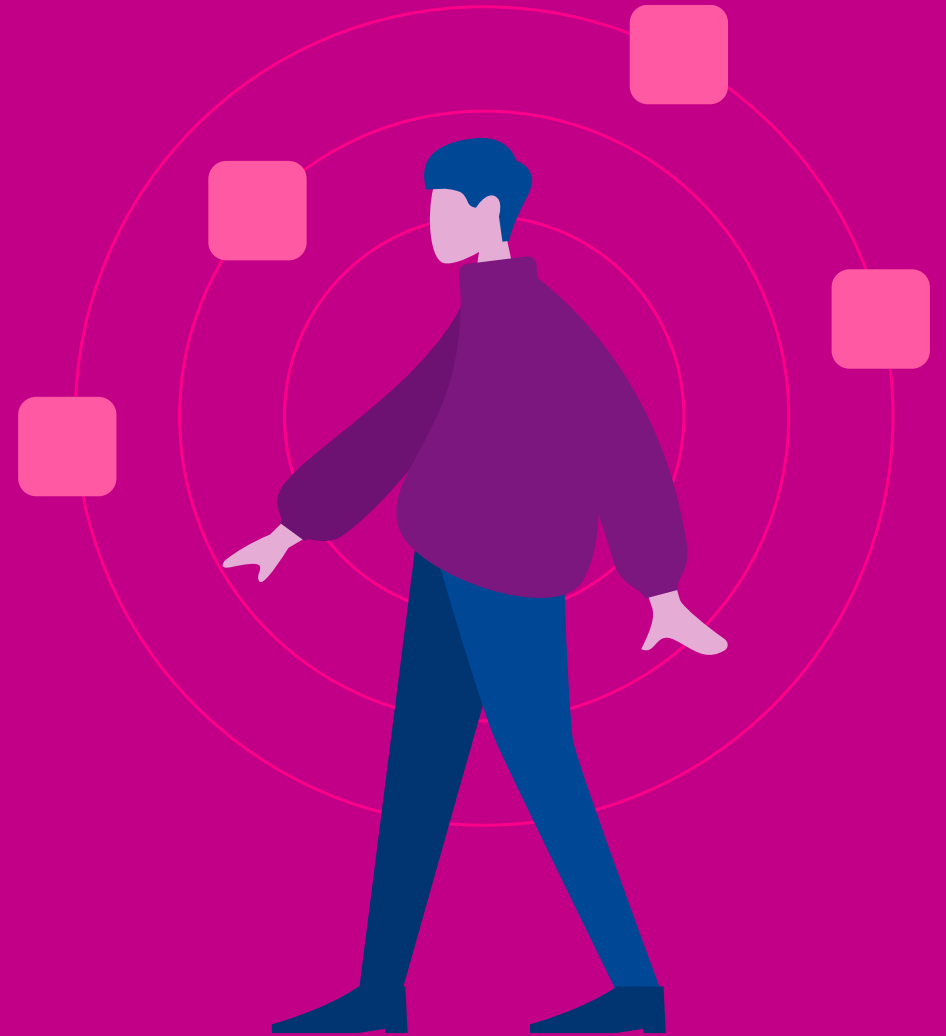


SWISS♦SENSE®

How Swiss Sense
scaled across
markets using Mosaic





Overview of Swiss Sense

With more than 120 of their own stores in the Netherlands, Belgium, Germany, Austria and since 2021 also a presence in Denmark with the acquisition of the successful retail chain Drømmeland, Swiss Sense is a leading player in the European market for sleeping comfort.

The Dutch family-owned retail business was founded by the Diks family in 2006, who has been designing, producing, marketing and supplying products for a comfortable bedroom for decades. With an extensive collection of beds, mattresses, bedding, bed linen and accessories for the bedroom, the sleep specialist wants to ensure that everyone gets a good night's sleep. Swiss Sense has over 2,000 employees worldwide, and prides itself on the high quality and craftsmanship of its products.



For more information, please visit www.SwissSense.nl



Sector: Retail

Number of employees: 2,000+

Challenge

Swiss Sense set out to grow its presence across multiple markets. They needed a consistent way to understand their customers in each region, identify their most valuable customers, and use those insights to guide both strategy and marketing decisions across multiple markets.

Their goals included:

- ✓ Support for local and international strategy
- ✓ Take the strategy and roll out into marketing (4 Ps)
- ✓ Champion data-driven decision making





Solution

Swiss Sense partnered with Experian to implement Mosaic®, a consumer segmentation system that classifies all households within a country into distinct Groups and Types based on life stage, affluence, behaviors, and lifestyle characteristics. Available in 14 countries, Mosaic uses a consistent methodology in each market while incorporating local data.

By using one shared segmentation, teams across marketing, analytics, and strategy worked from the same definition of the customer.

Mosaic gave them:

- A shared definition of the customer across teams
- A household-level view that reflects how people live
- A framework they could use across strategy, analytics, and activation

We also delivered a Tableau dashboard so teams could explore segments, compare audiences, and apply insights in their day-to-day work.





Results

Using a bespoke Tableau dashboard alongside Mosaic data, Swiss Sense built a consistent segmentation view across its entire customer base, identified priority customer groups, and pinpointed the regions and cities with the highest concentration of those audiences. More granular insights in each country helped them understand regional differences.

They also used Mosaic to measure campaign impact by segment, combining performance data with brand tracking to understand what was working and where to adjust.

Beyond media, Swiss Sense applied these insights to shape product strategy, informed recommendations, curated bundles, and guided content, imagery, and tone of voice to better align with their target audiences.

Results



Delivered direct mail flyers to target audiences' homes



Ran out-of-home (OOH) campaigns in high-index cities



Distributed leaflets in target town centers



Summary

How Swiss Sense scaled across markets using Mosaic

Challenge

With a focus on expanding into new markets, Swiss Sense needed a clearer understanding of their customers across regions. Their existing approach relied on different data sources and definitions, making it difficult to build a consistent view of their audience or apply insights across markets. They needed a way to identify their most valuable customers and use that insight to guide both strategy and marketing decisions.

Solution

Swiss Sense implemented Mosaic as a single segmentation framework across all markets. Mosaic provided a consistent, household-level view of their customers, combining lifestyle, financial, and behavioral insight. By using one shared segmentation framework, teams across marketing, analytics, and strategy could work from the same definition of the customer. A custom dashboard made it easy to explore segments, compare audiences, and apply insights across day-to-day planning.

Results

With a consistent view of their customers, Swiss Sense identified key audience groups and where they are most concentrated. This allowed them to focus activity in the right locations and tailor campaigns to relevant households. Mosaic is now used to guide marketing decisions, measure performance by segment, and shape product and campaign strategies across markets.