



UTILIZING TARGETED CONTENT TO ATTRACT UNTAPPED CUSTOMERS

Sleep. Everybody needs it. So, how does a mattress company differentiate themselves from the competition?

It comes down to content and branding. That makes the difference between a mattress company that's a just-because-I-need-it purchase and one that builds consumer-brand relationships.

DISCOVERING A BETTER UNDERSTANDING OF THE HUMAN BEHIND THE PURCHASE

THE CHALLENGE

A mattress company wanted to gain a better understanding of their competitors' customers in order to build a displacement strategy. They also hoped to get to know their own customers on a deeper level to develop an effective content marketing strategy.

With more than 13,000 granular, real-time attributes scaled to 200 million U.S. consumers, the Resonate Ignite Platform offers a 360-degree view of consumers. It goes beyond flat demographics to get at the behaviors, psychographics, motivations and values that explain the why behind the buy. When a brand is looking at their advertising creative, their content strategy, their marketing decisions and more, they need to have a deeper understanding of what drives a consumer to choose their brand over another.





THE SOLUTION

Resonate’s professional services team helped the mattress company’s content and SEO teams utilize the Resonate Ignite Platform and onboard their own data to discover a deep, human-level understanding of their customers – and those of their competitors. They looked at targeted audiences, including “entry-level” mattress shoppers, and developed strategies based on not only their mattress preferences, but their holistic consumer persona.

Additionally, they tagged the entire website to better understand visitors’ interactions with the brand and activated campaigns directly from Ignite using Resonate data.

RESONANT CREATIVES COME FROM A DEEPER CUSTOMER UNDERSTANDING

THE RESULTS

Getting to know your customer and their interactions with your own brand is great – but it’s not the full story. Resonate allowed the mattress company to gain an unparalleled understanding of the mattress market, how their competitors’ consumers shopped and how they could appeal to those same customers. **The result? Hyper-targeted campaigns that convert.**

Schedule a fast, complimentary demo and prepare to be floored by what Resonate can do for your brand.