

Simba Sleep achieve an 868% uplift in quarter-on-quarter sales with a **UNiDAYS** student programme

The challenge

Simba Sleep wanted to acquire new student customers and build awareness during the peak back-to-campus period. They needed a partner who had a strong student presence and could enable them to provide exclusive student discounts.

[Visit Simba Sleep](#)



The solution

Launching in August 2024, UNiDAYS built a strong media campaign around a new and boosted student discount programme to build Simba Sleep's presence amongst its UK student community. This ensured Simba Sleep were front of mind during the peak back-to-campus period.

- Email and push notification strategy to target students at key moments
- On-network organic posts to boost brand awareness and capture app visitors

The result

Over 91% of engagements came after the launch of the '27% Off' incentive on 16 August, proving that a student programme directly impacted uplift in student sales.

REAL AND DIRECT IMPACT ON BUSINESS FUNDAMENTALS

+868% Quarter-on-quarter uplift

+293% Increase in sales (month 1)

7.17% Conversion rate

