US-Mattress Increases Conversion, Lowers Cost of Sale with Amazon Product Ads

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- **Company**: US-Mattress, us-mattress.com
- **Powered By**: Amazon Product Ads

Reaching the Right Shoppers at the Right Time

Since its inception 20 years ago, US-Mattress has gone from single Michigan-based mattress store purveyor to king-sized top-500 online retailer. Along the way, they've stepped up their dynamic market presence by providing useful product information, becoming a key resource for serious mattress shoppers who are intent on making educated decisions.

US-Mattress's goal? Helping purchase-ready shoppers find the right mattress at the best value. How do they reach these shoppers, at the right time?

Amazon Product Ads and GoDataFeed. The feed management software sends US-Mattress' product information to Product Ads. Amazon uses this data to create ads that drive traffic to US-Mattress.com. Together, these programs allow US-Mattress to convert shoppers into customers at the lowest cost per sale.

- Conversion rates 180% higher than other traffic channels
- Lowest cost per sale among paid CSEs
- 21% of total shopping channel revenue

Driving Conversion and Revenue

"Amazon Product Ads sends quality consumers to our website with a conversion rate 180% higher than other traffic channels" says Brenda Smith, Director of Web Development for US-Mattress. "In the last year of working with Product Ads, our conversion rate has tripled. Product Ads now accounts for 21% of our total shopping channel revenue with the lowest cost-per-sale among paid CSEs."

US-Mattress uses GoDataFeed to optimize and automate the submission of product data to Product Ads.

"GoDataFeed enhances our product descriptions with more search-friendly terms, attracting a wider audience on Amazon," says Smith.

"Without GoDataFeed there would be a significant increase in hours and resources to manage all of our shopping channel campaigns."

GoDataFeed also provides performance reporting and alerts to help US-Mattress reach more shoppers

with optimized CPC bids.

"GoDataFeed maximizes our exposure on Amazon," adds Smith, "Without GoDataFeed, there would be a significant increase in hours and resources to manage all of our shopping channel campaigns."

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The Low Down

Amazon Product Ads allows US-Mattress to reach shoppers looking to buy a mattress online with the highest conversion rate and lowest cost per sale among paid CSEs. GoDataFeed helps US-Mattress maximize the value of Product Ads with optimized data feeds, bidding recommendations, and performance reporting.

"Our revenue stream has grown with Amazon Product Ads and GoDataFeed since Day One."