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How Bed's has generated more **qualified leads** and increased in-store traffic through web push notifications, achieving an **ROI of 25x**

Industry:  
Home Retail

Producto:  
[Web Push Notifications](#)

Region:  
Spain

*\*This case study has been created based on last-click attribution metrics from February 2025.*



## Summary

By implementing Web Push notifications, **Bed's found an additional way to strengthen** its strategy of connecting digital channels with in-store visits. Since activating notifications with Frizbit, the brand **has managed to generate an additional source of qualified traffic and drive both online sales and footfall to physical stores.**

With a **subscription rate above 3%** and an **ROI of over 25x**, the campaigns have proven to be an effective and cost-efficient channel to re-engage anonymous users.

Thanks to a **product-based segmentation strategy**, online purchases were encouraged for low-ticket items, while store visits were promoted for higher-value products, **aligning each message with the customer's natural buying cycle.**

## Key Metrics

**25.3x**

ROI

**4.42%**

Increase in  
Online Sales

**0.16 €**

Cost per  
Session



## About Bed's

Bed's is Spain's leading retail chain specialised in sleep products, with **over 230 physical stores across the country.**

Founded in 1985 and part of the Pikolin Group, it has become a **market reference thanks to its focus on sleep quality**, personalised advice, and a broad selection of mattresses, bed bases, pillows and accessories from top bedding brands.

**Bed's has successfully combined a strong physical presence with a growing digital footprint**, offering an omnichannel experience that adapts the shopping journey to each customer's pace and needs.

## The Challenge

Bed's already had a digital strategy in place to support its physical store network. The challenge was to **add a new channel that could align with both the online and offline dimensions of its business model.**

The goal was to **generate leads and increase in-store visits**, while maintaining consistency with the brand's existing strategy.

At the same time, the solution **needed to operate without third-party cookies**, enabling **direct subscriber acquisition** and the **automation of relevant messages** based on the purchase cycle of products that require more consideration.

## La solución

Frizbit has implemented a **web push notification strategy** tailored to Bed's omnichannel model, ensuring it could support both online conversions and in-store visits without disrupting the existing approach.

The campaigns **have been fully automated and large-scale**, allowing Bed's to engage users across different product types with relevant messages.

From a technical perspective, Frizbit **has set up intelligent segmentation rules** to adapt each message to the **product purchase cycle**, the **user's behaviour**, and their position in the **conversion funnel**.



### Campaign Personalisation and Set-Up



### Native opt-in allowing subscriber acquisition without requiring personal data



### Triggered Web Push Notifications

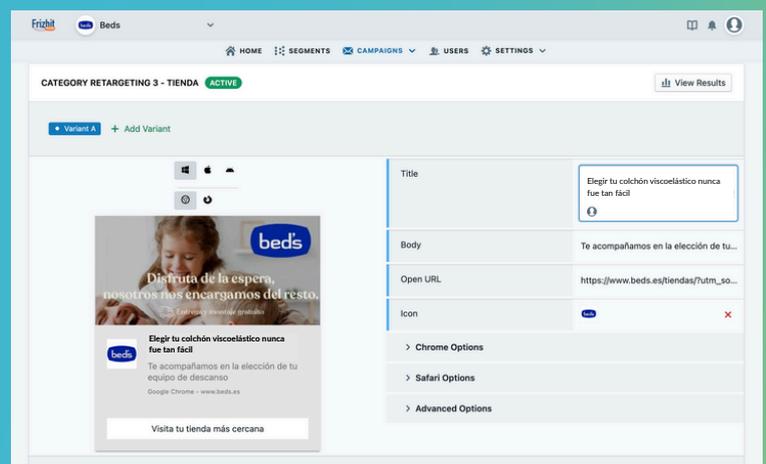


### Bulk Web Push Notifications

## Campaign Personalisation and Set-Up

Frizbit ha definido escenarios según el customer journey y ha configurado los mensajes desde su plataforma para reflejar la identidad de Bed's.

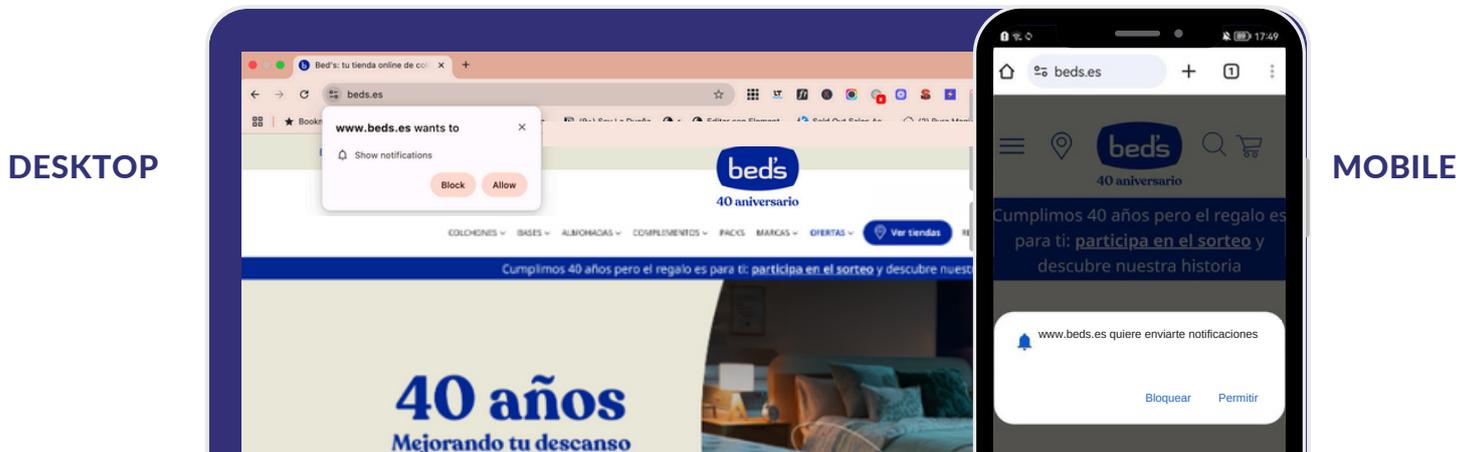
Las notificaciones se han adaptado al comportamiento del usuario, asegurando una experiencia coherente y ágil de implementar.



## Web Push Notifications

To turn visitors into customers, Bed's has first implemented native opt-in on both desktop and mobile devices. This method has enabled the brand to collect subscribers organically, with no need for third-party cookies or personal data, creating a strong foundation to activate personalised communications.

### Native Opt-In



**3.06 %** — Net Opt-In Rate per Unique Users

Bed's has built its own database through web push notifications, using this channel as a retargeting tool without relying on paid ads.

In addition, native opt-in stands out for its effectiveness and for providing a privacy-friendly solution.

### Bulk Web Push Notifications

Mass campaigns have made it possible to reach the full subscriber base directly and effectively during key moments such as special promotions, monthly campaigns or peak traffic days.

These notifications have helped strengthen both online sales and store traffic, keeping users engaged with campaign content even when they were not actively browsing the website.

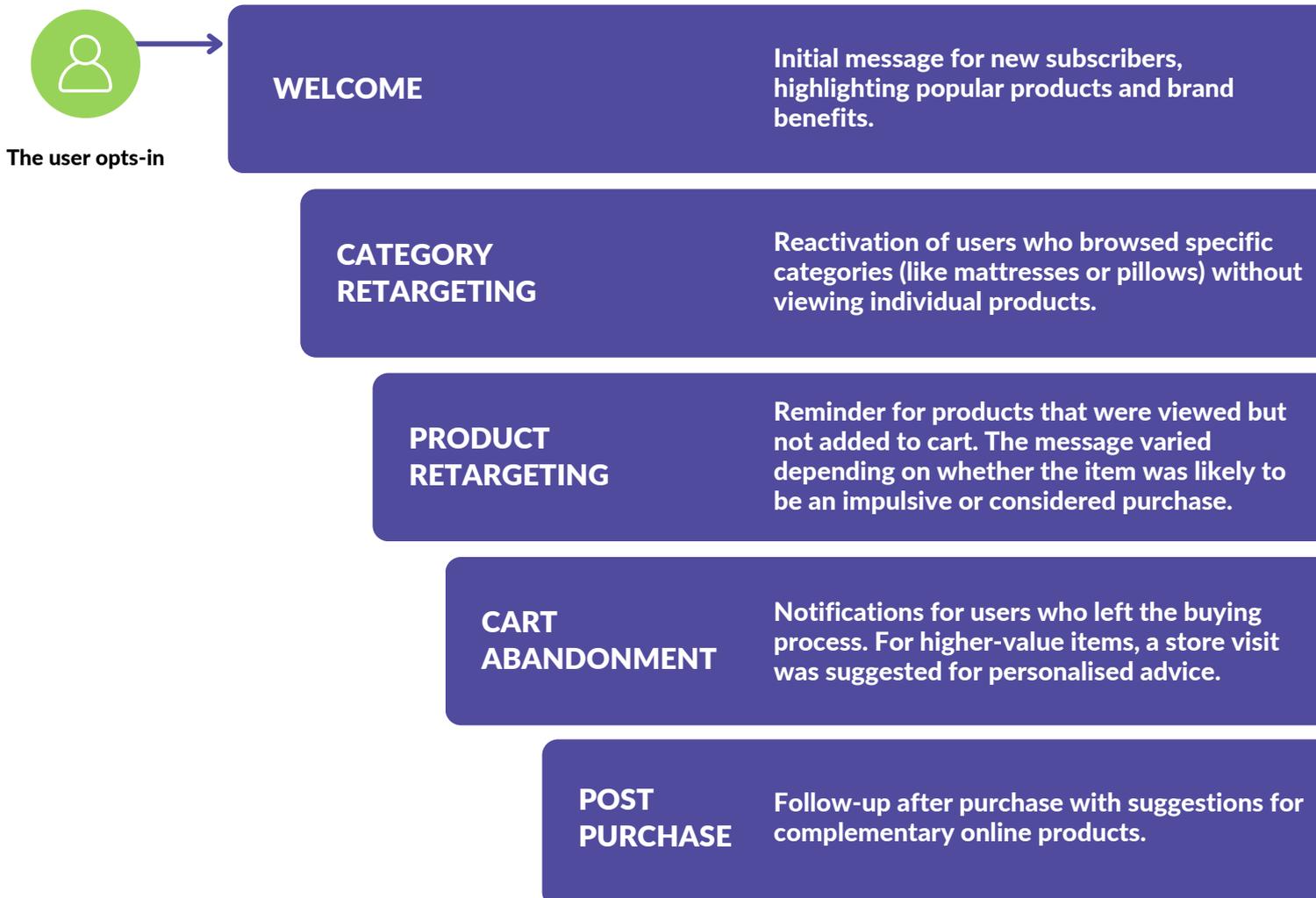


BULK WEB PUSH CAMPAIGNS

## Notificaciones web push automatizadas según el recorrido del usuario

Frizbit has designed automated flows based on user behaviour on Bed's website, adapting each message to the product type and stage in the journey.

For more impulsive purchases, the messages encouraged online conversion. For products that require more conscious decision-making or are typically tested in person, the notifications invited users to visit the physical store, aligning with the customer's typical decision-making process.



# 2.96 %

CTR on triggered web push notifications

# 10.000+

Notifications delivered based on user events

## RETARGETING AT EVERY STAGE OF THE FUNNEL

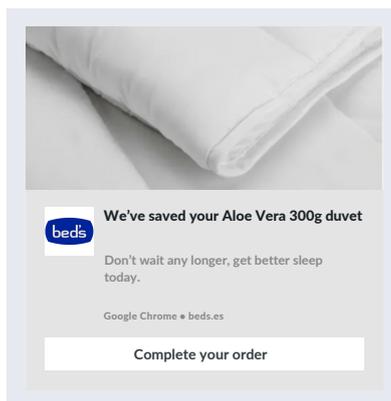
This sequence of triggered web push notifications has been designed to engage users at each stage of the sales funnel, combining online lead capture with in-store traffic generation.

- If the user had shown interest in a more impulsive purchase (like a pillow or accessory), the notification **encouraged completing the purchase online**.
- If the product required more consideration (like a mattress), the notification **suggested visiting the nearest store** for personalised advice.

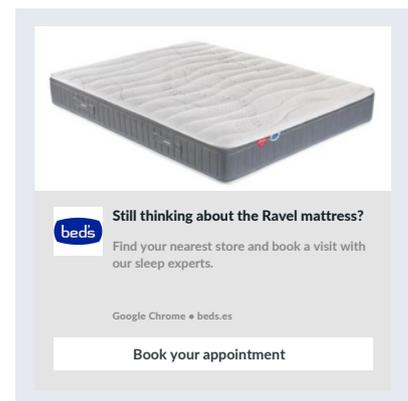
This approach has allowed Bed's to support users throughout their decision-making process, maximising sales opportunities both online and in physical stores.

### ABANDONED CART RETARGETING EXAMPLE

ONLINE

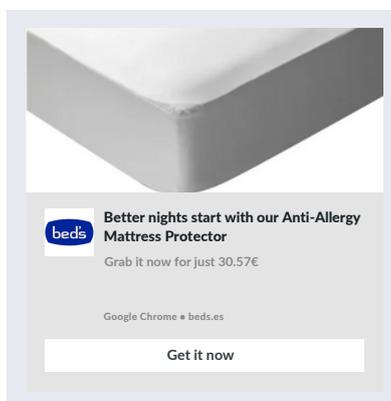


IN-STORE

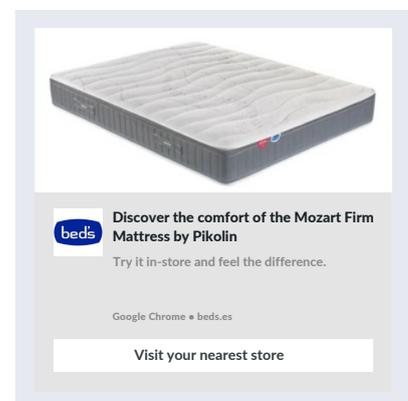


### PRODUCT RETARGETING EXAMPLE

ONLINE



IN-STORE



We leverage real user behaviour to deliver the right message at the right moment in the buying journey – connecting online touchpoints with in-store experiences.

## Next Steps

After confirming the impact of web push notifications on online sales and in-store lead generation, the next step for Bed's is to **strengthen segmentation within mass campaigns**, tailoring messages based on user type or past behaviour to further improve relevance and performance.

Additionally, **the AI-powered product recommendation module could be activated** to send even more relevant messages.

These actions would help extend automation across the entire purchase cycle, enhancing the customer's omnichannel experience.

- 1 Apply **advanced segmentation in bulk campaigns** to increase personalisation and impact.
- 2 Launch **multichannel campaigns with AI-driven product recommendations**.

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### Success Story

*"The main goal of our online strategy is to showcase our products and redirect customers to physical stores, where they can receive personalised guidance, test the products, and choose the right sleep solution.*

*Thanks to Frizbit, we've been able to generate leads and increase visibility for our stores during key moments in our promotional calendar."*



**Arantxa Herráiz**  
Digital Marketing Manager

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## About Frizbit

### Frizbit is a cross-channel marketing automation and product recommendation platform

*powered by AI*

which helps e-commerce businesses to increase revenue, engagement and loyalty.

Frizbit offers an AI-driven, turnkey solution that combines marketing automation and product recommendations to enhance your e-commerce performance both on-site and off-site.

Frizbit helps recover lost sales by bringing customers back and re-engaging them throughout the sales funnel. By leveraging personalised web push notifications, emails, SMS, and WhatsApp messages.

AI-powered on-site and off-site product recommendations serve to activate and elevate the purchasing experience of clients, boosting conversion rates and average order value.

With Frizbit, you can effortlessly drive more sales and increase revenue by connecting with the right users at the right time.

**+50 clients of +10 countries have already trusted in our solution.**



one  
dayonly



Forum sport

VANS



HEAD

MiiN  
KOREAN COSMETICS

**REQUEST A DEMO**



Contact us and request a demo to boost your website's conversion and revenue with AI.

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