

# Mattress Firm Attracts New Customers with Outbrain

## Vertical

Fashion / Lifestyle

## Goal

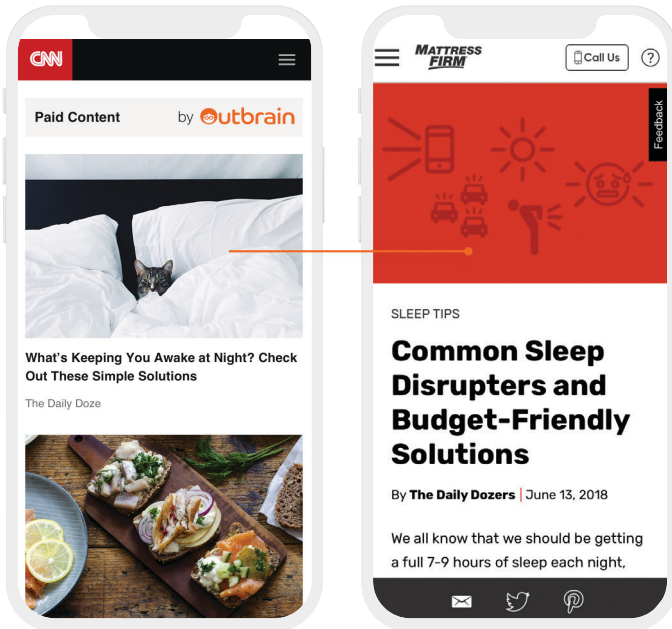
Drive brand awareness and conversions

## Challenge & Goals

Mattress Firm strives to help customers find the beds they want at a price that fits their budget. They partnered with Jackson Spalding to grow brand awareness that ultimately leads to sales.

## Solution

Jackson Spalding and Mattress Firm partnered with Outbrain to target segments based on current brand strategy and personas. After driving traffic to Mattress Firm's blog and site, story sequencing and site retargeting fostered conversions, while lookalikes expanded the pool of potential customers.



## Results

Outbrain quickly became one of Mattress Firm's key digital partners, bringing in new blog visitors at cost-effective CPCs.

**33%**

lower CPC for blog traffic compared to average social

**5x**

higher CTR with Lookalikes

"With advanced targeting solutions and cost-efficient optimization capabilities, Outbrain's become a critical content marketing tactic for our team. The platform's been integral in boosting awareness, driving traffic and nursing prospects further down the funnel through Mattress Firm's blog."

- Daniel Sweeney, Jackson Spalding

Interested in learning more? Reach out to your Outbrain representative today.