

America's Mattress Gets in Bed with Shopkick

Latest Retail Partner Rewards Shoppers for Trial and Purchase

REDWOOD CITY, Calif. – May 9, 2017 -- [Shopkick](#), the leading shopping rewards app that engages people with brands and drives in-store action, today announces a partnership with America's Mattress, the largest national network of independently owned and operated mattress stores. The partnership includes:

- Shopkick's ShopBeacons at 125 America's Mattress stores throughout the country
- Kick-earning opportunities (Shopkick's reward currency) for walking into America's Mattress stores and making purchases
- Personalized messages flagging nearby stores, greeting shoppers as they enter America's Mattress locations and guiding customers to specific offers

"The explosion of online players has forced brick and mortar mattress retailers to get creative to stay competitive. E-commerce doesn't let people touch, feel and trial the mattress - a choice that literally impacts the quality of everyday life for years to come," said Shopkick CEO Bill Demas. "Shopkick helps to drive traffic and trial, enhancing what makes America's Mattress a leader. We're thrilled to partner."

Shopkick's highly active user base, proprietary location technology and personalized app experience drive results in key business areas, including increased brand awareness, incremental foot traffic and basket size. The pay for performance solution provides a unique approach and positive ROI for retailers.

"America's Mattress prides itself on focusing on the needs of its customers – we don't take a cookie-cutter approach to helping a customer finding a mattress. We want to make sure the mattress they choose is the perfect one for them for many years to come," said Mike Juoni, Director of the America's Mattress brand. "We're excited to extend that focus by rewarding both current and future customers through the Shopkick app."

About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental foot traffic, visits to shelf, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, GSK, Georgia Pacific, Marshalls, Nestle, Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

About America's Mattress

America's Mattress began in the late 1990s and has grown to be the largest network of independently owned and operated mattress stores. The America's Mattress network has nearly 200 individual owners with over 300 locations and is the 5th largest specialty bedding retailer in the United States according to Furniture|Today, the magazine of the furniture industry. America's Mattress combines the brand strength and buying power of a national network with local ownership, providing members site selection assistance and store design specifications along with marketing, training, and operations and business management support.

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