

America's Mattress Drives 2,933 Store Visits from a 21-Day Campaign

The Challenge

From August 21st to September 9th, 2019, America's Mattress sponsored an ad campaign for 153 locations across the country for the first time ever. The goal was to generate awareness of the America's Mattress Labor Day Sales Event and to drive and track store visitors. Netsertive optimized a suite of ads to target highly qualified customers, which included new homeowners, in-market mattress shoppers, visitors to America's Mattress website, and lookalikes from the America's Mattress website.

Multiple targeting tactics and the power of Netsertive's Distributed Marketing Platform made it possible to quickly deploy hyper-targeted digital campaigns across their 153 locations, which drove both store visits and sales while generating a lower CPM.

The Results

\$1.1M

In Retail Sales

\$12

Return Per \$1 Spent
on Advertising

2,933

Store Visits

For every \$1 spent on advertising, America's Mattress locations made \$12.22 in sales. Of the 2,933 store visits driven by Netsertive to 153 locations, an estimated 1,173 visitors purchased a mattress, with an average ticket price of \$1,000.



"Instead of wondering whether our advertising drove traffic or not, we've been able to show a direct correlation between a campaign and actual store visitors!"

Stephen Day,
America's Mattress