

CASE STUDY

Connecting with Sleep-Deprived Parents to Increase Tuft and Needle's Revenue by 57% YoY



57%

Increase in revenue (YoY)

529 Million

Social impressions

93

Unique earned media hits

About Tuft & Needle

Tuft & Needle is an American mattress and bedding brand. At its launch in 2010 T&N was among the first online, bed-in-a-box companies to disrupt the brick-and-mortar industry.

The Problem

T&N approached 97th Floor to increase organic reviews and organic market share for the online sleep space. In addition to their 3 main mattresses, they also sell bedding products (blankets, pillows, duvets, etc.) and other sleep-related products (furniture, noise-canceling machines). They wanted their blog to generate more revenue from the high traffic numbers they were seeing. The sleep space is full of very competitive KWs which made this all the more challenging.

The Strategy

To address the prevalent issue of sleep deprivation on their blog, especially among parents, we partnered with T&N to refocus the sleep conversation. Understanding that mothers and fathers lose significant sleep in the years following childbirth, with only 10% getting the recommended rest, we saw an opportunity for impactful change.

Our response was the Sleep Ambassador Program, selecting 8 from 331 applicants to receive sleep enhancement products, expert consultations, and personalized sleep courses. Complementing this, we produced over 60 resources including blogs and infographics, all aimed at helping parents achieve better sleep.

Results

Tuft & Needle saw a **57% increase in revenue** compared to the same period the previous year. In addition, there was a **35% rise in total transactions**. The campaign's reach was further amplified through social media, garnering over **529 million impressions in just 3 and a half weeks**.

This extensive online presence was complemented by **93 unique earned media impressions** across prominent platforms like Newsweek, MSN, Yahoo Finance, Tom's Guide, Trend Hunter, and various CBS and ABC affiliates, showcasing the campaign's widespread recognition and impact.