

## How Intellifluence Helped Nature's Sleep/GhostBed Increase Traffic By 15% While Saving Thousands

15%

Increased  
Traffic

3x

Return on  
Investment

\$10k-\$20k

Cost  
Savings



“We can see the comments, we can see the traffic, we can see the eyeballs coming to our site. If you’re looking for a new way of marketing, I would definitely recommend Intellifluence. It’s a very economical way of getting genuine, targeted traffic.”

“ **RICH BERNSTEIN,**  
Director of Digital Marketing, Nature's Sleep/  
GhostBed

For over 17 years, Nature's Sleep/GhostBed has been a leading provider of high-quality, low-cost mattresses and sleep products.

One of their most popular product lines is the GhostBed mattress in a box.

## HIGHLIGHTS

### CHALLENGES

- Standing out in a crowd of over 100 bed in a box stores
- Use social media to reach a broader audience
- Collect authentic reviews that speak to GhostBed's quality

### SOLUTIONS

- Intellifluence's platform provides access to 37,000+ quality influencers
- A dedicated account manager set up and maintained campaigns
- Influencers created honest reviews posted to their social media

### RESULTS

- Thanks to social media reviews, GhostBed saw 15% more traffic to its website
- 3x ROI over traditional marketing, saving \$10 - \$20 thousand
- Genuine reviews became a powerful marketing tool

## Challenges

### STANDING OUT IN A HYPER-COMPETITIVE CROWD

As Director of Digital Marketing at Nature's Sleep/GhostBed, Rich Bernstein knows how cutthroat the mattress industry is. With new competitors arriving seemingly every day, Rich couldn't rely on traditional marketing to spread the word about Nature's Sleep/GhostBed.

*"A few years ago you had 10 or so bed in a box stores and now you have over 100," Rich recalls. "One of the biggest challenges I was facing was differentiating us from the competition and demonstrating why a potential customer should pick us."*

Despite Nature's Sleep/GhostBed reputation for quality, their new line of GhostBed products was fighting for attention against competition that were all flash and no substance.

*"From a consumer standpoint it's hard to know who to trust," Rich explains. "A lot of our competition is built on marketing instead of actually selling a good product for the consumer that will last 20-plus years."*

Needing to try something new, Rich saw the results his competitors were getting from social media and recognized the potential. Reviews from influencers could be a powerful tool to reach an entirely new audience while emphasizing GhostBed's superior quality.

There was just one problem: Connecting with reputable influencers and investing in this entirely new branch of marketing seemed like a time- and resource-intensive task.

“We wanted to get involved, to see how that would play out,” Rich says. “But it was a big risk.”

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“One of the biggest challenges I was facing was differentiating us from the competition and demonstrating why a potential customer should pick us.”

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## Solution

### THE INFLUENCER MARKETING PLATFORM YOU CAN ACTUALLY AFFORD

Rich didn't have to look far to find the solution he needed. Having worked with Intellifluence CEO and Co-founder Joe Sinkwitz in the past, he trusted Joe's expertise and reputation in influencer marketing.

*“He's a friendly guy, he's trustworthy, and he understands the space better than anyone,” Rich says. “Though there are multiple influencer platforms out there, this was the obvious choice.”*

Intellifluence's team walked Rich through their intuitive platform for creating and managing influencer marketing campaigns. When Rich wanted to get more buy-in from the rest of his team, Joe happily obliged with more demos.

*"What really stood out for me at first was the relationship building," Rich says. "The way it comes across, it's not a sales pitch at all. It's more of 'This is how it's going to work, and this is all the stuff we can do to help you.'"*

Understanding Rich's severe time constraints and budget, Joe recommended Intellifluence's enterprise-level plan which equipped Rich with a dedicated account manager.

Rich's account manager went out of their way to understand Rich's goals and learn everything there was to know about GhostBed. Rich's account manager then used that knowledge to create targeted campaigns for social media platforms like YouTube and Instagram.

*"I've done a lot of demo calls and they're always like, just spend 20 hours a week with it, but I don't have that kind of time," Rich laughs. "But I knew I could trust Intellifluence to delegate the work to the people who know the business."*

With Intellifluence already working with thousands of reputable and motivated influencers, connecting to industry giants was easy. And, since everything from payment to communication is handled by Intellifluence's platform, managing these relationships was even easier.

As a result, Rich was able to accumulate influencer reviews and he always had the tools he needed to track campaign performance. Best of all, his account manager handled all of the heavy lifting which freed up Rich's time and allowed him to focus on other aspects of his business.

*"Anytime we had an issue, I would email my account manager and he would respond so quickly," Rich says. "He's always keeping me up to date, and he gets into the campaign really often, making sure he communicates directly with influencers on our behalf."*

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“What won me over at first was the way Intellifluence built trust. They took the time to know our brand and what I was looking for, and they used that to connect us to hundreds of influencers.”

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## Results

### INCREASED TRAFFIC AND A POWERFUL SALES ASSET

After four months of using Intellifluence, Rich was pleased to see his experiment with influencer marketing paying off. Working with over a hundred influencers, GhostBed was reaching an entirely new audience—and it showed.

*“We estimate traffic to our website has increased around 15%,” Rich smiles.*

*“We’re really happy with the results, and we’re seeing a much broader audience getting to the site.”*

The reviews from influencers haven’t just proven to be a strong marketing tool, they’ve also become a powerful asset to users already on GhostBed’s website. By embedding these video reviews directly into product pages, potential customers are exposed to authentic, quality reviews at a crucial moment in their buyer’s journey.

And thanks to Intellifluence’s dedicated account manager, these results didn’t require Rich to invest anything more than a few hours per week. Even better, Rich estimates that Nature’s Sleep/GhostBed saved tens of thousands compared to traditional marketing with a 3x return on investment.

“It’s been a great tool for getting new eyeballs on the site,” Rich explains. “Mattresses are a high-cost item, but Intellifluence helped us reach a broader audience and get them interested in our products and into our sales funnel and email campaigns.”

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**Could your brand benefit from quality reviews that build awareness and increase sales?**

Join the platform that will connect you with 37,000+ influencers at a price you can actually afford.

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