

Ecommerce Tools Overview

**OUR PROMISE
GROWTH PROGRAM**



www.ourpromisegrowth.com

For more information, please contact your sales representative.

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Size of Digital Prize



17 Billion	Projected size of the total mattress market in 2025 (retail dollars)
52%	Percentage of total mattress purchases made online (~\$6B)
93%	Percentage of customers who engaged digitally while shopping for a mattress
52%	Percentage of customers who spent 3+ hours researching online during their shopping journey
89%	Percentage of in-store mattress purchases that used digital touchpoints during the journey

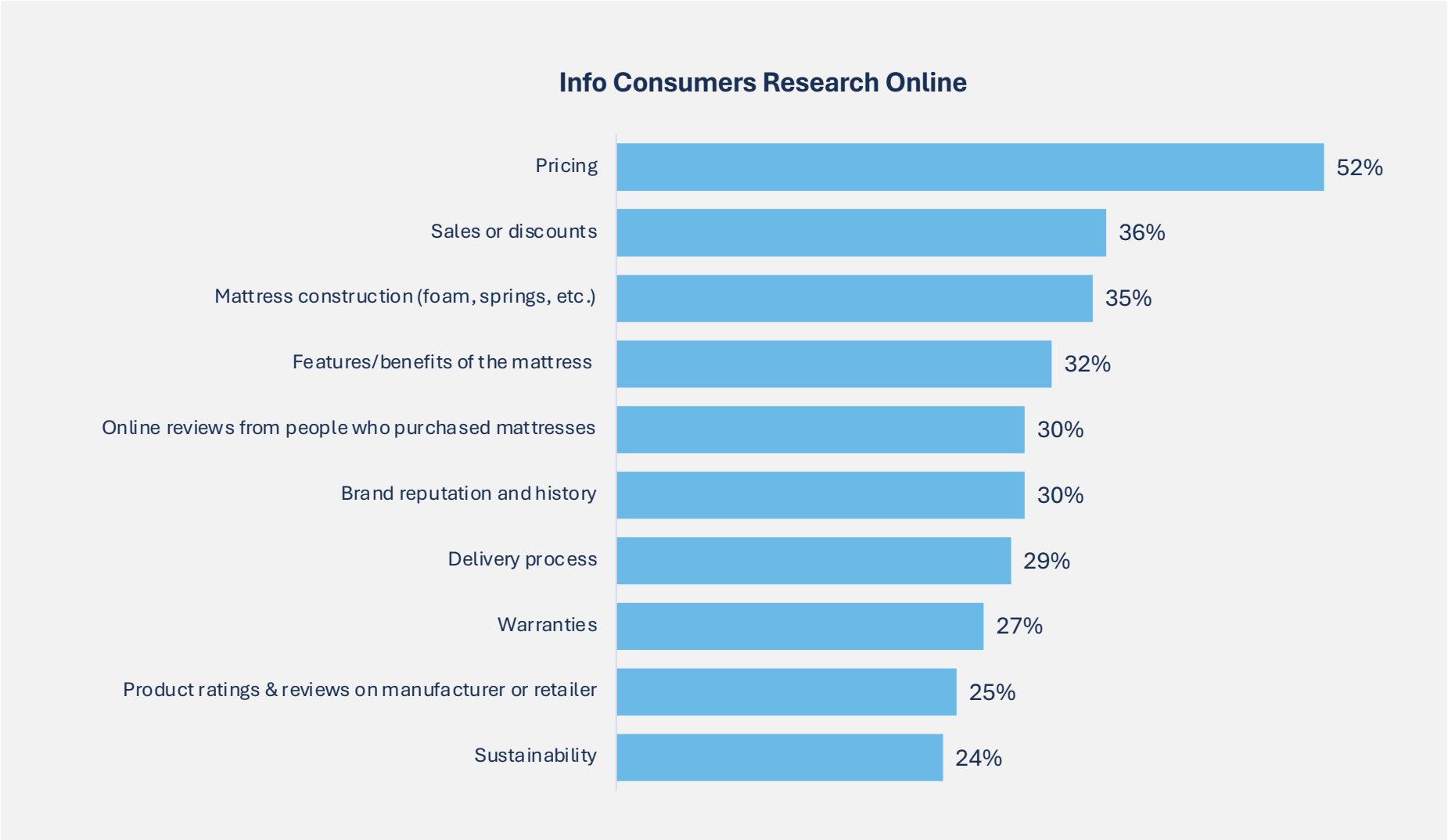
Source: SSB 2023 Consumer Journey Study, SSB Internal Estimates, Traqline L4Q ending Q1 2025

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What information are customers seeking?

Customers use google search and retailer sites to learn...

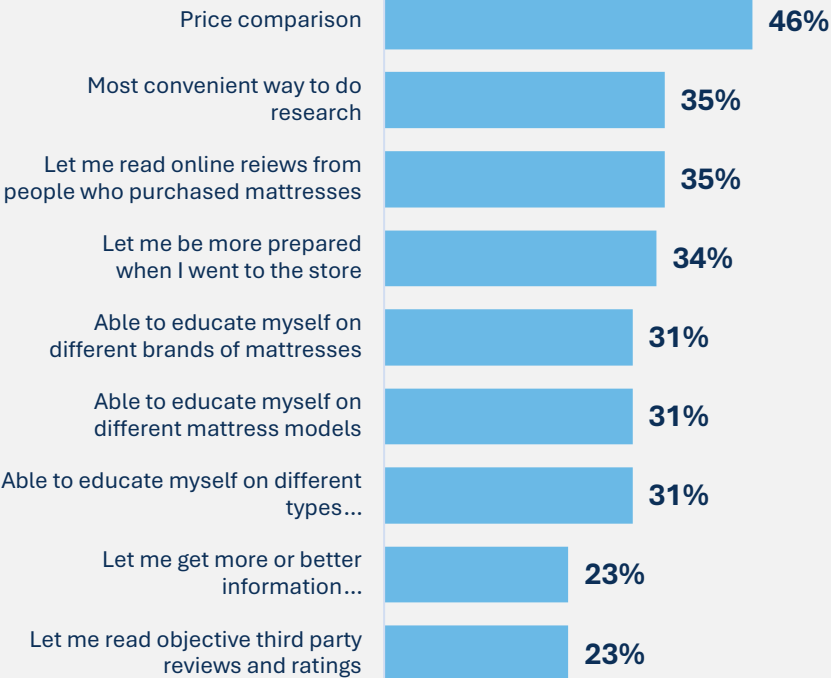
- **Prior to store visit:**
 - General mattress education
 - Who sells mattresses and where their stores are located
 - Product assortment by store
- **Before purchase conversion**
 - Pricing
 - Reviews
 - Features & benefits



Ecommerce Tools Online and in-store research play distinct but overlapping roles

Role of Online

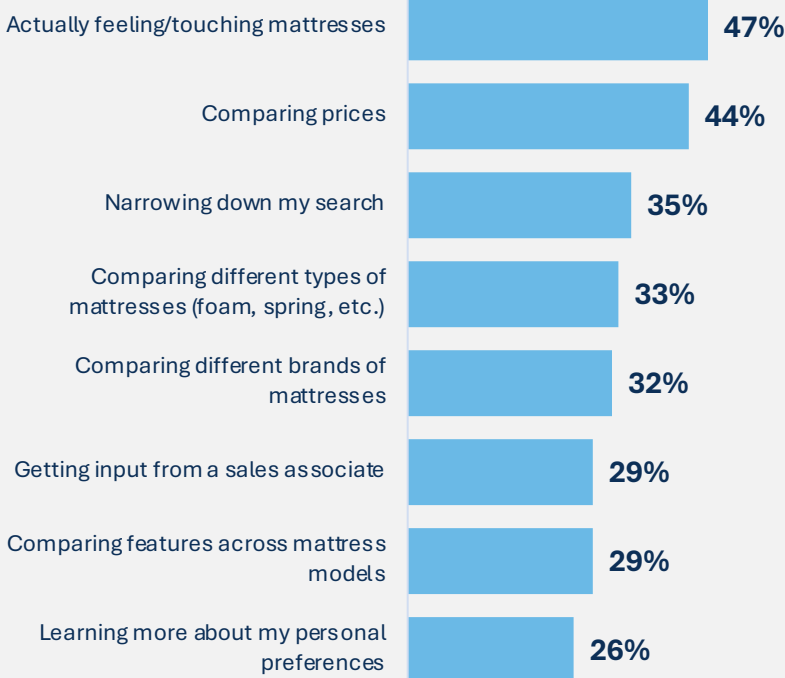
For price comparison, reviews, and preparation before store visits.



- Mainly for:
- Comparing prices (22%)
 - Reading reviews (22%)

Role of B&M Store

In-store visits are to touch/feel mattresses and compare prices.



Source: SSB 2023 Consumer Journey Study

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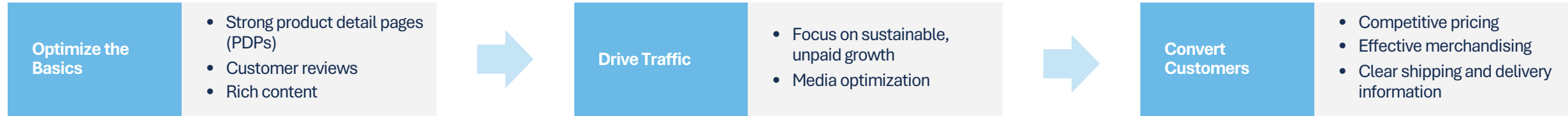
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SSB Best-In-Class Digital Fundamentals

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It's critical to establish a best-in-class on-site experience:

- Clearly communicate why customers should shop at your store
- Create an easier shopping experience with fewer clicks
- Increase brand and assortment awareness



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E-commerce Fundamentals



- The primary goal of digital is to meet customers’ needs.
- Dot-com should deliver an omnichannel experience, where digital closely mirrors the in-store environment.

Easily find & browse products	• Minimal clicks • Easy filtering • View key details while browsing	Assess peer product feedback	• Relevant and recent reviews • Review count • Average review rating
Message core competencies	• Foster loyalty • Highlight what sets you apart from the competition	Feel instant gratification	• Fast & free shipping • Big savings • Financing options
Get detailed product info	• Helpful images • Delivery details • Clear features & benefits		

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Foundations Required to Meet Customer Needs

