Serta Simmons Bedding Canada Sees 243% Claim Growth with 360 Program Engagement Services.

Serta Simmons Bedding

360CaseStudy

CONSUMER MANUFACTURING
PROGRAM ENGAGEMENT

COMPANY
Serta Simmons Bedding

INDUSTRY
Bedding Manufacturer

BUSINESS OUTCOMES
- Enhanced Retail Sales Associate Engagement
- Strategic Comms Transformed Sporadic Outreach
- Built Branded Experience, Boosting Awareness and Claim Submissions

PRODUCTS USED
- Incentives & Rewards
- Program Engagement

THE SCOPE

Although their 360insights platform-powered SBS Rewards program was running smoothly, Serta Simmons Bedding Canada (SBSCA) was struggling to keep Retail Sales Associates (RSAs) engaged. So, SBSCA worked with 360insights Program Engagement services to transform sporadic outreach into a consistent, branded participant experience.

Their goal: Build a consistent communication layer that would highlight offers, simplify next steps, and ultimately turn more eligible activity into submitted claims.

THE CHALLENGE

Without an always-on engagement strategy, RSAs were missing important updates, value-add content, and timely reminders about eligible incentives. Communications were ad hoc, and many RSAs were leaving claims (and revenue) on the table. SBSCA wanted to build a repeatable, targeted outreach engine that would keep the program top-of-mind, increase qualified claim submissions, and directly support sales growth across their retail network.

THE SOLUTION

A Feature Promo Banner on the program portal became the primary visual anchor each month, spotlighting the key offer or message RSAs needed to see first. Every banner reinforced current promotions, clarified "what's in it for me," and drove RSAs straight back to the portal to submit eligible claims.

A coordinated email cadence deployed communications to target RSAs on the first Wednesday of every month. Emails were personalized where appropriate, built in skimmable, mobile-friendly layouts, and tightly aligned with what participants saw in the portal.

Every touchpoint was designed to work together: consistent branding, predictable timing, and clear calls to action. The underlying technology stayed the same, but the participant experience changed dramatically: from sporadic, easily missed messages to a structured, insight-informed engagement experience.

THE RESULT

By layering Program Engagement services onto an already-strong incentive program, SBSCA saw:

- Healthy deliverability rates between 98–99%
- Strong click-to-open rates above industry averages
- Unique open rates over 50% on every deployment
- 243% year over year eligible claim transaction growth

Meaningful performance gains, no tech stack overhaul needed. RSAs were better informed more confident about the offers available to them, and far more likely to complete the claim submissions that directly contribute to SBSCA's sales growth.

THE SUCCESS

98%
healthy deliverability rates

50%+
unique open rates / every deployment

243%
YOY eligible claim transaction growth

STRONG
click-to-open rates above Industry avg.

> 360insights didn't just give us a platform. They helped us build something we'd never had before: a repeatable, branded conversation with the people who sell our mattresses every day.
>
> *Program Stakeholder*

ARE YOU ON THE RIGHT PLATFORM TO SUPPORT YOUR CHANNEL?

360insights
orchestrate growth