

# Ecommerce Tools

## Recommended Best Practices

**OUR PROMISE**  
**GROWTH PROGRAM**



[www.ourpromisegrowth.com](http://www.ourpromisegrowth.com)

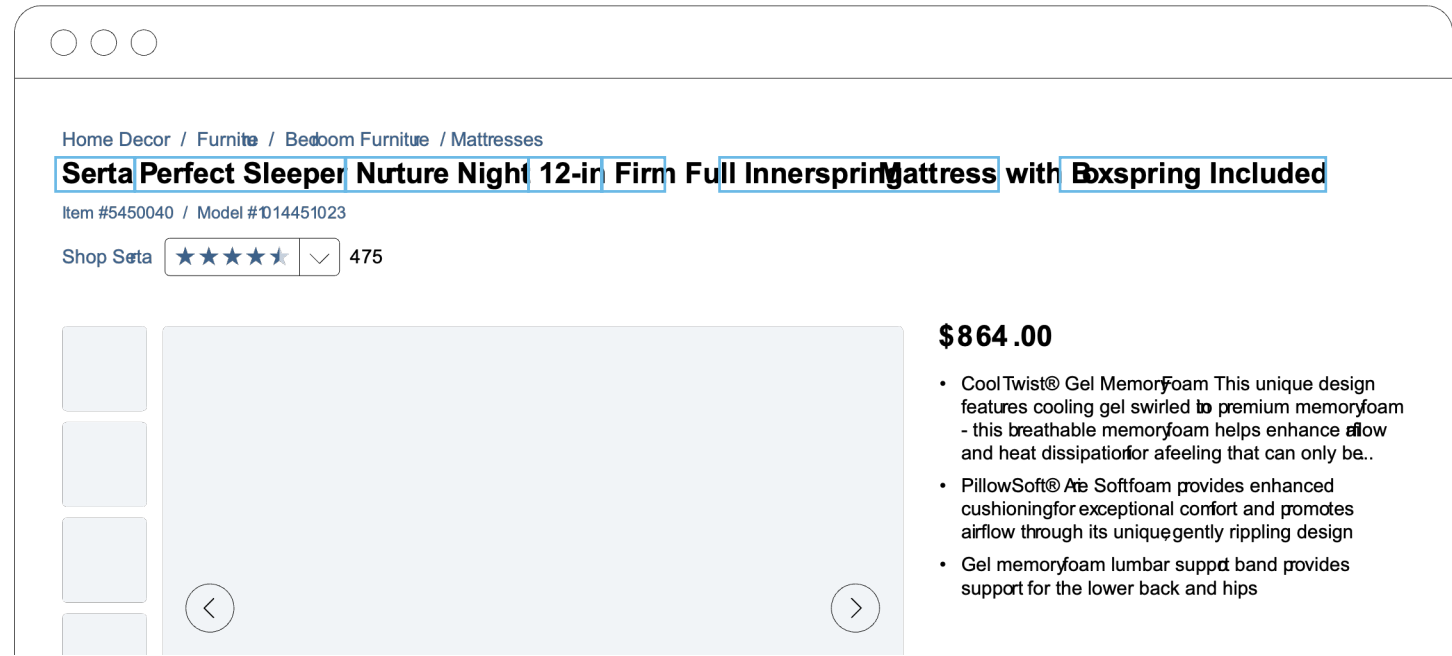
For more information, please contact your sales representative.

# Ecommerce Recommendations

## PDP Anatomy – Product Title

**OUR PROMISE**  
GROWTH PROGRAM

- **Purpose:**
  - Drives product **findability in search**
  - Keywords (e.g., *memory foam*, *cooling*) are **critical for SEO performance**
- **How to Execute:**
  - Follow the established **product naming formula**
  - Incorporate **retailer-specific naming requirements**
  - Use information from the **item upload sheet**



**CONFIDENTIAL**

This document contains proprietary information intended only for authorized users of Serta Simmons Bedding, LLC. Do not copy, distribute, or disclose without permission.

# Ecommerce Recommendations

## PDP Anatomy – Feature Bullets



- **Purpose:**
  - Highlight product benefits and reasons to buy
  - Differentiate from competitors
  - Include key facts (e.g., *Assembled in USA*, warranty, shipping, etc.)
- **How to Execute:**
  - SSB will provide 5-6 bullets for a product
  - You should look to add any further detail around shipping, i.e. “Includes Free White Glove Delivery.”

### Overview

Featuring an 825-coil density system, this supportive mattress offers zoned comfort and pressure relief with a lumbar gel support band and Cool Twist® Gel Memory Foam that contours to your body-with upgrades available with more cooling layers and support. Your ne mattress may initially feel firmer than expected. Please allow up to 60 days to acclimate to your new mattress as it naturally adjusts to contour, comfort, and support you best. Premium memory foam is temperature-sensitive; it may feel firmer in cooler temperatures and softer in warmer ones. For your preferred comfort, please allow several hours for your memory foam mattress to adjust to the room's temperature.

- Cool Twist® Gel Memory Foam This unique design features cooling gel swirled into premium memory foam - this breathable memory foam helps enhance airflow and heat dissipation for a feeling that can only be described as a cool, contouring type of comfort
- PillowSoft® Aire Soft foam provides enhanced cushioning for exceptional comfort and promotes airflow through its unique, gently rippling design
- Gel memory foam lumbar support band provides support for the lower back and hips
- Designed and Built in USA
- Adjustable Friendly
- You should be able to rely on the quality of your rest night after night - that is why we offer a 10-year limited warranty that covers manufacturing and workmanship defects

### Specifications

| GENERAL             |                               |                              |             |
|---------------------|-------------------------------|------------------------------|-------------|
| Collection Name     | Perfect Sleeper Nurture Night | Type                         | Innerspring |
| Color/Finish Family | Blue                          |                              |             |
| DIMENSIONS          |                               |                              |             |
| Length (Inches)     | 74.5                          | Weight (lbs.)                | 99.06       |
| Size                | Full                          | Width (Inches)               | 54          |
| FEATURES            |                               |                              |             |
| Boxspring Included  | Yes                           | Fabric Material              | Polyester   |
| Coil Count          | 486                           | For Use with Adjustable Base | Yes         |
| Coil Gauge          | 15                            | Hypoallergenic               | No          |
| Comfort Level       | Firm                          | Mattress in a Box            | No          |
| Cooling             | Yes                           | Pillow Top                   | No          |

CONFIDENTIAL

This document contains proprietary information intended only for authorized users of Serta Simmons Bedding, LLC. Do not copy, distribute, or disclose without permission.

# Ecommerce Recommendations

## PDP Anatomy – Product Details



- **Purpose:**
  - Drives site navigation and product discoverability
  - Enables effective online filtering and search
  - Provides essential specs (e.g., weight, dimensions, product type)
- **How to Execute:**
  - Populate **as many fields as possible** in the item setup sheets
  - Ensure all data fields are governed for **accuracy across all brands**
  - Work with your **Account Manager** to get all necessary product details that SSB provides from Salsify
  - If you do not have a standardized item upload template, **partner with SSB to create one** for mattresses

### Overview

Featuring an 825-coil density system, this supportive mattress offers zoned comfort and pressure relief with a lumbar gel support band and Cool Twist® Gel Memory Foam that contours to your body-with upgrades available with more cooling layers and support. Your ne mattress may initially feel firmer than expected. Please allow up to 60 days to acclimate to your new mattress as it naturally adjusts to contour, comfort, and support you best. Premium memory foam is temperature-sensitive; it may feel firmer in cooler temperatures and softer in warmer ones. For your preferred comfort, please allow several hours for your memory foam mattress to adjust to the room's temperature.

- Cool Twist® Gel Memory Foam This unique design features cooling gel swirled into premium memory foam - this breathable memory foam helps enhance airflow and heat dissipation for a feeling that can only be described as a cool, contouring type of comfort
- PillowSoft® Aire Soft foam provides enhanced cushioning for exceptional comfort and promotes airflow through its unique, gently rippling design
- Gel memory foam lumbar support band provides support for the lower back and hips
- Designed and Built in USA
- Adjustable Friendly
- You should be able to rely on the quality of your rest night after night - that is why we offer a 10-year limited warranty that covers manufacturing and workmanship defects

### Specifications

| GENERAL             |                               |                              |             |
|---------------------|-------------------------------|------------------------------|-------------|
| Collection Name     | Perfect Sleeper Nurture Night | Type                         | Innerspring |
| Color/Finish Family | Blue                          |                              |             |
| DIMENSIONS          |                               |                              |             |
| Length (Inches)     | 74.5                          | Weight (lbs.)                | 99.06       |
| Size                | Full                          | Width (Inches)               | 54          |
| FEATURES            |                               |                              |             |
| Boxspring Included  | Yes                           | Fabric Material              | Polyester   |
| Coil Count          | 486                           | For Use with Adjustable Base | Yes         |
| Coil Gauge          | 15                            | Hypoallergenic               | No          |
| Comfort Level       | Firm                          | Mattress in a Box            | No          |
| Cooling             | Yes                           | Pillow Top                   | No          |

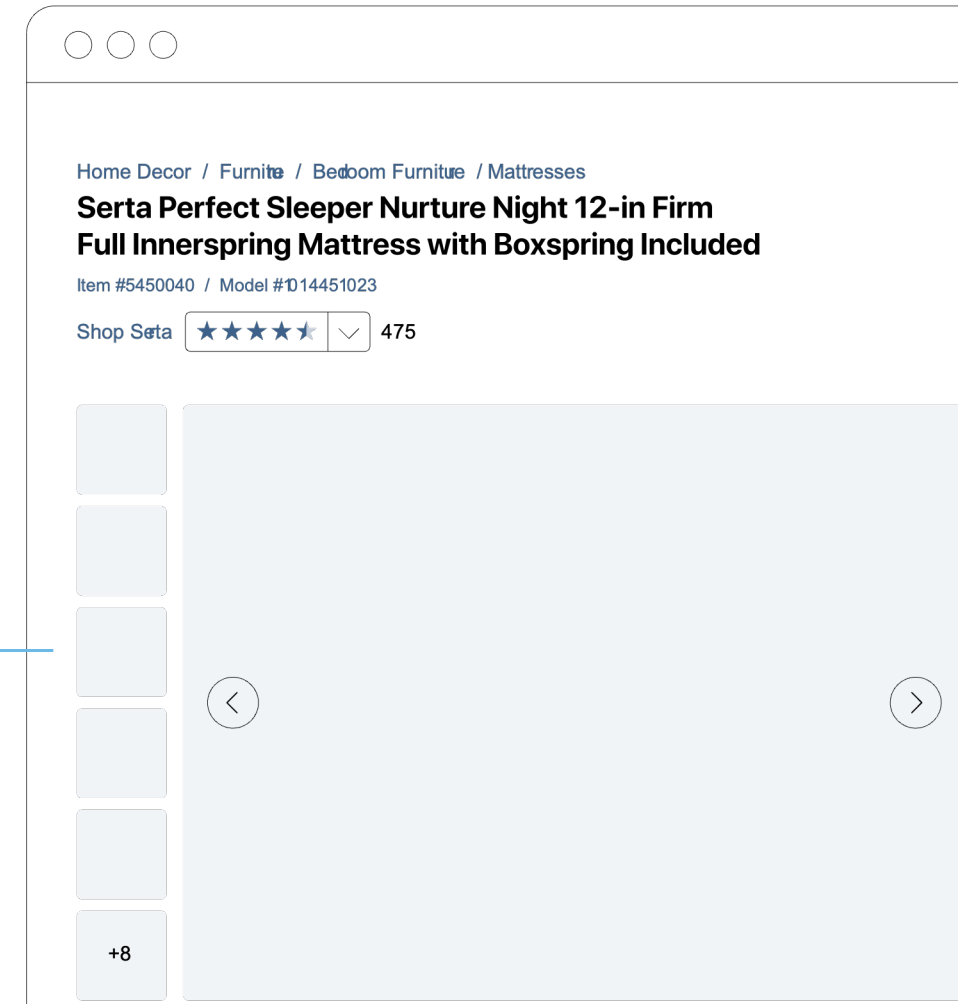
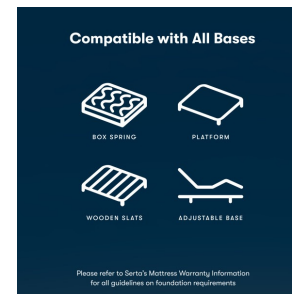
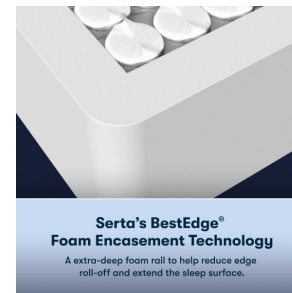
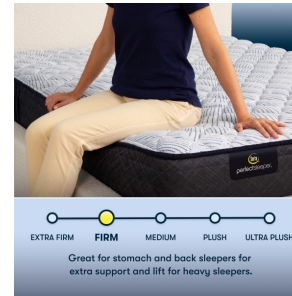
# Ecommerce Recommendations

## PDP Anatomy – Carousel Images

**OUR PROMISE**  
GROWTH PROGRAM

- **Purpose:**
  - Images are among the first elements customers see on the PDP
  - The first image appears in browsing and must be **visually compelling**
  - Every image should **add value and highlight benefits**
  - Images should be **zoomable** for enhanced product inspection
  - Videos are essential for **SEO and UX**—shoppers are **9% more likely to purchase** with video content
- **How to Execute:**
  - Set the **first image as a room scene**
  - SSB will provide **5-8 optimized images**
  - Download the full **e-commerce content package** at [BetterNightSleep.com](https://www.betternightsleep.com)
    - Or utilize links to images via Salsify provided to you by your account manager
  - Add **product videos** when available

Optimized Content Examples



**CONFIDENTIAL**

This document contains proprietary information intended only for authorized users of Serta Simmons Bedding, LLC. Do not copy, distribute, or disclose without permission.

# Ecommerce Recommendations

## PDP Anatomy – Buy Box

- Ensure all of the following elements are included within the Buy Box:
  1. Product title
  2. Review content
  3. Delivery options with clear **Estimated Time of Arrival (ETA)**
  4. A large, visible **“Add to Cart”** button placed **above the fold**
  5. Display of **Take-Home Price**

○ ○ ○

Home Decor / Furniture / Bedroom Furniture / Mattresses

**Serta Perfect Sleeper Nuture Night 12-in Firm Full Innerspring Mattress with Boxspring Included**

Item #5450040 / Model #D14451023

Shop Serta ★★★★★ 475

+8

<

>

**\$864.00**

- CoolTwist® Gel Memory Foam This unique design features cooling gel swirled to premium memory foam - this breathable memory foam helps enhance airflow and heat dissipation for a feeling that can only be..
- PillowSoft® Air Softfoam provides enhanced cushioning for exceptional comfort and promotes airflow through its uniquely gently rippling design
- Gel memory foam lumbar support band provides support for the lower back and hips

Delivering to: 29909 | Change

Shipto Store

Pickup  
May 9 - May 12

FREE

Shipto Home

Expect it  
May 2 - May 4

FREE

Scheduled Delivery

Not available for  
this item

-

1

+

Add to Cart

# Ecommerce Recommendations Merchandising 101

- Provide an easily viewed product snapshot in browse to drive awareness and consideration.
  - Simplify the shopping experience.
  - Display the filter menu by default (avoid collapsing it).
  - Provide a “Shop All” option.
- Master the basics.
  - Roll variant sizes up to a parent PDP.
  - Use a consistent lifestyle image as the hero.
  - Enable hover functionality for quick view or alternate images.
- Maximize use of site real estate.
  - Display delivery ETA on the product tile.
  - Only display in-stock items.
  - Use item tagging (e.g., *New!*, *Best Seller*, etc.).

Filter bar displayed

All mattresses included

Variant options shown

Availability +

Mattress Type -

Mattress Size -

Firmness +

Mattress Height +

Price +

Mattress Feature +

Hybrid (90)

Memory Foam (102)

Innerspring (132)

Twin (132)

Twin XL (132)

Full (146)

Queen (146)

King (146)

California King (48)

Serta Mattresses

114 Models

Compare

Compare

Compare

Hover for alt image

Delivery ETA shown

Serta Perfect Sleeper®

Sleep Excellence™ 11" Soft Queen PillowTop Innerspring Mattress

★★★★★ (475)

Starting at \$549.00

6 sizes

Pickup Available

Delivery Free Delivery

Add to Cart

Serta Perfect Sleeper®

Sleep Excellence™ 11" Medium Queen PillowTop Innerspring Mattress

★★★★★ (475)

Starting at \$799.00

6 sizes

Pickup Available

Delivery Free Delivery

Add to Cart

Serta Perfect Sleeper®

Sleep Excellence™ 11" Firm Queen PillowTop Innerspring Mattress

★★★★★ (475)

Starting at \$799.00

6 sizes

Pickup Available

Delivery Free Delivery

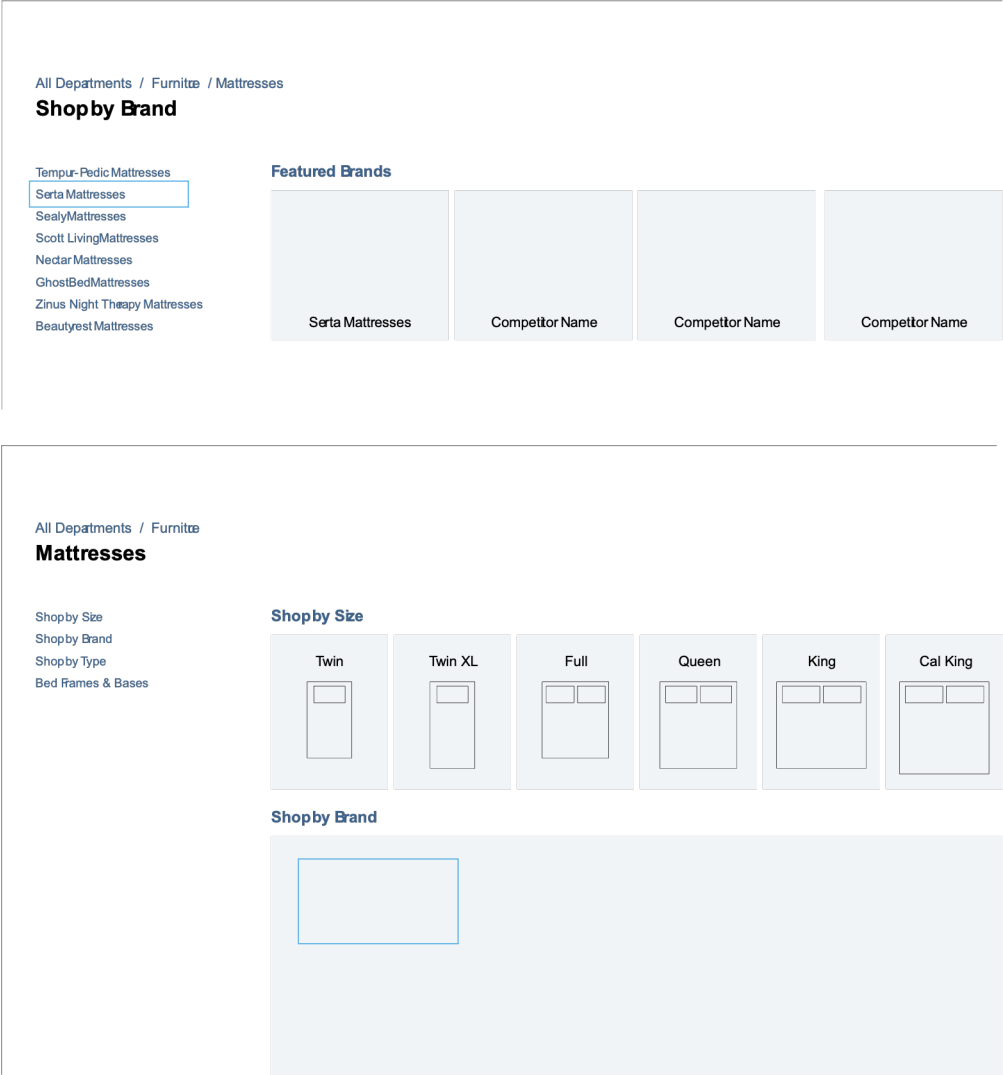
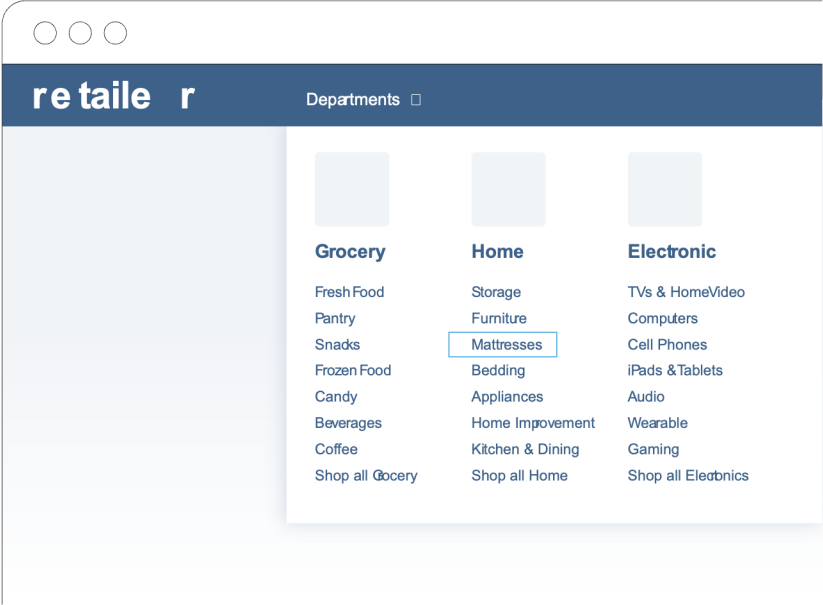
Add to Cart

CONFIDENTIAL This document contains proprietary information intended only for authorized users of Serta Simmons Bedding, LLC. Do not copy, distribute, or disclose without permission.

# Ecommerce Recommendations

## Merchandising – Navigation/Filtering

- The 'Mattress' category is easily found in the primary navigation or mega-menu.
- SSB brands are easily found on the Mattress category landing page.



# Ecommerce Recommendations

## Reviews – Collection/Metrics

- Reviews and ratings are table stakes for today’s shopper.
- 93% of online purchases are influenced by reviews.
- SSB samples products to seed reviews.
- Our reviews can be shared with retailers via syndication.
- **How to Execute:**
  - Do you partner with a review syndication platform?
    - If not, please use the “Review Syndication” deck to get started.
    - If you do, please work with your platform to trouble shoot issues before reaching out to your account manager for assistance.

Home Decor / Furniture / Bedroom Furniture / Mattresses

Serta Perfect Sleeper Nuture Night 12-in Firm Full Innerspring Mattress with Boxspring Included

Item #5450040 / Model #D14451023

Shop Serta 

★★★★★

 475

+8

\$864.00

- CoolTwist® Gel MemoryFoam This unique design features cooling gel swirled to premium memoryfoam - this breathable memoryfoam helps enhance airflow and heat dissipation for a feeling that can only be..
- PillowSoft® Ats Softfoam provides enhanced cushioning for exceptional comfort and promotes airflow through its unique gently rippling design
- Gel memoryfoam lumbar support band provides support for the lower back and hips

SIZE

Queen

FIRMNESS

Medium

MODEL

Series A

- 1 +

Add to Cart

★★★★★ 4.4 out of 5

410 Reviews

5 Star

73%

4 Star

13%

3 Star

4%

2 Star

2%

1 Star

8%

Write a Review

85% Recommend this product

High-quality mattress from Serta!

★★★★★

✓ Would Recommend

I have purchased other in-a-box hybrid mattresses before from expensive retailers, and so far this one is on par or better. It's firm but has just enough give, is not too hot to sleep on and was on sale (\$250 off!) when I purchased it. Very happy - it's in my guestroom but sometimes I sleep in there just to enjoy it :)

👍 (13)

🗨️ (0)

📄 Report