

SIMBA SLEEP

£1m D2C revenue in first four months.



STRATEGY



PLANNING



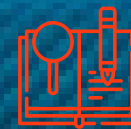
SEO



CONTENT MARKETING



SOCIAL MEDIA



COPYWRITING



PPC



About Simba Sleep.

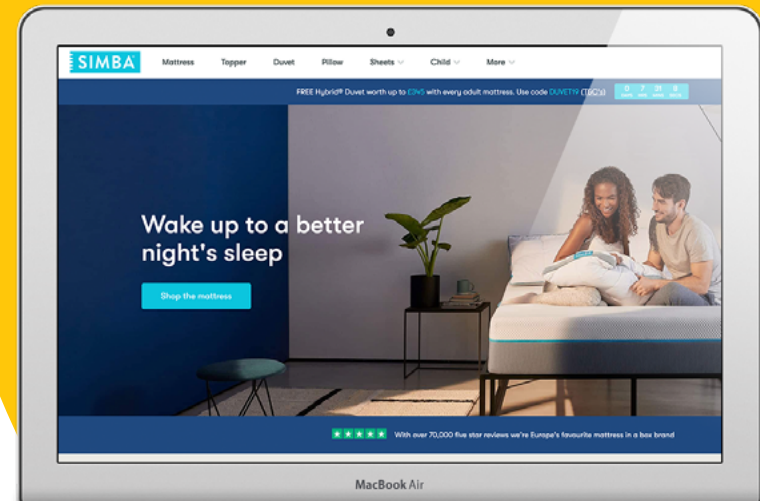
Simba is a British innovator bedroom brand, disrupting the global sleep market with one perfect mattress sold directly to consumers, the award-winning one-type-fits-all Hybrid mattress.

As a challenger D2C brand, Simba Sleep required an integrated content, social and paid media strategy as well as the firepower to execute campaigns across all channels.

We delivered a full content Paid and Social Media strategy, set-up all campaigns and delivered a comprehensive content road map. We managed the execution across channels for 18 months.

£1m
revenue in 4 months

2125%
increase in PPC Conversions



**Fuelling
digital
success.**

N⁷
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What we delivered.



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We're a passionate, diligent, inquisitive and generous group of digital experts, obsessed with making a true impact.

20 years of experience in creative growth marketing evolved into a success factory that will help you make a difference in an increasingly crowded digital world.

Our success formula has been distilled from years of experience. Extracting maximum performance is part of our DNA. We believe that results come from creative strategies, a data driven approach and relentless execution across all relevant channels.

We take your story, energise it, and tell it to your target audience in a way they'll take note. Propelling awareness, engagement and conversions. We would be proud to fuel your success.

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