



**Client Profile**

Sleep Train is the West Coast's number one mattress retailer and number four nationwide, with over 100 California locations.

*"I've been extremely impressed by their professionalism and accessibility. From start to end, the redesign of our websites has been pleasurable project to work on because of the enthusiasm Blast had for our company and our new websites. The project was extremely well managed and all the team members at Blast were fantastic!"*

*Blast is one of those rare companies that does what they say and they don't beat around the bush...if you want results, Choose Blast!"*

**Sharon Conner**  
Special Projects Manager



www.BlastAM.com

# Conversion-Driven Online Marketing Sets Sleep Train Up For Success

## Overview

As the #1 mattress retailer on the West Coast, Sleep Train clearly had a strong brand and product. However, their online marketing wasn't reflecting the quality of their brand, breadth of product offerings, or their leadership in the industry.

## Challenge

To develop an online marketing strategy that would help them be as successful online as they had been as a brick and mortar company, Sleep Train partnered with Blast. **Blast led their digital revamp** driven by three main goals of educating customers about mattresses, showcasing sales events, and most importantly – persuading people to visit their local Sleep Train.

## Solution

Blast designed a highly engaging website that delivered an excellent user experience, search engine friendly content, and met Sleep Train's primary goals. Through ongoing SEO strategy, reporting and implementation, we are working with Sleep Train's talented marketing team to improve their online presence.

## Usability and Interaction Design

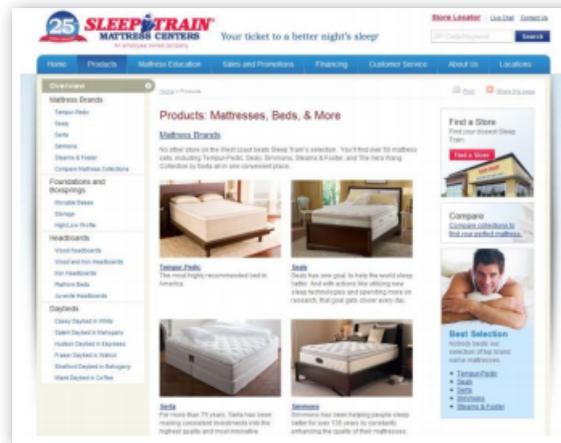
Blast designed the new website with key user tasks in mind. **Using a solid interaction strategy, user-friendly information architecture, and a new visual hierarchy, users are naturally led to take action.** With the updated navigation and enhanced usability, locating a store, browsing products, or finding their perfect bed was easy!

The screenshot shows the Sleep Train website homepage with several callout boxes pointing to key features:

- Current Event/Promotion:** Points to the 'INVENTORY CLEARANCE SALE!' banner.
- Product Offering & Quality:** Points to the 'Superior service. Best selection. Lowest price. Guaranteed.' section with product images.
- Locate a Store:** Points to the 'Find a Store Location' search bar.
- Unique Selling Propositions:** Points to the 'View Sleep Train difference' section listing benefits like 'Free Same Day Delivery' and 'Interest Free Financing'.
- Mattress Education:** Points to the 'Find Your Perfect Bed!' section.

## Online Marketing Strategy & Implementation

Using expertise in SEO and online marketing, Blast **created a comprehensive online marketing strategy** incorporating email marketing, pay per click, landing pages, Google Places listings, on-page and off-page SEO, and continued optimization. This strategy synced with Sleep Train's other marketing efforts. We will continue to monitor site performance and improve the sites through an ongoing strategic partnership.



## Analytics Configuration Showcases Results

Through **Google Analytics advanced configuration** our Google Certified Analytic Consultants **set up goal tracking for various conversions** on the site. Sleep Train is now able to clearly see how users are interacting with the site, and make better business decisions based on actionable insights.

## Results

SleepTrain.com's Results 2 weeks post launch exceeded expectations:

- **173% lift in pageviews**
- More than double the number of pages viewed per visit
- **56% increase in average time spent on site**
- 13% increase in overall number of visits (from 19,287 to 21,788)
- Reduced bounce rate from 18.44% to 15.69%
- **Site Ranks in the top 3 for 57 top-targeted keyword phrases**

## Ongoing Reporting and Analysis

Through ongoing SEO and PPC support, Blast works with Sleep Train to **continually optimize their site** and educate them on SEO, usability and content design. Blast also monitors and provides monthly reports that summarizes site performance, outlines optimization efforts, and demonstrates ROI, giving Sleep Train **concrete metrics they can share with stakeholders and take action on.**



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