Simba Sleep Uses Real-Time Personalization and A/B Testing to Grow Revenue by 9%

A Global Mattress Brand Built on Innovation

Founded just nine years ago, Simba Sleep has already become the most five-star reviewed mattress brand in the industry—with over 100 awards from respected names like Good Housekeeping and Men's Health. Based in the UK, the company is redefining how people experience sleep through patented technologies like its signature cone-shaped aerocoil spring.

"We're here to help the world sleep better," said Jon Moore, Marketing & Ecommerce Director at Simba. "Our innovation is focused on comfort, support, and getting closer to what customers really need."

But as Simba grew, so did the complexity of their digital experience. The tea needed a personalization partner that could keep up with ambitious growth goals and deliver fast, meaningful customer insights. They chose Monetate for its flexible testing capabilities, robust real-time analytics, and consultative support.

The Challenge:
Scaling Customer-Centric Testing with Speed

Simba's marketing team had a clear mission: to run customer-first experiments that tackled real pain points, not just business hunches. But several hurdles stood in the way:

Lack of real-time personalization Simba lacked the capability to make real-time adjustments based on customer interactions and feedback. "This prevented us from dynamically optimizing our site and marketing efforts to better meet customer needs," explained Elizabeth Griffiths, Ecommerce & Marketing Manager at Simba.

Inability to automate testing The team relied heavily on manual A/B testing processes, which were time-consuming and slowed down their ability to identify outcomes and implement improvements.

No dedicated support The company lacked dedicated strategic support from their previous testing vendor. This made it difficult to set up tests and align optimization initiatives with business goals.

CX setbacks from technical gaps Technical issues with previous testing solutions created poor user experiences. "Some software has a really bad flicker, which is a delay that can impact test results," said Moore. "It can really impact the journey."

Need for mobile readiness On mobile devices, which account for 80% of their traffic, Simba faced challenges helping customers find the right mattress. This critical touchpoint required specialized testing approaches to guide users effectively through

The Solution:
Real-Time Testing + Personalized Journeys Powered by Monetate

Simba partnered with Monetate to address all their key challenges, beginning with Shopify integration. "The initial integration with Shopify was super easy and really simple for the team to get up and running quickly," noted Griffiths.

Monetate's stable technology also eliminated the "dreaded flicker"—the delay in page load time that had plagued previous testing efforts. Simba could now run tests without worrying about their impact on user experience. Monetate's automated A/B testing and personalization capabilities supported Simba's need for proactive optimization and real-time analytics.

"Having access to real-time testing data is one of the main benefits of working with Monetate," Moore said. "It makes it super easy to communicate test outcomes to various stakeholders in the business." This immediate access to results allowed the team to quickly act on customer behaviors and preferences.

To maintain testing velocity, Simba implemented a "T-shirt sizing" methodology for tests—a common agile estimation technique that categorizes work by relative size (S, M, L, XL) rather than exact hours.

"We try to have a variety of T-shirt sizes for our tests," said Moore. "We hit roadblocks with our velocity when tests are very complicated, requiring multiple designers and developers. Monetate helps us come up with these tests, and the analysis can happen quickly across different areas. It's the combination of picking different size tests, which allows us to keep flowing through our internal dev team, while also being able to implement tests quickly that's important for us."

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JON MOORE

Marketing & Ecommerce Director, Simba

Dream Results, Delivered

9% revenue increase
from targeted pop-up tests displaying free gifts and discounts

Improved CPAs
through optimized landing pages for paid media campaigns

Reduced bounce rates
by identifying and addressing key friction points

Increased click-through rates
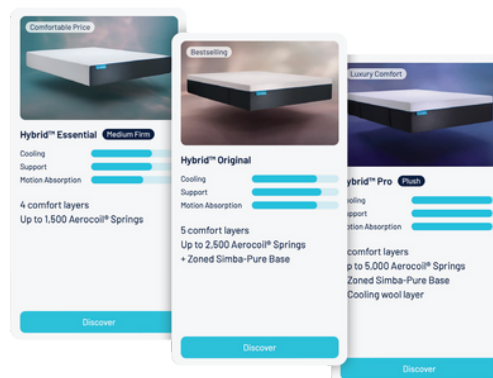on optimized page elements discounts

80% reduction
in time spent on test reporting and analysis

Since implementing Monetate, Simba Sleep has upgraded their optimization approach from manual processes to an automated, data-driven strategy.

"The real-time data element is something we rely on heavily during test periods," said Griffiths. "We combine this data with customer feedback, then implement these insights into our testing roadmap. This helps us increase click-through rates, while reducing bounce rates and key friction points revealed in the customer feedback that we gather."

Monetate also unearthed a few surprises. "We discovered that pop-ups, which we initially thought might annoy mobile users, actually proved informative and engaging," said Moore. "They helped customers understand our offers better and kept them more engaged with the site."

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Rest Assured:

Securing The Future of Sleep Innovation

Simba is now evolving from reactive optimization to predictive, AI-led personalization, with Monetate helping to:

Optimize basket value through strategic add-on recommendations

Leverage user-based metrics to create personalized nurturing journeys

Implement AI-powered shopping assistance for evening browsing sessions, since customers tend to shop for mattresses at night

Expand focus to returning customers and developing the "Simba family" concept

"We've built a brand people love," said Moore. "Now it's about helping them return— for themselves, their kids, and their evolving sleep needs."

Ready to benefit from real-time analytics, and implement the kind of rapid testing that keeps customers happy and marketers sleeping soundly?

Schedule a demo to learn how Monetate can help your brand eliminate the "dreaded flicker".