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



**180%** higher conversion rate compared to other traffic channels

**21%** of total shopping channel revenue

**Company Information:** US-Mattress**,** www.us-mattress.com
**Powered by:** Amazon Product Ads (advertising & traffic)

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

### 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. GoDataFeed sends US-Mattress product information to Product Ads. Amazon uses this data to create ads which drive traffic to US-Mattress.com. Together, these programs allow US-Mattress to convert shoppers into customers at the lowest cost per sale.

### 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.

GoDataFeed also provides performance reporting and alerts to help US-Mattress reach more shoppers with optimized CPC bids. "GoDataFeed maximizes our exposure on Amazon". "Without GoDataFeed," adds Smith, "there would be a significant increase in hours and resources to manage all of our shopping channel campaigns."

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Brenda Smith, Director of Web Development

### 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.

To learn more, please visit:
### productads.amazon.com