Zinus

Zinus | Boosting Brand Recognition with Targeted Influencer Campaigns

CHALLENGE

Zinus, a leading online mattress brand, faced the challenge of distinguishing itself in a saturated B2C marketplace, despite being one of the largest of its kind in its category. Although Zinus products were widely sold across platforms like Zinus.com, Amazon, Wayfair, and other affiliates, the brand faced a major challenge: low brand recognition. Many consumers were purchasing Zinus mattresses without realizing the brand behind them. Zinus wanted to strengthen brand attribution, increase visibility, and help customers connect trusted products with the Zinus name through more proactive digital engagement.

OBJECTIVES

To address these challenges, Zinus partnered with Pierpont to launch a comprehensive influencer marketing program. The goals were to:

- Increase brand awareness and social media following
- Drive website traffic to Zinus.com
- Strengthen brand attribution
- Build credibility by engaging target audiences through relatable, influencer-driven content across multiple niches
- Help consumers recognize Zinus as the brand behind the products they already love and trust.

By leveraging trusted influencer voices, Zinus sought to motivate purchase decisions and strengthen brand affinity.

SOLUTION

Pierpont developed a data-informed influencer strategy based on Zinus' target audiences and content preferences, prioritizing long-term relationships with creators in home décor, lifestyle, home renovation, and wellness spaces.

The program engaged low-, mid-, and top-tier influencers to maximize reach and authenticity. Influencers were selected for their higher-than-average engagement rates, content

quality, and audience relevance. Campaigns leveraged unboxing experiences, testimonials, and before-and-after transformations across Instagram, TikTok, Facebook, and YouTube. Hosted giveaways increased engagement, improved tracking, and strengthened brand awareness through seasonal and life-moment storytelling.

RESULTS

Pierpont vetted over 300 influencers and partnered with more than 20 creators across key campaigns, including Memorial Day, Labor Day, Black Friday/Cyber Monday, and evergreen product spotlights.

The influencer program generated a total of 3.2 million content views and reached a potential audience of 2 million people across Instagram, TikTok, and Facebook. Sessions to Zinus.com from Facebook and Instagram increased by 86% and 15% year over year, while 10,000+ people saved posts and 6,100+ shared content, signaling strong purchase intent and brand resonance.

The program’s strategic mix of influencer tiers, content formats, and seasonal activations drove measurable growth in social presence and brand affinity. The net effect was to position Zinus as a recognizable and trusted brand, connecting the quality mattresses consumers already loved with the Zinus name, and emphasizing comfort and value.

BY THE NUMBERS

3.2M

Content views