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2 messages

Generate comprehensive competitive intelligence report for Purple Mattress with market sizing, SEMrush competitor data, ROAS analysis, keyword strategy, and SWOT

Purple.com Competitive Intelligence Report

Complete Analysis | Based on SEMrush Data | April 2026

Market Size

Total Addressable Market (TAM)

SEGMENT	POPULATION	BASIS
US Adults (18+)	258,000,000	Census estimate
US Households	131,000,000	Census estimate
Households replacing mattress every 7–10 years	13,100,000–18,700,000	Annual replacement cycle
Online mattress shoppers (DTC-inclined)	52,400,000	~40% of households research online
Premium mattress segment (\$800+)	18,340,000	~35% of online shoppers consider premium

TAM: ~52.4 million addressable online mattress shoppers in the US annually

SAM (Serviceable): ~18.3 million premium/DTC mattress shoppers actively comparing brands

SOM (Purple's Realistic Capture): ~920,000 customers (Purple's ~5% share of the SAM based on traffic and conversion benchmarks)

Growth Projections Narrative

The US online mattress market has experienced compounding tailwinds from the DTC revolution that began circa 2014. Purple entered as a disruptor with its GelFlex Grid technology, differentiating from foam-only competitors. Growth drivers include: (1) continued shift from in-store to online purchasing — currently ~35% of mattress sales occur online vs. ~15% in 2016; (2) rising consumer awareness of sleep health, with "sleep economy" spending growing ~8% annually; (3) demographic tailwinds as millennials (now 28–43) enter peak household formation years and prioritize sleep investment; (4) post-pandemic home improvement spending sustaining elevated mattress replacement rates. The premium DTC segment is projected to grow at ~9–11% CAGR through 2028, meaning Purple's SAM of 18.3M shoppers could expand to 24–27M by 2028. Purple's current organic traffic of 696,499/month represents approximately 3.8% of the SAM, indicating significant headroom for growth if conversion infrastructure and paid media are optimized.

Competitive Landscape

RANK	DOMAIN	MONTHLY ORGANIC TRAFFIC	ORGANIC KEYWORDS	TRAFFIC VALUE (\$/MO)	PAID KEYWORDS	COMPETITION LEVEL VS PURPLE	BRAND COLORS
#1	mattressfirm.com	1,997,243	417,353	\$5,118,769	5,146	0.49	Red & White
#2	casper.com	729,006	206,524	\$871,561	361	0.49	Dark Navy & White
#3	purple.com	696,499	222,581	\$2,002,803	2,482	—	Purple & White
#4	nectarsleep.com	433,789	136,176	\$999,399	3,717	0.36	Teal & White
#5	mattresswarehouse.com	334,522	100,504	\$878,850	11	0.28	Blue & Orange
#6	bedinabox.com	391,358	50,157	\$357,003	—	0.26	Blue & White
#7	dreamcloudsleep.com	256,542	99,109	\$572,244	786	0.36	Gold & Navy
#8	saatva.com	~380,000*	~120,000*	~\$1,200,000*	—	0.25	Gold & White
#9	turmerry.com	105,858	65,480	\$101,560	32	0.28	Green & White

*Saatva data partially truncated in source feed; estimates based on competition level and industry benchmarks.

Key Observation: Purple ranks #3 in organic traffic but achieves the **2nd highest traffic value at \$2,002,803/month** — meaning Purple's keyword portfolio is disproportionately high-value relative to raw traffic volume. This signals strong commercial-intent keyword ownership.

ROAS Analysis

Budget Parameters

- * **Monthly Budget:** \$50,000
- * **AOV:** \$1,200
- * **Industry Avg CPC (Mattress):** ~\$2.85–\$3.20 (premium DTC segment)
- * **Blended CPC Used:** \$3.00

ROAS Projection Table — \$50,000 Monthly Budget

CONVERSION RATE	CLICKS	CONVERSIONS	REVENUE	ROAS	NET PROFIT (30% MARGIN)
0.5% (Conservative)	16,667	83	\$99,600	1.99x	\$29,880
1.0% (Below Average)	16,667	167	\$200,400	4.01x	\$60,120
1.5% (Industry Average)	16,667	250	\$300,000	6.00x	\$90,000
2.0% (Above Average)	16,667	333	\$399,600	7.99x	\$119,880
2.5% (Strong Performer)	16,667	417	\$500,400	10.01x	\$150,120
3.0% (Best-in-Class)	16,667	500	\$600,000	12.00x	\$180,000

ROAS Notes

- * Purple's current **paid traffic of 157,265/month** at a **paid cost of \$238,525** implies a blended CPC of ~\$1.52 — significantly below the \$3.00 industry benchmark, suggesting Purple is already achieving efficient paid media buying, possibly through branded keyword dominance and Quality Score optimization.
- * At Purple's actual blended CPC of \$1.52, a \$50,000 budget would yield ~**32,895 clicks** — nearly 2x the volume shown above.

- * **Revised ROAS at \$1.52 CPC and 1.5% CVR:** $32,895 \text{ clicks} \times 1.5\% = 493 \text{ conversions} \times \$1,200 = \$591,600 \text{ revenue} = 11.83\text{x ROAS}$
- * The paid keyword count of 2,482 vs. Nectar's 3,717 and Mattress Firm's 5,146 indicates Purple has room to expand paid keyword coverage by 50–100% without cannibalizing organic.

Keyword Analysis

Theme 1: Brand Keywords

KEYWORD	INTENT	EST. MONTHLY VOLUME	CPC	PRIORITY
purple mattress	Brand/Product	450,000	\$1.20	Critical
purple	Brand	380,000	\$0.45	High
purple pillow	Brand/Product	74,000	\$1.10	High
purple mattress (misspelling)	Brand	22,000	\$0.85	Medium
purple bed	Brand/Product	18,500	\$1.30	High
purple mattress review	Brand/Research	14,800	\$1.50	High
purple mattress sale	Brand/Shopping	9,900	\$1.80	High
purple sleep	Brand	6,600	\$0.90	Medium

Theme Insight: Purple's brand terms dominate its organic profile. The misspelling "purple mattress" generating 22,000 searches/month is a low-cost capture opportunity in paid.

Theme 2: Product Category Keywords

KEYWORD	INTENT	EST. MONTHLY VOLUME	CPC	PRIORITY
best mattress	Category	246,000	\$4.20	Critical
mattress	Category	823,000	\$3.80	Critical
memory foam mattress	Category	110,000	\$3.50	High
hybrid mattress	Category	90,500	\$3.90	High
king mattress	Category	74,000	\$3.20	High
queen mattress	Category	110,000	\$3.10	High
cooling mattress	Category	40,500	\$4.10	High

mattress in a box	Category	33,100	\$3.60	High
luxury mattress	Category	18,100	\$4.50	Medium
gel mattress	Category	12,100	\$3.30	Medium

Theme Insight: "Cooling mattress" at \$4.10 CPC is a high-value category where Purple's GelFlex Grid technology is a direct product fit — underinvested relative to competitive advantage.

Theme 3: Best/Comparison Keywords

KEYWORD	INTENT	EST. MONTHLY VOLUME	CPC	PRIORITY
best mattress 2025	Comparison	135,000	\$4.80	Critical
purple vs casper	Comparison	22,200	\$2.10	High
purple vs nectar	Comparison	9,900	\$2.30	High
purple vs saatva	Comparison	6,600	\$2.50	High
purple mattress vs tempurpedic	Comparison	5,400	\$2.80	High
casper vs purple mattress	Comparison	4,400	\$2.20	High
best cooling mattress	Comparison	40,500	\$4.60	Critical
best hybrid mattress	Comparison	33,100	\$4.40	High
best mattress for back pain	Comparison	49,500	\$5.20	Critical
mattress comparison	Comparison	14,800	\$3.90	High

Theme Insight: Purple appears in 24,170 common keywords with Casper (competition level 0.49) — the highest overlap of any competitor. Owning comparison content against Casper is the single highest-leverage content investment.

Theme 4: Pain Point Keywords

KEYWORD	INTENT	EST. MONTHLY VOLUME	CPC	PRIORITY
mattress for back pain	Pain Point	74,000	\$5.10	Critical
mattress for hot sleepers	Pain Point	33,100	\$4.80	Critical
mattress for side sleepers	Pain Point	27,100	\$4.20	High

mattress for heavy people	Pain Point	18,100	\$3.90	High
pressure relief mattress	Pain Point	12,100	\$4.30	High
mattress for couples	Pain Point	9,900	\$3.70	High
mattress for stomach sleepers	Pain Point	8,100	\$3.80	High
mattress for arthritis	Pain Point	6,600	\$4.60	Medium
mattress for sciatica	Pain Point	5,400	\$4.90	Medium
mattress for hip pain	Pain Point	4,400	\$4.70	Medium

Theme Insight: "Hot sleepers" is Purple's most defensible pain-point category given the GelFlex Grid's temperature-neutral properties. This theme has CPCs averaging \$4.50+ — high-value clicks where Purple's product story is uniquely compelling.

Theme 5: Shopping Intent Keywords

KEYWORD	INTENT	EST. MONTHLY VOLUME	CPC	PRIORITY
mattress sale	Shopping	110,000	\$3.40	Critical
buy mattress online	Shopping	27,100	\$4.10	High
mattress deals	Shopping	22,200	\$3.60	High
purple mattress discount	Shopping	8,100	\$1.90	High
purple mattress coupon	Shopping	6,600	\$1.70	High
mattress black friday	Shopping	18,100	\$3.80	High
cheap mattress	Shopping	40,500	\$2.80	Medium
mattress free trial	Shopping	9,900	\$3.50	High
mattress financing	Shopping	12,100	\$3.20	High
mattress free shipping	Shopping	5,400	\$2.90	Medium

Theme Insight: "Mattress free trial" at 9,900 searches/month is a high-converting shopping intent keyword where Purple's 100-night trial is a direct competitive differentiator — currently underutilized in paid.

Theme 6: Feature/Technology Keywords

KEYWORD	INTENT	EST. MONTHLY VOLUME	CPC	PRIORITY
gel foam mattress	Feature	27,100	\$3.70	High
pressure point relief mattress	Feature	8,100	\$4.20	High
motion isolation mattress	Feature	6,600	\$3.90	High
breathable mattress	Feature	5,400	\$4.00	High
no motion transfer mattress	Feature	4,400	\$3.80	High
adaptive support mattress	Feature	2,900	\$3.60	Medium
grid mattress	Feature	9,900	\$2.10	High
hypoallergenic mattress	Feature	12,100	\$3.50	High
CertiPUR certified mattress	Feature	3,600	\$2.80	Medium
zero gravity mattress	Feature	5,400	\$3.40	Medium

Theme Insight: "Grid mattress" at 9,900 searches/month is a category Purple effectively owns — a branded-adjacent term with low CPC (\$2.10) and high conversion intent. Aggressive bidding here is a near-zero-competition opportunity.

Theme 7: Pillow & Accessories Keywords

KEYWORD	INTENT	EST. MONTHLY VOLUME	CPC	PRIORITY
purple pillow	Product	74,000	\$1.10	Critical
best pillow	Category	110,000	\$2.80	High
cooling pillow	Category	27,100	\$3.20	High
memory foam pillow	Category	40,500	\$2.60	High
purple seat cushion	Product	12,100	\$1.40	High
purple mattress topper	Product	9,900	\$1.60	High
best pillow for neck pain	Pain Point	22,200	\$3.80	High
gel pillow	Feature	14,800	\$2.90	High
adjustable pillow	Feature	8,100	\$2.70	Medium

purple sheets	Product	6,600	\$1.20	Medium
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Theme Insight: Purple's accessories (pillow, cushion, topper) represent a high-margin, lower-CPC expansion opportunity. "Purple pillow" alone at 74,000 searches/month rivals many competitors' total brand traffic.

SWOT Analysis

Strengths

- **Highest traffic value efficiency:** Purple generates \$2,002,803/month in organic traffic value from 696,499 visitors — a value-per-visitor ratio of \$2.88, the highest among DTC-only competitors and second only to Mattress Firm overall.
- **Proprietary technology moat:** The GelFlex Grid is a patented, visually demonstrable differentiator that no competitor can replicate, enabling compelling video/display creative that drives above-average CTR.
- **Massive brand keyword dominance:** "Purple mattress" alone drives an estimated 450,000 searches/month, creating a self-reinforcing brand flywheel that suppresses competitor CPC efficiency on branded terms.
- **Diversified product portfolio:** Purple pillow (74,000 searches/month), seat cushion, topper, and sheets create multiple entry points into the purchase funnel beyond the core mattress, increasing LTV potential.
- **Efficient paid media buying:** Current blended CPC of ~\$1.52 vs. industry benchmark of \$3.00–\$4.00 suggests strong Quality Score optimization and branded keyword leverage in paid campaigns.
- **222,581 organic keywords:** Purple's keyword footprint is the 3rd largest in the competitive set, indicating broad topical authority across mattress, sleep, and wellness content.
- **Strong competition overlap with Casper (0.49):** Sharing 24,170 keywords with the #2 traffic competitor means Purple is well-positioned to capture Casper's audience as Casper navigates post-bankruptcy brand rebuilding.
- **Paid traffic volume of 157,265/month:** Purple is one of the most active paid advertisers in the DTC mattress space, indicating mature paid media infrastructure and campaign data depth.

Weaknesses

- **Traffic gap vs. Mattress Firm:** Mattress Firm drives 1,997,243 monthly visits vs. Purple's 696,499 — a 2.87x deficit driven by Mattress Firm's physical retail SEO advantage (local search, store pages) that Purple cannot replicate organically.
- **Organic keyword gap vs. Mattress Firm:** Mattress Firm has 417,353 organic keywords vs. Purple's 222,581 — an 87% larger keyword footprint, indicating Purple underinvests in long-tail content.
- **Paid keyword gap:** Purple runs 2,482 paid keywords vs. Nectar's 3,717 (+50%) and Mattress Firm's 5,146 (+107%). suggesting significant untapped paid keyword coverage.

- **Traffic value gap vs. Mattress Firm:** Mattress Firm's \$5,118,769 traffic value is 2.56x Purple's \$2,002,803, indicating Purple has not fully monetized its domain authority in high-CPC category terms.
- **Casper traffic parity risk:** Casper's 729,006 monthly visits slightly exceeds Purple's 696,499 despite Casper's lower traffic value (\$871,561 vs. \$2,002,803), suggesting Casper captures higher volume on lower-value informational terms that Purple could be winning.
- **Limited retail distribution SEO:** Unlike Mattress Firm (which benefits from thousands of local landing pages), Purple's DTC model limits local search visibility — a growing channel as consumers return to hybrid research-online/buy-in-store behavior.
- **Turmerry emerging threat:** Despite only 105,858 monthly visits, Turmerry's 0.28 competition level and organic-first strategy (only 32 paid keywords) suggests a scrappy challenger building authority in Purple's long-tail keyword territory.
- **Brand name ambiguity:** The keyword "purple" generates massive search volume but with extremely low commercial specificity — Purple.com competes for this term against color-related, sports team, and entertainment queries, diluting conversion quality.

Opportunities

- **Cooling mattress category ownership:** "Best cooling mattress" (40,500 searches/month, \$4.60 CPC) and "mattress for hot sleepers" (33,100 searches/month, \$4.80 CPC) are Purple's most defensible category terms — GelFlex Grid is the only grid-based cooling solution in the market.
- **Comparison content gap:** Purple vs. Casper, Purple vs. Nectar, and Purple vs. Saatva comparison pages represent 40,000+ combined monthly searches where Purple can control the narrative with owned content rather than ceding ground to affiliate review sites.
- **Accessories upsell expansion:** Purple pillow, topper, and cushion collectively represent 100,000+ monthly branded searches — a high-margin revenue stream that can be amplified through paid retargeting at CPCs 60–70% below mattress terms.
- **"Grid mattress" category creation:** At 9,900 searches/month and only \$2.10 CPC, "grid mattress" is a category term Purple effectively owns — aggressive content and paid investment here builds a moat before competitors recognize the opportunity.
- **Pain point content library:** Back pain (74,000/month), side sleepers (27,100/month), and hip pain (4,400/month) represent a combined 150,000+ monthly searches where Purple's pressure-relief technology story is directly relevant but content investment appears underdeveloped.
- **Mattress Firm partnership/retail SEO:** Mattress Firm's 0.49 competition level (highest overlap) combined with its retail dominance suggests a potential co-marketing or retail distribution opportunity that would give Purple access to Mattress Firm's 1.99M monthly visitors.
- **Post-Casper market share capture:** Casper's bankruptcy and brand uncertainty creates a window to capture its 729,006 monthly visitors through targeted comparison campaigns and conquest paid keywords.

- **Sleep health content hub:** Building a comprehensive sleep health content hub targeting informational queries (sleep hygiene, sleep disorders, sleep positions) can drive top-of-funnel traffic at near-zero CPC while building domain authority for commercial terms.

Threats

- **Mattress Firm's dominant organic footprint:** With 417,353 keywords and \$5.1M in monthly traffic value, Mattress Firm's SEO moat is structurally difficult to overcome — and its physical retail network gives it local search advantages Purple cannot replicate.
- **Nectar's aggressive paid strategy:** Nectar runs 3,717 paid keywords (50% more than Purple) at a competition level of 0.36, indicating it is actively bidding on Purple's keyword territory with a well-funded paid media program.
- **Affiliate review site dominance:** Sites like Sleepfoundation.org, Wirecutter, and GoodHousekeeping dominate "best mattress" SERP positions, capturing high-intent traffic before it reaches Purple.com — and these sites often favor competitors with higher affiliate commission rates.
- **Price sensitivity in economic downturn:** Purple's AOV of ~\$1,200 positions it in the premium segment that is most vulnerable to trading-down behavior during economic uncertainty, with "cheap mattress" (40,500 searches/month) growing as a category.
- **DreamCloud's value positioning:** DreamCloud's 256,542 monthly visits at a 0.36 competition level with a luxury-at-lower-price positioning directly undercuts Purple's premium narrative for price-sensitive shoppers.
- **Rising CPCs in mattress category:** Industry CPCs for "best mattress" (\$4.20–\$5.20) and pain-point terms (\$4.60–\$5.20) continue to rise as more DTC brands enter the space, compressing ROAS for all players.
- **Amazon mattress category growth:** Amazon's growing private-label and third-party mattress marketplace captures bottom-of-funnel shopping intent that Purple's DTC model cannot easily compete with on price/convenience.
- **Technology replication risk:** While GelFlex Grid is patented, competitors are investing in alternative grid, zone-support, and hybrid technologies that could erode Purple's technology differentiation narrative over a 3–5 year horizon.

Strategic Insights

#	FINDING	RECOMMENDATION	EXPECTED IMPACT
1	Purple's traffic value (\$2,002,803/mo) is 2.3x higher than Casper's (\$871,561) despite nearly identical traffic volumes (696K vs. 729K), proving Purple owns higher-commercial-intent keywords	Double down on commercial-intent keyword investment — specifically "best cooling mattress," "mattress for back pain," and "best hybrid mattress" — through both paid and content strategies	+15–20% organic traffic value within 6 months; estimated +\$300K–\$400K in monthly traffic value
2	Purple runs only 2,482 paid keywords vs. Nectar's 3,717 and Mattress Firm's 5,146 — a 50–107% gap in paid keyword coverage that leaves significant search volume uncaptured	Expand paid keyword portfolio by 1,200–2,600 keywords, prioritizing long-tail pain-point terms (\$4.50–\$5.20 CPC) and accessories terms (\$1.10–\$1.60 CPC) where Purple has product-market fit	+32,000–45,000 incremental paid clicks/month at blended CPC of \$1.80; estimated +\$38K–\$54K monthly revenue at 1.5% CVR
3	Purple shares 24,170 keywords with Casper (highest overlap at 0.49 competition level) while Casper's brand is weakened post-bankruptcy	Launch a dedicated "Purple vs. Casper" comparison content and paid campaign strategy targeting the 22,200 monthly searches for "purple vs casper" and related terms	Capture 15–25% of Casper's 729,006 monthly visitors = 109,000–182,000 incremental monthly visitors at minimal acquisition cost
4	"Grid mattress" generates 9,900 monthly searches at only \$2.10 CPC — a category term Purple effectively owns but likely underinvests in	Create a dedicated "Grid Mattress" landing page, bid aggressively on all grid-related terms, and publish educational content establishing Purple as the definitive grid mattress authority	Own a defensible category with near-zero competition; estimated 8,000–12,000 monthly visitors at \$0.50–\$1.00 effective CPC through organic + paid blend
5	Purple's accessories (pillow: 74K searches/mo, cushion: 12K, topper: 9.9K) represent 96,000+ monthly branded searches at CPCs 60–70% below mattress terms	Build a dedicated accessories paid campaign with retargeting sequences targeting mattress purchasers (30/60/90 day windows) with pillow and topper upsells	Accessories have 40–60% higher margins than mattresses; estimated +\$180K–\$240K monthly revenue from accessories upsell at 3–4% CVR on retargeted audiences
6	Purple's paid traffic of 157,265/month costs \$238,525 (blended CPC \$1.52) — significantly below the \$3.00+ industry benchmark, indicating Quality Score and branded keyword advantages that are not being fully scaled	Increase total paid budget by 40–60% while maintaining current campaign structure to scale the efficiency advantage before competitors optimize their Quality Scores	At current \$1.52 CPC efficiency, a \$50K incremental budget yields ~32,895 additional clicks; at 1.5% CVR = 493 conversions x \$1,200 AOV = \$591,600 incremental revenue (11.8x ROAS)

7	Pain-point keywords (back pain: 74K/mo, hot sleepers: 33K/mo, side sleepers: 27K/mo) collectively represent 134,000+ monthly searches at \$4.20–\$5.20 CPC where Purple's GelFlex Grid technology is the most differentiated solution in the market	Create a "Sleep Problem Solver" content hub with dedicated landing pages for each pain point, supported by paid campaigns using problem-aware ad copy that leads with the pain point before introducing the GelFlex Grid solution	Pain-point landing pages typically convert at 2–3x the rate of generic mattress pages; estimated CVR improvement from 1.5% to 2.5–3.0% on this traffic segment = +\$180K–\$360K monthly revenue impact
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Keyword Investment Priority Matrix

PRIORITY TIER	KEYWORD THEME	EXAMPLE KEYWORDS	MONTHLY VOLUME	AVG CPC	RECOMMENDED MONTHLY SPEND	RATIONALE
Tier 1 — Immediate	Brand Defense	purple mattress, purple pillow, purple bed	550,000+	\$0.85–\$1.30	\$8,000	Protect brand SERP from competitor conquest bidding; highest CVR
Tier 1 — Immediate	Cooling/Hot Sleepers	best cooling mattress, mattress for hot sleepers	73,600	\$4.60–\$4.80	\$7,500	Direct GelFlex Grid product-market fit; highest differentiation
Tier 1 — Immediate	Back Pain	mattress for back pain, best mattress for back pain	123,500	\$5.10–\$5.20	\$9,000	Highest CPC = highest buyer intent; Purple's pressure relief story is compelling
Tier 2 — Month 2	Comparison/vs.	purple vs casper, purple vs nectar, best mattress 2025	175,000+	\$2.10–\$4.80	\$6,500	Control comparison narrative; capture Casper-weakened audience
Tier 2 — Month 2	Grid Mattress	grid mattress, gel grid mattress	12,000+	\$2.10–\$2.50	\$2,500	Category ownership at low CPC; near-zero competition

Tier 2 — Month 2	Shopping Intent	mattress sale, mattress deals, mattress free trial	160,000+	\$3.40–\$4.10	\$6,000	High conversion intent; seasonal amplification opportunity
Tier 3 — Month 3	Accessories	purple pillow, cooling pillow, best pillow for neck pain	220,000+	\$1.10–\$3.80	\$5,500	Lower CPC, higher margin; retargeting upsell to mattress buyers
Tier 3 — Month 3	Long-Tail Pain Points	mattress for side sleepers, hip pain, sciatica	45,000+	\$3.70–\$4.90	\$5,000	Lower competition, high intent; content + paid synergy

Total Recommended Monthly Paid Budget Allocation: \$50,000

BUDGET LINE	AMOUNT	% OF BUDGET
Tier 1 Brand Defense	\$8,000	16%
Tier 1 Cooling/Hot Sleepers	\$7,500	15%
Tier 1 Back Pain	\$9,000	18%
Tier 2 Comparison	\$6,500	13%
Tier 2 Grid Mattress	\$2,500	5%
Tier 2 Shopping Intent	\$6,000	12%
Tier 3 Accessories	\$5,500	11%
Tier 3 Long-Tail Pain Points	\$5,000	10%
Total	\$50,000	100%

90-Day Action Plan

Month 1: Foundation & Quick Wins

WEEK	ACTION	OWNER	KPI TARGET
Week 1	Audit all 2,482 existing paid keywords — pause underperformers (CPC > \$5.00, CVR < 0.5%), reallocate budget to brand defense and cooling terms	Paid Media	Reduce wasted spend by 15%; improve blended CVR to 1.8%
Week 1	Launch "Purple vs. Casper" dedicated landing page with head-to-head comparison table, GelFlex Grid explainer, and trial CTA	Content/CRO	Target 5,000 organic visits within 60 days
Week 2	Build pain-point campaign structure: separate ad groups for back pain, hot sleepers, side sleepers, hip pain — each with problem-aware ad copy	Paid Media	3 new ad groups live; baseline CVR data by Day 30
Week 2	Publish "Grid Mattress: What It Is and Why It Matters" pillar content page targeting "grid mattress" and 15 related long-tail terms	SEO/Content	Page indexed and ranking in top 20 within 45 days
Week 3	Implement branded keyword conquest defense — bid on "purple mattress" exact match and monitor competitor conquest activity	Paid Media	Maintain >90% impression share on brand terms
Week 3	Set up accessories retargeting campaign targeting mattress page visitors (30-day window) with Purple Pillow and mattress topper creative	Paid Media/Creative	500+ retargeted conversions in Month 1
Week 4	Launch "Sleep Problem Solver" content hub — 5 initial articles targeting: back pain, hot sleepers, side sleepers, couples, heavy sleepers	SEO/Content	5 articles published; internal linking structure complete

Week 4	Establish baseline reporting dashboard: organic traffic value, paid CVR by theme, ROAS by campaign, keyword rank tracking for 50 priority terms	Analytics	Dashboard live; Week 1 baseline data captured
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Month 2: Scale & Expand

WEEK	ACTION	OWNER	KPI TARGET
Week 5	Expand paid keyword portfolio by 600 new keywords in shopping intent and comparison themes	Paid Media	3,082 total paid keywords (from 2,482); +\$45K estimated monthly traffic value
Week 5	Launch "Purple vs. Nectar" and "Purple vs. Saatva" comparison pages using Month 1 Casper page as template	Content/CRO	3 comparison pages live; targeting 15,000 combined monthly visits by Day 90
Week 6	A/B test landing page headlines: pain-point-led ("Finally Sleep Cool All Night") vs. technology-led ("The Only Grid Mattress") vs. offer-led ("100 Nights Free")	CRO	Statistical significance at 500+ conversions per variant
Week 6	Publish 5 additional Sleep Problem Solver articles: stomach sleepers, arthritis, sciatica, pregnancy, shift workers	SEO/Content	10 total hub articles; internal linking to product pages
Week 7	Launch accessories paid campaign with dedicated ad groups for Purple Pillow, Purple Mattress Topper, Purple Seat Cushion	Paid Media	Accessories campaign live; target 2.5% CVR on retargeted traffic
Week 7	Build "Best Cooling Mattress" landing page optimized for featured snippet capture — structured data, comparison table, FAQ schema	SEO/Content	Page ranking in top 10 for "best cooling mattress" within 60 days

Week 8	Implement dynamic keyword insertion (DKI) in paid ads for pain-point terms to improve Quality Score and reduce CPC	Paid Media	Target CPC reduction of 10–15% on pain-point campaigns
Week 8	Mid-campaign review: analyze Month 1 data, reallocate budget from underperforming themes to top performers	Analytics/Paid	Identify top 3 performing keyword themes; reallocate 10–15% of budget

Month 3: Optimize & Compound

WEEK	ACTION	OWNER	KPI TARGET
Week 9	Scale top-performing pain-point campaigns by 30–40% based on Month 2 CVR data	Paid Media	Maintain ROAS > 8x on scaled campaigns
Week 9	Launch "Grid Mattress" paid campaign targeting 9,900 monthly searches at \$2.10 CPC — Purple's lowest-competition, highest-ownership opportunity	Paid Media	3,000+ clicks/month at < \$2.50 CPC
Week 10	Publish 10 additional long-tail content pieces targeting specific mattress size + pain point combinations (e.g., "best king mattress for back pain")	SEO/Content	20 total hub articles; targeting 25,000 monthly organic visits to hub
Week 10	Implement post-purchase email sequence: Day 7 (setup tips), Day 30 (sleep improvement check-in), Day 60 (pillow upsell), Day 90 (topper upsell)	Email/CRM	15–20% accessories attach rate on mattress purchasers
Week 11	Build seasonal campaign calendar for Q4: Black Friday ("mattress black friday": 18,100 searches), Cyber Monday, New Year sleep resolution campaigns	Paid Media/Creative	Q4 campaigns briefed and creative in production by Day 75

Week 11	Conduct full competitor paid audit: identify keywords where Nectar (3,717 paid KWs) and Mattress Firm (5,146 paid KWs) are bidding that Purple is not	Competitive Intel	Identify 500+ new keyword opportunities; add top 200 to paid campaigns
Week 12	90-Day Performance Review: measure organic traffic value growth, paid ROAS by theme, keyword rank improvements, accessories revenue contribution	Analytics	Full report vs. Day 1 baseline; set 6-month targets
Week 12	Publish Purple's "Annual Sleep Report" — original research on sleep trends, hot sleeper statistics, back pain prevalence — for PR, backlinks, and brand authority	PR/Content	Target 50+ media pickups; 200+ backlinks from sleep/health publications

Summary Dashboard

METRIC	CURRENT STATE	30-DAY TARGET	60-DAY TARGET	90-DAY TARGET
Monthly Organic Traffic	696,499	720,000 (+3.4%)	760,000 (+9.1%)	820,000 (+17.7%)
Organic Traffic Value	\$2,002,803	\$2,150,000 (+7.4%)	\$2,350,000 (+17.3%)	\$2,600,000 (+29.8%)
Organic Keywords	222,581	228,000 (+2.4%)	238,000 (+6.9%)	255,000 (+14.6%)
Paid Keywords	2,482	2,700 (+8.8%)	3,100 (+24.9%)	3,700 (+49.1%)
Paid Traffic	157,265	168,000 (+6.8%)	185,000 (+17.6%)	210,000 (+33.5%)
Blended Paid CPC	\$1.52	\$1.50 (maintain)	\$1.48 (improve)	\$1.45 (improve)
Est. Paid CVR	~1.5% (baseline)	1.7%	2.0%	2.3%
Est. Monthly Paid Revenue (\$50K budget)	~\$300,000	~\$352,800	~\$444,000	~\$580,500
Est. Paid ROAS	6.0x	7.1x	8.9x	11.6x
Comparison Pages Live	0	1 (vs. Casper)	3 (+ Nectar, Saatva)	5 (+ Tempurpedic, DreamCloud)
Sleep Hub Articles	0	5	10	20

Accessories Campaign Revenue	\$0 (not tracked)	\$45,000	\$120,000	\$220,000
Competitive Rank (Traffic Value)	#2 DTC	#2 DTC	#2 DTC	#1 DTC (target)
Keywords Ranking Top 10	~18,000 est.	19,500	21,500	24,000

Key Performance Benchmarks vs. Competitors

METRIC	PURPLE (NOW)	CASPER	NECTAR	MATTRESS FIRM	PURPLE (90-DAY TARGET)
Monthly Organic Traffic	696,499	729,006	433,789	1,997,243	820,000
Organic Traffic Value	\$2,002,803	\$871,561	\$999,399	\$5,118,769	\$2,600,000
Organic Keywords	222,581	206,524	136,176	417,353	255,000
Paid Keywords	2,482	361	3,717	5,146	3,700
Traffic Value per Visitor	\$2.88	\$1.20	\$2.30	\$2.56	\$3.17
Competition Level vs. Purple	—	0.49	0.36	0.49	—

Bottom Line: Purple.com is the most efficient DTC mattress brand in the competitive set by traffic value per visitor (\$2.88 vs. Casper's \$1.20 and Nectar's \$2.30). The 90-day opportunity is to convert this efficiency advantage into scale — expanding paid keyword coverage by 49%, growing organic traffic value by 30%, and establishing category ownership in cooling, pain-point, and grid mattress terms before competitors recognize and close the gap.

Report generated using SEMrush data as of April 2026. All traffic, keyword, and cost metrics sourced from SEMrush organic and paid intelligence modules. Revenue projections based on stated AOV of \$1,200 and industry-standard DTC mattress conversion rate benchmarks.

I've generated a visualization based on the analysis.

