How a startup created winning products listening to its target market in real time

Jerry Lin, founder of Helix Sleep, found out **what consumers really wanted** in a pillow using **SurveyMonkey Audience**. His new Helix Pillow **sold out** in less than a month.

HELIX SLEEP

3

Product **iterations** developed through surveys

70%

Customers interested in a **cooling** pillow

50%

Time **saved** in product development process

Jerry Lin
Co-founder and CEO

THE CHALLENGE

Creating products consumers really want

Jerry Lin and two classmates launched Helix Sleep in 2015 with a clear vision: Personalizing sleep products to compete with off-the-shelf brands.

But how do you find out what consumers expect from their mattresses, pillows, and overall sleeping experience?

Listening to **the right target market at scale** is a big challenge for any startup with little resources and a small team. Helix Sleep has only one person dedicated to market research.

To make it harder, Jerry says, consumer experiences in this market are very personal.

> " *The biggest thing we learned from surveys is that sleep is so subjective. Everyone is really unique as to what is soft or what is firm.* "

Testing new products early and often

After using market research surveys to launch personalized mattresses, Helix Sleep decided to expand into pillows. The team deployed product development surveys on **SurveyMonkey Audience**, a fast and easy consumer panel.

The **Market Powered Data** they obtained radically changed their initial product ideas. Consumers preferred one adjustable pillow to several different ones. And **70% said they would pay extra for a cooling pillow cover**.

After three fast concept testing surveys, the team was ready to launch its final design.

" *Through SurveyMonkey Audience, we cut our product development cycle in half.* "

Personalized Z's
In addition to concept testing, Helix Sleep uses surveys for product feedback, customer satisfaction, and more.

Company
Helix Sleep

Use case
Product development

Solution
SurveyMonkey Audience

Success factor
Fast consumer feedback

A successful launch, a sold-out product

Knowing **what consumers wanted**, Helix Sleep launched an adjustable pillow with a cooling cover that sold out in the first month.

Jerry immediately started working on a third product line: sheets.

"We wouldn't be able to **launch the right products at the right price point**," he says, "and be able to grow our business and brand without SurveyMonkey Audience."