

CASE STUDY

Website Design & Development

The Mattress Store is the best and first specialty retailer for sleep, seating and massage products in United Arab Emirates with stores across Dubai, Abu Dhabi, Sharjah and Ras Al-Khaimah.

Not only is the store the sole distributor of La-Z Boy in the UAE, but the store also offers internationally recognized brands such as Englander, Osim, Technogel and Auping. On top of its vast array of premium products, the store also has its own factories for making and distributing mattresses - this speaks of the success and true scope of the client.

NEXA was proud to have been selected to undertake the website build, social media and SEO/SEM marketing for the prestigious client. The goal was to provide a full digital growth solution by increasing the clients online presence, creating an e-commerce store and providing full tracking of the customer journey.

CLIENT: THE MATTRESS STORE™

SECTOR: RETAIL

