

# How Splitit Helped ReST Bring Their Smart Bed To All



## About ReST

ReST smart bed, developed from 30 years of pressure mapping sensor technology in the medical industry, has rocked the otherwise homogeneous mattress industry with the very first and only truly customizable and responsive sleeping surface that changes with you and adapts to your various needs over time.

Their goal is impressive. They work hard to bring life altering sleep to as many people as possible (even as a premium product), and they decided to partner with Splitit last year to help them reach more shoppers everywhere. They have seen an impressive growth in volume ever since, which goes to show premium prices can still be accessible.

“Splitit has helped us work steadily toward our goal of bringing life changing sleep technology to as many people as possible by giving us the opportunity to offer financial accessibility and flexibility to our customers.”

Kyle Taylor, Director of Marketing

## Let's Talk Numbers

Comparing 9/2019 to 3/2020 (using Splitit) with 9/2018 to 3/2019 (not using Splitit)

  
Gross Revenue

468%  
(4.6x)

  
Units Sold

386%  
(3.8x)

  
Splitit Plans

60%  
of Total Orders

\*All numbers are DTC business



## Why Splitit?

Initially, ReST smart bed offered in-house financing to their customers for 12 months with a \$1,000 deposit. The financial risk was completely on their shoulders and was applied to only around  $\frac{1}{3}$  of their purchases. ReST wanted to provide payment options to more of their customers, without taking on more risk themselves.

Partnering with Splitit removed the risk from ReST and helped allow for more exponential sales growth. They now are able to offer their customers up to 36 months installment payment plans with no fees, no interest, and no deposit.

*"Splitit offers us the ability to remain competitive in the eCommerce space and feel comfortable selling our product in high volumes without taking on the risk of offering financing ourselves."*

Kyle Taylor, Director of Marketing

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**“ This is ultimately the goal of any business - to increase business. The numbers have shown a significant increase in sales since September, and Splitit has definitely played a significant role in that growth.”**

Lloyd Sommers, General Manager

**Grow Your Business With Splitit**

