



# Mattress Retailer Experiences a 15% Increase In Yearly Sales With Netsertive

## The Opportunity

Patrick and Ashley Unverferth, owners of four America's Mattress locations in Western Colorado, noticed shoppers were using smartphones and digital sources to research their options, rather than the referencing paper phone books.

So they began to look for an experienced digital marketing vendor that could help support their Serta and Simmons business and reach today's tech-savvy shoppers. After learning about Netsertive's proven success in the home goods industry, expert service, and brand approved assets they partnered with Netsertive in 2012.



**76% of local internet searches result in a  
store visit within 24 hours.**

*Google, 2017*

## Who We Are

Netsertive is a marketing technology company that enables brands, publishers, and local businesses to reach customers online, at scale. Netsertive's platform and services coordinate messaging, brand experience, and performance across all digital channels to drive awareness, consideration, and sales.

## Contact Us

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## The Solution

After strategizing with their Netsertive Client Success Manager, they created a digital marketing solution that was tailored to their business goals, brands, and local market.

Since implementing the solution in 2012, the Unverferth's stores now have a strong and effective online presence that is consistently producing trackable leads. The four stores are currently participating in search engine marketing, display advertising, social media advertising, and video advertising.

"Netsertive gave us the chance to work with a company that was affordable but also knew how to take advantage of Internet marketing just as well as any large company's marketing department would," said Patrick Unverferth.

### Reaching The Right Audience with Geographic Targeting

One of the things the Unverferth's liked most about their campaigns was the ability to target their ads by specific geographical locations. This was an important feature as they were looking to expand their business to other areas of Colorado.

### Beating Out the Big Box Competitors' Ad Position

They were also pleased with how their ads were positioned against the large big-box competitors giving them a strong competitive advantage in their local market. Netsertive search ads consistently show up in the top two ad positions in search engine results providing more visibility and prominence than other advertisers.

### Effortless Compliance With Pre-approved Brand Assets

Netsertive has many relationships with home goods brands including those carried by America's Mattress Western Colorado. Through these relationships, they are able to incorporate pre-approved co-branded ads from America's Mattress into their campaigns, taking the complexity out of designing compelling brand compliant ads.

A background image showing a black pen with gold accents resting on a document. The document has some text and a small map visible.

**"It is one of the most valuable and important things I have done for my business in the last decade."**

*- Patrick Unverferth, Owner*