



Case Study Mattress Sensor Breakeven Analysis

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| Metric | Value |
|--|-------------|
| Historic average mattress price | \$247 USD |
| Store days per year | 312 |
| Visitors per store per day | 5 |
| % of vistors who are body mapped | 20% |
| Cost per mattress sensor system | \$6,215 USD |
| Historic close rate | 30% |
| Historic sales per day per store without mattress sensor | \$468 USD |
| Number of stores in trial | 120 |

| Usage Level | % of customers that use the tool | Average close rate when tool is used | Average sales price when tool is used | Sales per day with tool | Net gain per day by using tool | Number of days for payback |
|------------------|----------------------------------|--------------------------------------|---------------------------------------|-------------------------|--------------------------------|----------------------------|
| Current Scenario | 20% | 45% | \$380 | \$545.40 | \$77 | 80.7 |
| Future Goal | 25% | 55% | \$380 | \$612.25 | \$144 | 43.2 |



300 Madison Avenue
Madison, NJ 07940 USA
Phone: 1.973.884.1755
Fax: 1.973.884.1699
info@sensorprod.com

Prepared by Jeffrey Stark
jstark@sensorprod.com
1.973.428.2976

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