



HOW PURPLE GREW THEIR SHARE OF VOICE

Despite dominating viral video marketing, Purple Mattress trailed its competitors in share of voice.

They needed an authentic solution that could scale.



Leveraging the Woolly platform, Purple identified a segment of their most passionate customers.

Purple collaborated with their customers to increase brand awareness and engagement.



These efforts were 85% more efficient than other influencer activations.

55x

REACH

40x

ENGAGEMENT

#1

SOV

Within 6 months, Purple saw a dramatic increase in their social share of voice.

LEARN HOW YOU CAN EMPOWER YOUR CUSTOMERS TO BUILD YOUR BRAND.



purple

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