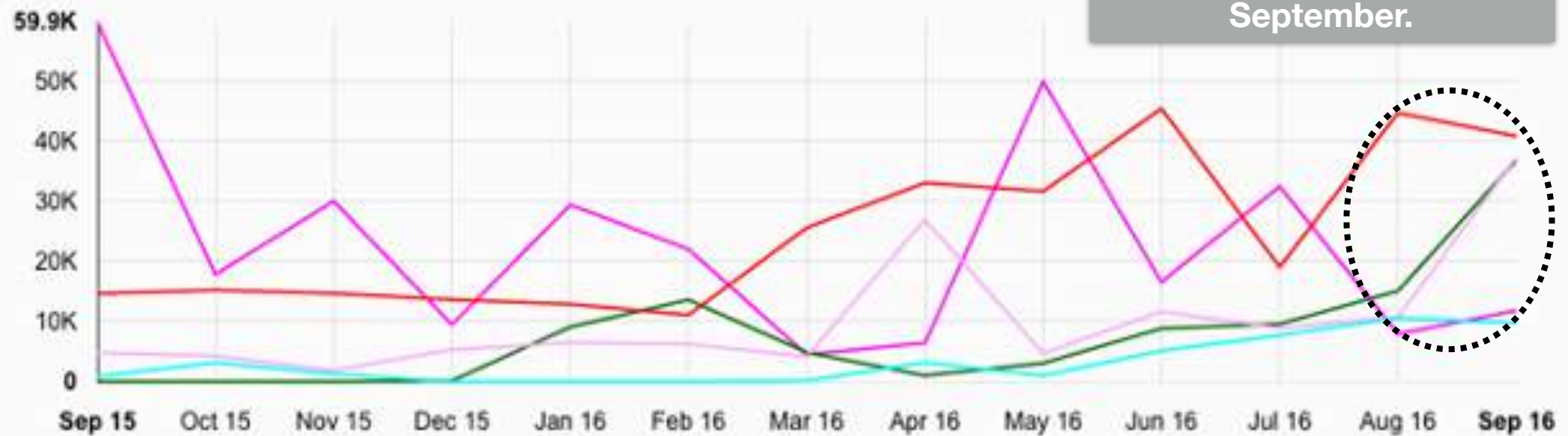
Content and social are the most important factors in optimizing traffic and revenue through organic search.



2

Email is a critical channel for bed-in-a-box retail success.

Monthly Visits from Mail



Competitor

Traffic from Mail

Percent of total (%)

Total Traffic



casper.com

322,849

1.860%

17,359,484



leesa.com

298,650

2.395%

12,471,119

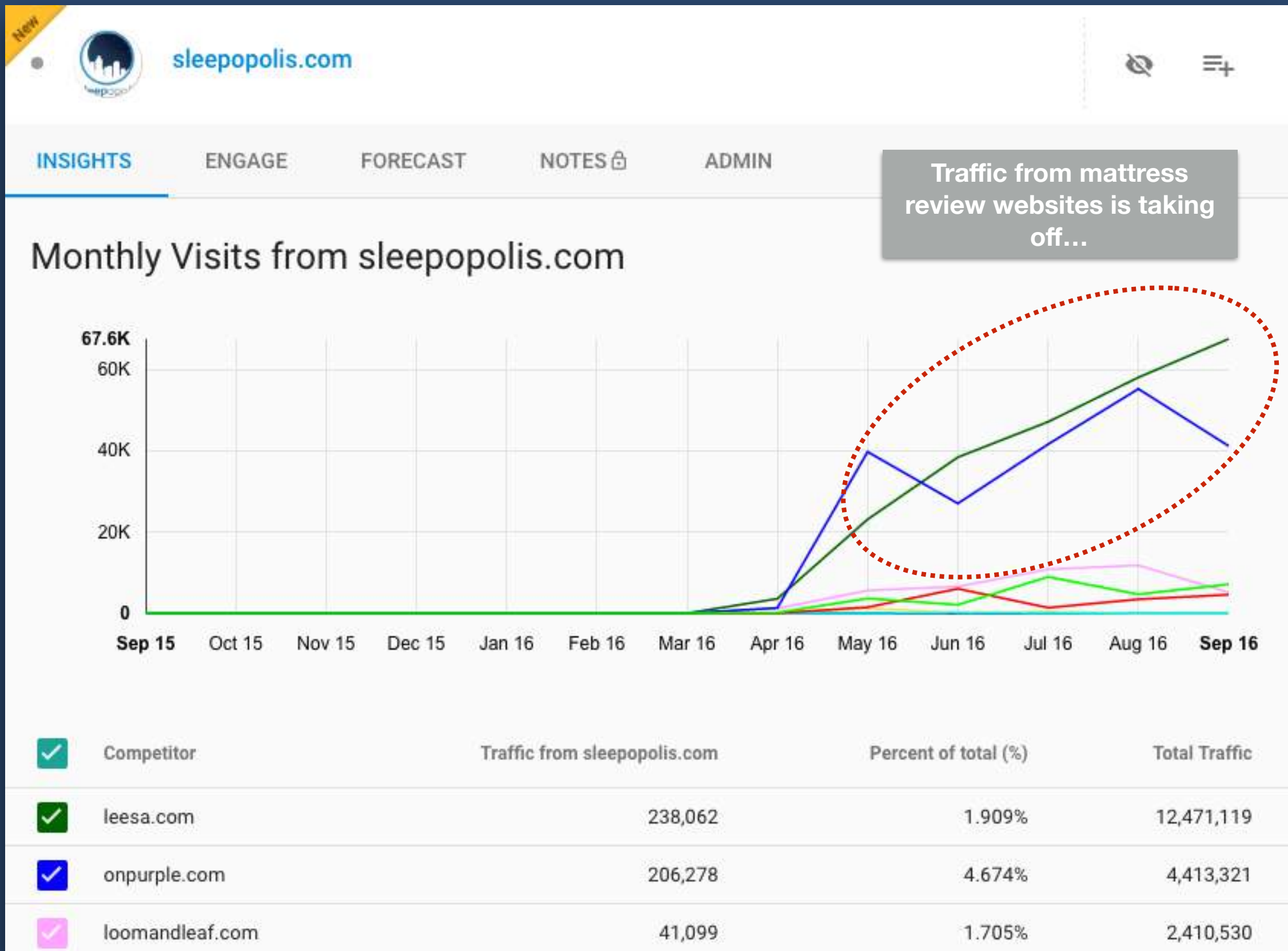
A photograph of a bedroom. In the foreground, a bed is covered with a dark and light striped blanket. To the right, a white, cylindrical lampshade is visible. The background is a plain, light-colored wall.

Email success hinges on personalization.
Winners marry the right content, at the right
time, to the right individual.

Be relevant or go back to bed.

3

Drive traffic from new, 3rd party media sources (or just take it from your competitors).



INSIGHTS

ENGAGE

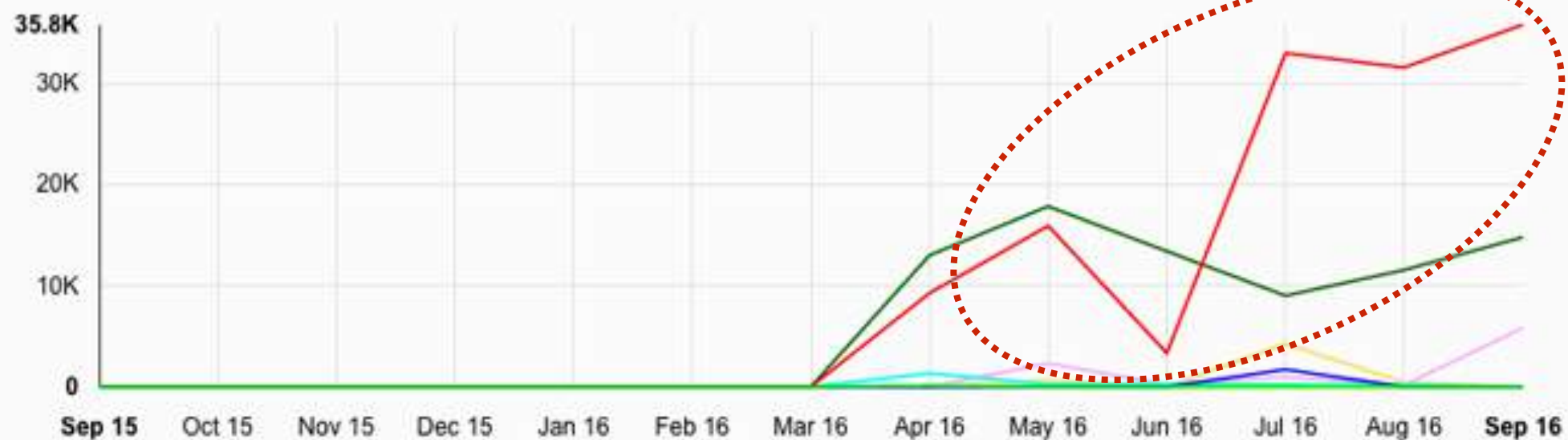
FORECAST

NOTES

ADMIN

Monthly Visits from thesweethome.com

...and so is traffic from 3rd party blogs



Competitor

Traffic from thesweethome.com

Percent of total (%)

Total Traffic



casper.com

128,798

0.742%

17,359,484



leesa.com

79,545

0.638%

12,471,119

Brick and mortar
AND ONLINE
retail are all about
location,
Location,
LOCATION

Just like offline, online success comes from meeting your customers where they are.

Leverage AI to find the specific influencers, blogs, and websites *your customers* are engaging with.

A person stands in silhouette on a grassy hill, looking up at a vast night sky filled with stars and a prominent band of the Milky Way. The scene is bathed in a soft, ethereal light, with a color gradient from teal on the left to purple on the right.

This industry is ripe with opportunity.
Are you a pillow topper or a broken spring?



DEMANDJUMP CAN SHOW
YOU HOW TO WIN....

...AND GET A GOOD
NIGHT'S SLEEP

**CONTACT US
TODAY FOR A
CUSTOM DEMO.**

THANK YOU

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