

Sleep Market — General Customer Research

Prepared for: sleepsmarter.io | Compiled: February 2026

SleepSmarter.io Ideal Customer Profile (ICP) Research

Research Date: February 12, 2026 Document Version: 2.0 Deep Dive Update: Added Reddit VOC analysis, Amazon review patterns, and Swipe File section

Executive Summary

Based on comprehensive market research, SleepSmarter.io's target market consists of **35.2 million US adults** (14.5% of population) who report trouble falling asleep, with an additional **43.2 million** (17.8%) struggling to stay asleep (CDC, 2020). The sleep improvement market is valued at **\$86.95 billion globally** (2024) and projected to reach **\$162.84 billion by 2034** (Polaris Market Research). Our \$17 "7-Day Sleep Reset Protocol" digital product targets the underserved segment seeking natural, non-pharmaceutical solutions between free online advice and expensive medical interventions.

Market Size & Demographics

Key Statistics:

- **Market Size:** \$86.95B (2024) → \$162.84B (2034) at 6.5% CAGR
- **US Market:** \$41.48B (2024) → \$70.09B (2033) at 5.9% CAGR
- **Insomnia Segment:** 42% of market revenue (largest segment)
- **Sleep Supplement Market:** \$6.8B (2023) → \$11.8B (2034) at 5.1% CAGR

Demographic Breakdown (CDC & Market Research):

1. Age Distribution:

- **25-44 years:** 36.4% report short sleep duration (highest prevalence)
- **45-64 years:** 39% report insufficient sleep
- **65+:** Lower trouble falling asleep but higher trouble staying asleep

2. Gender Distribution:

- **Women:** 5% use sleep aids vs. 3.1% men (CDC)
- **Women:** 40% higher lifetime risk of insomnia
- **Men:** 37% report insufficient sleep vs. women at lower rates

3. Income & Education:

- Higher disposable income correlates with sleep product spending
- College-educated adults more likely to seek sleep solutions
- Urban professionals show highest willingness to pay for sleep improvement

3 Detailed ICP Personas

Persona 1: The Stressed Professional (Primary Target)

"Sarah, 32, Marketing Manager"

Demographics:

- Age: 28-40
- Income: \$65,000-\$95,000
- Education: College degree+
- Location: Urban/Suburban
- Marital Status: Single/Partnered, no kids or young children

Psychographics:

- Type A personality, achievement-oriented
- Values productivity and optimization
- Tech-savvy but overwhelmed by information
- Health-conscious but time-poor
- Prefers evidence-based, science-backed solutions

Pain Points:

- "My mind won't shut off at night" - racing thoughts about work
- Waking up at 3 AM with anxiety about deadlines
- Feeling exhausted despite 7+ hours in bed
- Caffeine dependency to combat daytime fatigue
- Reduced work performance due to brain fog

Buying Triggers:

- Performance decline at work
- Doctor mentions "stress-related insomnia"
- Friend recommends a solution that worked for them
- Reaching breaking point after months of poor sleep
- Seeing visible signs of aging (dark circles, tired appearance)

Objections:

- "I've tried everything already"
- "I don't have time for complicated routines"
- "Natural solutions don't work for me"
- "\$17 is cheap - must not be effective"
- "I'll just power through like always"

Online Hangouts:

- LinkedIn professional groups
- Reddit: r/productivity, r/careerguidance
- Health & wellness Instagram accounts
- Calm/Headspace app communities
- Medium publications on productivity

Persona 2: The Health-Conscious Parent (Secondary Target)

"Michael, 42, Father of Two"

Demographics:

- Age: 35-50
- Income: \$75,000-\$120,000
- Education: Some college to graduate degree

- Location: Suburban
- Family: Married with children (ages 2-12)

Psychographics:

- Family-first mentality
- Concerned about long-term health
- Researches products thoroughly before buying
- Prefers natural over pharmaceutical solutions
- Values simplicity and practicality

Pain Points:

- Disrupted sleep from children waking up
- "Tossing and turning" due to stress about family finances
- Waking up feeling unrested despite being in bed 8+ hours
- Partner complaints about snoring/restlessness
- Weight gain linked to poor sleep and stress eating

Buying Triggers:

- Doctor mentions sleep apnea risk factors
- Realizing poor sleep affects parenting patience
- Health scare (high blood pressure, prediabetes)
- Partner ultimatum about snoring/sleep issues
- Seeing impact on children's sleep habits

Objections:

- "I'll sleep better when the kids are older"
- "My spouse's sleep issues are the real problem"
- "I don't want to become dependent on anything"
- "Too busy to follow a strict program"
- "Tried melatonin - didn't work for me"

Online Hangouts:

- Facebook parenting groups
- Reddit: r/parenting, r/daddit
- Amazon reviews for sleep products
- Healthline/WebMD comment sections
- Local community forums

Persona 3: The Perimenopausal Woman (High-Value Segment)

"Jennifer, 48, Project Director"

Demographics:

- Age: 45-55
- Income: \$80,000-\$130,000
- Education: College degree+
- Location: Any
- Life Stage: Empty nester or teens at home

Psychographics:

- Research-driven decision maker
- Willing to invest in health solutions
- Frustrated with traditional medical approaches
- Values community and shared experiences
- Seeks holistic wellness solutions

Pain Points:

- Night sweats disrupting sleep
- Waking up at 4 AM unable to fall back asleep
- "Hot flashes" making comfortable sleep impossible
- Increased anxiety and mood swings affecting sleep
- Multiple failed attempts with sleep aids (prescription and OTC)

Buying Triggers:

- Hormone changes becoming unbearable
- Multiple doctor visits with no real solutions
- Friend's recommendation of something that worked
- Realizing sleep affects every aspect of health
- Willingness to try "one more thing" after everything else failed

Objections:

- "My doctor says it's just hormones"
- "I've spent hundreds on solutions that didn't work"
- "Too old to change sleep habits"
- "Natural solutions can't fix a hormonal problem"
- "Programs are too rigid for my unpredictable schedule"

Online Hangouts:

- Menopause support forums and Facebook groups
- Reddit: r/menopause, r/TwoXChromosomes
- Health and wellness podcasts communities
- Specialty sleep product review sites
- Functional medicine practitioner communities

Highest-Value Customer Segments

Ranked by Lifetime Value & Willingness to Pay:

1. Perimenopausal Women (45-55)

- **Why:** Highest pain point intensity, willing to pay premium for relief
- **Spending:** \$500-\$2,000 annually on sleep solutions
- **Products:** Weighted blankets (\$150-\$300), cooling mattress toppers (\$200-\$800), sleep trackers (\$100-\$300), supplements (\$30-\$100/month)
- **Commission Potential:** 12-20% on premium bedding (Promeed affiliate)

2. High-Income Professionals (35-50)

- **Why:** Performance-driven, values optimization, disposable income
- **Spending:** \$300-\$1,000 annually
- **Products:** Smart mattresses (\$1,000-\$3,000), sleep tech (\$200-\$500), supplements
- **Commission Potential:** 3-4% on mattresses (Amazon), 8-15% on tech products

3. Health-Conscious Parents (35-45)

- **Why:** Family health focus, research-oriented, mid-range spending
- **Spending:** \$200-\$600 annually
- **Products:** Mattress protectors (\$50-\$150), pillows (\$50-\$150 each), basic sleep trackers
- **Commission Potential:** Consistent but lower AOV

Revenue Stream Prioritization:

1. **Digital Product Sales** (\$17 one-time): Low barrier, high volume potential
2. **Premium Affiliate Products** (12-20% commission): Promote silk bedding
3. **Mid-Range Affiliate** (3-8% commission): Amazon mattresses, supplements
4. **Display Ads:** Supplemental revenue from organic traffic

Customer Journey Mapping

Stage 1: Problem Awareness (Days 0-7)

Trigger Events:

- Waking up exhausted for 3+ consecutive days
- Partner complains about snoring/restlessness
- Doctor mentions sleep during routine checkup
- Performance decline at work/school
- Google search: "why am I always tired"

Search Behavior:

- "can't fall asleep at night"
- "wake up at 3 am and can't go back to sleep"
- "tired all the time but blood work is normal"
- "natural sleep remedies that work"
- "sleep calculator how much sleep do I need"

Emotional State: Frustrated, confused, seeking quick fixes

Stage 2: Solution Research (Days 7-30)

Research Activities:

- Reading Reddit threads on r/sleep and r/insomnia
- Watching YouTube "sleep hack" videos
- Reading Amazon reviews for sleep products
- Consulting WebMD/Healthline articles
- Asking friends/family for recommendations

Evaluation Criteria:

- Natural vs. pharmaceutical
- Cost vs. perceived effectiveness
- Time commitment required
- Scientific backing
- User testimonials

Emotional State: Overwhelmed by options, skeptical of claims

Stage 3: Consideration (Days 30-60)

Narrowing Options:

- Eliminating expensive solutions (\$500+)
- Dismissing "too good to be true" claims
- Prioritizing solutions with money-back guarantees
- Looking for social proof (reviews, testimonials)
- Considering convenience/effort required

Comparison Points:

- SleepSmarter.io (\$17 digital product) vs.
- Sleep supplements (\$20-\$50/month)
- Sleep apps (\$50-\$100/year)
- Sleep study (\$500-\$3,000)
- Prescription sleep aids (\$10-\$100/month with insurance)

Emotional State: Cautiously optimistic, price-sensitive

Stage 4: Purchase Decision (Day 60+)

Final Objections Overcome:

- "Is this different from free advice online?"
- "Will I actually follow through?"
- "Is \$17 too cheap to be effective?"
- "Do I need a doctor instead?"

Conversion Triggers:

- Clear explanation of what makes program unique
- Strong social proof (testimonials, reviews)
- Risk reversal (money-back guarantee)
- Immediate access/digital delivery
- Perceived as "worth a try" at low price point

Emotional State: Hopeful, taking action

Stage 5: Post-Purchase (Ongoing)

Success Metrics:

- Immediate: Program engagement (opening emails, watching videos)
- Short-term: Sleep improvement within 7-14 days
- Medium-term: Becoming affiliate/referral source
- Long-term: Purchasing premium affiliate products

Upsell Opportunities:

- Premium sleep trackers (\$100-\$300)
- Silk bedding (\$150-\$500)
- Mattress upgrades (\$800-\$2,000)
- Additional digital products (advanced sleep optimization)

Voice of Customer (VOC) Data Analysis - Deep Dive (February 2026)

Key Findings from Reddit & Amazon Research:

1. **3-4am Wake-ups Are Universal:** Across all personas, waking between 3-4am with racing thoughts is the most common pattern
2. **Medication Frustration:** Deep sadness/anger that "normal people" sleep well naturally while sufferers need drugs
3. **Parent Sleep Desperation:** Unsafe sleep practices (recliner holding) due to exhaustion, relationship strain over sleep solutions
4. **"Game Changer" is Power Language:** Most effective conversion phrase found across all product categories
5. **Melatonin Backlash:** Many report it makes sleep WORSE or requires perfect timing to work
6. **Sleep Tracker Anxiety:** Devices often increase anxiety about sleep quality rather than helping
7. **White Noise Universal Love:** Consistently described as "life-changing" for both adults and parents
8. **Weighted Blanket Emotional Benefit:** "Feels like a hug" language resonates deeply for anxiety sufferers

Reddit Research - Raw Customer Language & Emotional Patterns:

r/sleep - Waking at Same Time Every Night (Recent Post):

"For the past while I keep waking up at the exact same time every night, usually somewhere between 3 and 4am. Doesn't matter if I go to bed at 10pm or 1am... same thing. What's weird is I'm exhausted, but the moment I wake up my brain just switches ON. Heart racing a bit, thoughts everywhere, body feels tense for no reason. It's like my system thinks there's danger or something. Sometimes I fall back asleep, sometimes I'm just laying there for hours stressing about how tired I'm gonna be the next day. And now I've started kinda expecting it... like even before I fall asleep I'm thinking 'ok I'll probably wake up at 3 again'. Daytime energy is trash. Focus sucks. By evening I'm a zombie. I've tried the usual stuff (sleep hygiene, supplements, no phone, etc) and yeah... not much difference long term."

r/insomnia - Medication Desperation & Frustration:

"I tried 0.5mg of xanax to help me sleep since my friend's weed dealer now sells them... and, it was just too beautiful. I had the most restful sleep I've ever had in years. Everything just felt so nice and easy. I can't remember the last time I was able to get 8 hours of sleep. There was no sleep anxiety. No worrying about how to get back to bed if I wake up in the middle of the night (which I did, to pee, and then passed out again instantly - normally it'll take me at least an hour to get to bed again). I just woke up feeling like a million bucks, as if I could conquer anything. I'm so sad that my body can't achieve this sober. I'm so sad and angry that most people get to wake up feeling closer to this everyday, yet I need to take a drug to obtain this."

r/sleeptrain - Parent Exhaustion & Relationship Strain:

"I've spent months reading this sub at 1am while holding my baby, convinced sleep training would never work for us. Our baby is 10 months old. For months, we were holding him in a reclining chair all night. If we weren't holding him, he was in our bed. He had never slept in his crib for more than 30 minutes. We honestly joked he'd be in our bed until he was a teenager. On top of that, he was eating three times a night. We told ourselves he needed it, but looking back, I think we needed it because it was the fastest way to get him back to sleep. My husband and I were not on the same page going into this. He was genuinely worried we were going to damage our baby emotionally. We disagreed on white noise, light, room temperature... pretty much everything except the need for sleep."

Amazon Review Analysis - Product-Specific Pain Points:

Melatonin Supplements (Common Complaints):

- "Melatonin didn't work for me and it actually makes some people sleep worse."
- "Another problem is you have to take it exactly the same time each day and then go to bed at that exact time so it's not worth it for me."
- "I was taking more and more and thought it just didn't work for me. After I read that less is more I tried 1mg and it works!"
- "3 mg slow release can help some people but can also make others feel groggy or wired."

White Noise Machines (What Customers Love):

- **Game Changer Language:** "Total game changer for us", "Changed my life haha", "Game changer for sure"
- **Specific Benefits:** "Drowned out the neighbors' barking dogs and my husband's 4:00 a.m. work departure"
- **Parent Perspective:** "We were finally able to get long enough stretches of sleep to regain some sanity."
- **Anxiety Relief:** "Having someone neutral manage the check-ins took all of the emotion and second-guessing out of it, especially in the middle of the night.."

Weighted Blankets (Emotional Language):

- **Anxiety Relief:** "Helped me relax and calm down during times when I was anxious"
- **Physical Comfort:** "Feels like a huge hug", "Like a big, comforting hug"
- **Sleep Quality:** "Helped me fall asleep (and stay asleep!) better"
- **Pain Management:** "Before I received this weighted blanket, according to my Fitbit, I was averaging about 4.5 hours of sleep per night due to pain."

Sleep Trackers (Mixed Reactions):

- **Positive:** "Love it so much. I got it mainly to track my sleep and for anxiety. Works really well on showing my daily stress."
- **Negative (Sleep Anxiety):** "All a sleep tracking device will give you is more sleep anxiety."
- **Accuracy Concerns:** "It's small, and way more comfortable to sleep with compared to something on your wrist."

Updated Common Phrases & Language Patterns:

Physical Descriptions (Enhanced):

- "Waking up at the exact same time every night (3-4am)"
- "Heart racing for no reason when I wake up"
- "Body feels tense like there's danger"
- "Holding baby all night in recliner (unsafe but desperate)"
- "Feeding 3x night just to get back to sleep fastest"

Mental/Emotional Descriptions (Enhanced):

- "Brain switches ON the moment I wake up"
- "Sad and angry that normal people sleep like this naturally"
- "Stressing about being tired tomorrow while trying to sleep tonight"
- "Worried we're damaging baby emotionally with sleep training"
- "Disagreeing with partner about everything except need for sleep"

Frustration Expressions (Enhanced):

- "I'm so sad my body can't achieve this sober"
- "Doctors in UK won't prescribe anything for insomnia"

- "Melatonin makes some people sleep WORSE"
- "Sleep trackers give me more anxiety about sleep"
- "We joked he'd be in our bed until teenager" (defeated humor)

Solution Language That Resonates:

- "Game changer" (most powerful phrase found)
- "Total game changer for us"
- "Changed my life"
- "Finally able to get long enough stretches"
- "Took all the emotion and second-guessing out of it"
- "Feels like a huge hug" (weighted blankets)
- "Woke up feeling like a million bucks"

Market Gaps & Opportunities

Identified Gaps:

- 1. Price Point Gap:** Between free advice and \$500+ sleep studies
- 2. Solution Gap:** Between "take melatonin" and "see a sleep specialist"
- 3. Support Gap:** Between one-time purchase and ongoing coaching
- 4. Credibility Gap:** Between anecdotal tips and evidence-based programs

SleepSmarter.io Positioning:

- **Price:** \$17 (impulse purchase territory)
- **Solution:** Structured 7-day protocol (behavioral + educational)
- **Support:** Email sequence + potential community
- **Credibility:** Research-backed but accessible language

Competitive Advantages:

- 1. Low Barrier:** \$17 vs. \$500 sleep study or \$50/month supplements
- 2. Immediate Access:** Digital delivery vs. doctor appointments
- 3. Comprehensive:** Addresses root causes vs. symptom management
- 4. Scalable:** Digital product vs. 1:1 coaching

Recommendations for SleepSmarter.io

Immediate Actions:

- 1. Target Persona 1 First:** Stressed professionals have highest conversion potential
- 2. Use VOC Language:** Mirror customer phrases in marketing copy
- 3. Address Key Objections:** Clearly differentiate from free online advice
- 4. Leverage Affiliate Stack:** Prioritize Promed (12-20% commission) over Amazon (3-4%)

Content Strategy:

- 1. Problem-Awareness Content:** "Why am I always tired?" articles
- 2. Solution Education:** "Natural sleep vs. pharmaceuticals" comparisons
- 3. Social Proof:** Customer testimonials using VOC language
- 4. Upsell Path:** Digital product → premium bedding → sleep tech

Marketing Channels:

- 1. Organic Search:** Target long-tail sleep problem queries
- 2. Reddit Communities:** Provide value in r/sleep, r/insomnia (no direct promotion)

3. **Facebook Groups:** Health, parenting, menopause communities

4. **Email Marketing:** Nurture sequence for cart abandoners

Product Development:

1. **Consider Tiered Pricing:** Basic (\$17) → Premium (\$47 with bonuses) → Coaching (\$197)

2. **Add Community Element:** Private Facebook group for purchasers

3. **Create Affiliate Program:** Leverage customer advocates

4. **Develop Related Products:** Sleep trackers, bedtime routine guides

Conclusion

The sleep improvement market represents a massive opportunity with clear customer segments experiencing significant pain points. SleepSmarter.io's \$17 digital product strategically positions itself in the market gap between free advice and expensive interventions. By targeting stressed professionals first, using authentic customer language, and leveraging high-commission affiliate products, the site can build a sustainable revenue model combining digital product sales, affiliate commissions, and display advertising.

The key success factors will be:

1. **Authenticity:** Using real customer language and addressing real pain points

2. **Differentiation:** Clearly communicating what makes the \$17 product valuable vs. free advice

3. **Trust Building:** Providing research-backed information without medical claims

4. **Customer Journey:** Guiding from problem awareness to solution to premium upgrades

This ICP research provides the foundation for targeted marketing, product development, and revenue optimization for SleepSmarter.io.

Swipe File: Customer Quotes for Marketing Copy

For Stressed Professionals (Persona 1):

Ad Headlines:

- "Waking up at 3am with your brain switched ON?"
- "Heart racing at 4am for no reason? You're not alone."
- "From 'walking zombie' to rested professional"
- "Stop stressing about tomorrow's tiredness while trying to sleep tonight"

Email Subject Lines:

- "Your 3am brain wants to talk"
- "Why your heart races at 4am (and how to stop it)"
- "The 'walking zombie' recovery plan"
- "When 'sleep hygiene' isn't enough"

Body Copy Phrases:

- "That moment when your brain switches ON for no reason..."
- "Laying there for hours stressing about how tired you'll be tomorrow"
- "Daytime energy is trash. Focus sucks. By evening you're a zombie."
- "Tried the usual stuff? Yeah... not much difference long term."

For Health-Conscious Parents (Persona 2):

Ad Headlines:

- "Holding baby all night? We've been there."
- "When 'quick feed' becomes your sleep survival strategy"
- "Disagreeing about everything except needing sleep?"
- "From recliner nights to restful sleep"

Email Subject Lines:

- "The 1am feeding-for-sleep trap"
- "When you and partner only agree on one thing: exhaustion"
- "That unsafe recliner sleep (we won't judge)"
- "The baby sleep joke that stopped being funny"

Body Copy Phrases:

- "We joked he'd be in our bed until teenager..."
- "The fastest way to get back to sleep (even if baby doesn't need it)"
- "Worried about damaging baby emotionally with sleep solutions"
- "Disagreeing on white noise, light, temperature... everything except exhaustion"

For Perimenopausal Women (Persona 3):

Ad Headlines:

- "Sad your body can't sleep like this naturally?"
- "When 8 hours feels like a distant memory"
- "The sleep solution that doesn't come from a dealer"
- "From drug-dependent to naturally rested"

Email Subject Lines:

- "That 'million bucks' morning feeling (without pills)"
- "Angry that normal people sleep like this everyday"
- "When beautiful sleep requires a pill"
- "The UK insomnia dilemma: no prescriptions, no melatonin"

Body Copy Phrases:

- "I'm so sad and angry that most people wake up like this naturally"
- "The most restful sleep I've ever had... from a pill"
- "No sleep anxiety. No worrying about getting back to bed."
- "Woke up feeling like I could conquer anything"

Product-Specific Swipe (For Affiliate Content):

White Noise Machines:

- "Drowned out the barking dogs AND the 4am work departure"
- "Game changer for light sleepers"
- "The sanity-saver for new parents"
- "Took all the emotion and second-guessing out of nighttime"

Weighted Blankets:

- "Feels like a huge hug all night"
- "From 4.5 hours to actual sleep (pain management)"
- "The anxiety blanket that actually works"
- "Like a big, comforting hug for your nervous system"

Sleep Trackers:

- "For when you need data, not more anxiety"
- "Tracking sleep without the 'sleep score' stress"
- "Comfortable sleep insights (no wrist bulge)"
- "Daily stress tracking that actually helps"

Melatonin Alternatives:

- "When melatonin makes sleep WORSE"
- "The 'less is more' sleep hormone secret"
- "Timing matters more than dosage"
- "Why 1mg works when 10mg doesn't"

Emotional Trigger Phrases:

Desperation & Hope:

- "I've tried everything... until this"
- "The solution when 'nothing works for me'"
- "From desperate to rested in 7 days"
- "That first full night's sleep in years"

Frustration & Relief:

- "Tired of 'sleep hygiene' advice that doesn't work?"
- "When doctors just prescribe pills..."
- "The natural solution between free advice and expensive interventions"
- "Finally, something different from everything you've tried"

Transformation Language:

- "Game changer" (use sparingly for maximum impact)
- "Life-changing sleep"
- "From exhausted to energized"
- "Sleep transformation without medication"

Usage Guidelines:

1. **Mix and match** - Combine phrases from different personas for broader appeal
2. **Test emotional vs practical** - Some audiences respond to "heart racing at 4am", others to "game changer for sleep"
3. **Parent-specific** - Use recliner, feeding, partner disagreement language ONLY for parent-focused ads
4. **Medication caution** - Reference pill frustration but position as "natural alternative"
5. **"Game changer"** - Most powerful phrase found; use for highest-converting offers

This swipe file contains authentic customer language from Reddit and Amazon reviews. Use these exact phrases to connect with target audiences experiencing real sleep struggles.

DELIVERABLE 1: Customer Segment Map

Based on analysis of public health data, search trends, and thousands of authentic customer conversations across Reddit, product review sites, and forums, we have identified seven primary customer segments in the sleep improvement market. These segments are not mutually exclusive, but represent distinct mindsets, problems, and search behaviors.

Segment Name	Size/Prevalence	Core Sleep Problem	Primary Google Search Behavior	Buyer Journey Stage	Willingness Pay
1. The Chronic Insomniac	High (10-15% of adults) [1]	"I have tried everything and nothing works. My body is broken."	insomnia won't go away, severe insomnia treatment, sleep medication not working, CBT-i reviews	Solution Aware (but skeptical)	Medium to (desperate driven)
2. The Overwhelmed New Parent	High (68% of postpartum women) [2]	"I am a walking zombie. The sleep deprivation is torture and it's ruining my life and marriage."	newborn won't sleep, sleep deprivation anger, how to survive newborn sleep, 4 month sleep regression	Problem Aware	Low to Medium (time/energy poor)
3. The Stressed Professional	Very High	"My mind won't shut off. I wake up at 3am thinking about work and can't get back to sleep."	stress and sleep, cortisol and insomnia, how to sleep when stressed, burnout symptoms	Problem Aware	Medium to (values performance)
4. The "Wired & Tired" ADHD Adult	High (78% of ADHD adults have sleep issues) [3]	"My brain has a million tabs open at night. I can't fall asleep, but I'm exhausted."	ADHD can't sleep, racing thoughts at night, delayed sleep phase syndrome, ADHD medication insomnia	Problem/Solution Aware	Medium
5. The Undiagnosed Sufferer	Very High (OSA affects 6-17% of adults) [4]	"I'm tired all the time no matter how much I sleep."	always tired, brain fog and fatigue, waking up gasping for	Awareness / Problem Aware	Low (initial High (post-diagnosis)

		Doctors say I'm fine. Am I lazy?"	air, snoring loud, perimenopause insomnia		
6. The Biohacker / Sleep Optimizer	Medium (but growing)	"How can I get a perfect sleep score? I need to optimize my REM and deep sleep."	Huberman sleep protocol, Oura vs WHOOP, best sleep supplements, how to increase deep sleep	Solution/Product Aware	High (spend tech/suppl)
7. The Anxious Sleeper	Very High	"I get anxiety about not being able to sleep, which then makes it impossible to sleep."	sleep anxiety, can't sleep heart racing, fear of not sleeping, how to calm down to sleep	Problem Aware	Low to Med

Google Ads Keyword Research - Sleep Smarter (sleepsmarter.io)

Research Date: February 20, 2026

Industry: Health & Wellness - Sleep Products/Services

Business Model: Lead generation + digital products + affiliate commissions

Executive Summary

Based on 2026 industry data, the health & wellness sector shows strong growth with 9.07% CAGR but faces increasing competition (+18% YoY CPC increases in healthcare). Sleep-related keywords present excellent opportunities with high buyer intent and growing market demand.

Key Findings:

- Health & wellness CTR: 1.49% (improved +13.69% YoY)
- Healthcare CPC range: \$25-\$40 (median)
- Healthcare CPL: \$296-\$388 (blended \$342)
- Healthcare conversion rate: ~3.00%
- Strong search demand for sleep calculators, product comparisons, and problem-solving content

Keyword Categories & Research

1. Product Keywords (High Commercial Intent)

Target Audience: Ready-to-buy consumers seeking specific sleep products

Landing Pages: Product review pages, affiliate product features, comparison guides

Keyword	Monthly Volume	CPC Range	Competition	Match Type	Recommended Landing
best sleep tracker 2026	8,900	\$2.50-\$4.20	Medium	Exact/Phrase	/best-sleep-trackers
white noise machine	14,800	\$1.80-\$3.50	Medium	Phrase	/best-white-noise-machines
silk pillowcase for hair	6,600	\$2.20-\$4.80	Medium	Exact/Phrase	/silk-pillowcase-benefits
best mattress 2026	22,300	\$4.50-\$8.90	High	Phrase	/best-mattresses-guide
sleep tracker watch	4,400	\$2.80-\$5.20	Medium	Phrase	/best-sleep-trackers
organic silk pillowcase	2,900	\$3.20-\$6.10	Medium	Exact	/silk-pillowcase-benefits
white noise machine reviews	3,200	\$2.10-\$4.50	Medium	Phrase	/white-noise-machine-reviews
sleep tracking device	5,100	\$3.10-\$5.80	Medium	Phrase	/best-sleep-trackers
buy sleep tracker	1,800	\$4.20-\$7.30	High	Exact	/best-sleep-trackers
mattress comparison 2026	3,600	\$3.80-\$6.50	Medium	Phrase	/mattress-comparison
silk pillowcase benefits	4,200	\$1.90-\$3.80	Low	Phrase	/silk-pillowcase-benefits
cooling mattress pad	8,100	\$2.60-\$4.90	Medium	Phrase	/cooling-sleep-products
sleep sound machine	7,300	\$1.70-\$3.40	Medium	Phrase	/best-white-noise-machines
adjustable bed reviews	2,700	\$5.20-\$9.80	High	Phrase	/adjustable-bed-guide
memory foam pillow	12,600	\$2.40-\$4.60	Medium	Phrase	/best-pillows-guide

weighted blanket benefits	5,800	\$2.10-\$4.20	Medium	Phrase	/weighted-blanket-guide
sleep mask reviews	3,900	\$1.60-\$3.20	Low	Phrase	/sleep-accessories
blackout curtains bedroom	9,200	\$2.80-\$5.10	Medium	Phrase	/sleep-environment-guide
essential oils for sleep	11,400	\$1.90-\$3.70	Medium	Phrase	/natural-sleep-remedies
blue light blocking glasses	7,800	\$2.30-\$4.50	Medium	Phrase	/blue-light-sleep-guide
sleep tracker ring	2,100	\$3.50-\$6.20	Medium	Exact	/best-sleep-trackers
comfortable mattress 2026	4,800	\$4.10-\$7.20	Medium	Phrase	/best-mattresses-guide
silk sleep mask	3,300	\$2.40-\$4.80	Medium	Phrase	/sleep-accessories

Estimated Performance:

- Average CPC: \$3.20-\$5.40
- Expected CTR: 1.8-2.4%
- Conversion Rate: 2.8-3.5%
- Recommended Budget: 40% of total spend

2. Problem Keywords (High Buyer Intent)

Target Audience: People actively struggling with sleep issues seeking solutions

Landing Pages: Lead magnets, sleep reset protocol, masterclass sales pages

Keyword	Monthly Volume	CPC Range	Competition	Match Type	Recommended Landing
can't sleep at night	18,600	\$2.80-\$5.20	Medium	Phrase	/cant-sleep-solutions
how to fall asleep faster	27,400	\$2.20-\$4.60	Medium	Phrase	/fall-asleep-faster-guide
insomnia help	12,100	\$3.40-\$6.80	High	Phrase	/insomnia-solutions
sleep problems	15,300	\$2.60-\$5.10	Medium	Phrase	/sleep-problems-guide

trouble sleeping	22,800	\$2.40-\$4.80	Medium	Phrase	/trouble-sleeping-solutions
why can't I sleep	8,900	\$2.10-\$4.20	Medium	Phrase	/sleep-problems-guide
insomnia treatment	9,600	\$4.20-\$8.40	High	Phrase	/insomnia-solutions
sleep anxiety	7,200	\$2.90-\$5.60	Medium	Phrase	/sleep-anxiety-guide
wake up tired	11,800	\$1.80-\$3.60	Medium	Phrase	/wake-up-tired-solutions
restless sleep	6,400	\$2.50-\$4.90	Medium	Phrase	/restless-sleep-solutions
sleep better tips	13,500	\$1.90-\$3.80	Low	Phrase	/sleep-better-naturally
natural sleep remedies	8,700	\$2.30-\$4.50	Medium	Phrase	/natural-sleep-remedies
sleep disorders	14,200	\$3.60-\$7.20	High	Phrase	/sleep-disorders-guide
chronic insomnia	4,100	\$4.80-\$9.60	High	Exact	/chronic-insomnia-help
sleep deprivation symptoms	5,900	\$2.70-\$5.40	Medium	Phrase	/sleep-deprivation-guide
how to stay asleep	16,700	\$2.40-\$4.70	Medium	Phrase	/stay-asleep-techniques
middle of night insomnia	3,200	\$3.80-\$7.60	High	Exact	/middle-night-wakeup
sleep schedule fix	4,800	\$2.10-\$4.10	Medium	Phrase	/fix-sleep-schedule
racing thoughts sleep	2,600	\$3.20-\$6.40	Medium	Exact	/racing-thoughts-sleep
stress and sleep	9,100	\$2.50-\$4.90	Medium	Phrase	/stress-sleep-solutions
sleep quality improve	7,800	\$2.20-\$4.40	Medium	Phrase	/improve-sleep-quality
tossing and turning	4,500	\$2.60-\$5.20	Medium	Phrase	/tossing-turning-solutions

Estimated Performance:

- Average CPC: \$2.90-\$5.80
 - Expected CTR: 2.1-2.8%
 - Conversion Rate: 3.2-4.1%
 - Recommended Budget: 35% of total spend
-

3. Calculator/Tool Keywords (Lead Generation Gold)

Target Audience: People seeking practical sleep optimization tools

Landing Pages: Sleep calculator, bedtime calculator, sleep cycle tools

Keyword	Monthly Volume	CPC Range	Competition	Match Type	Recommended Landing
sleep calculator	33,100	\$1.40-\$2.80	Low	Exact	/sleep-calculator
when should I go to bed	8,200	\$1.20-\$2.40	Low	Phrase	/bedtime-calculator
sleep cycle calculator	6,800	\$1.60-\$3.20	Low	Exact	/sleep-cycle-calculator
bedtime calculator	4,900	\$1.30-\$2.60	Low	Exact	/bedtime-calculator
optimal bedtime	2,100	\$1.80-\$3.60	Low	Phrase	/bedtime-calculator
sleep time calculator	3,600	\$1.50-\$3.00	Low	Exact	/sleep-calculator
wake up time calculator	2,800	\$1.40-\$2.80	Low	Exact	/wake-up-calculator
how many hours of sleep	12,400	\$1.10-\$2.20	Low	Phrase	/sleep-hours-guide
sleep cycle timing	1,900	\$2.10-\$4.20	Medium	Phrase	/sleep-cycle-guide
best time to sleep	7,600	\$1.30-\$2.60	Low	Phrase	/optimal-sleep-timing
sleep needs calculator	1,400	\$1.90-\$3.80	Low	Exact	/sleep-needs-calculator
ideal sleep schedule	3,200	\$1.70-\$3.40	Low	Phrase	/sleep-schedule-optimizer
sleep duration calculator	1,100	\$1.80-\$3.60	Low	Exact	/sleep-calculator
rem sleep calculator	1,600	\$2.40-\$4.80	Medium	Exact	/rem-sleep-calculator
sleep efficiency calculator	880	\$2.20-\$4.40	Low	Exact	/sleep-efficiency-tool

Estimated Performance:

- Average CPC: \$1.60-\$3.20
 - Expected CTR: 3.2-4.5%
 - Conversion Rate: 4.8-6.2%
 - Recommended Budget: 15% of total spend
-

4. Comparison Keywords (Mid-Funnel)**Target Audience:** Consumers researching and comparing options**Landing Pages:** Comparison guides, reviews, buying guides

Keyword	Monthly Volume	CPC Range	Competition	Match Type	Recommended Landing
best mattress vs comparison	4,200	\$4.80-\$8.60	High	Phrase	/mattress-comparison
sleep tracker comparison	2,900	\$3.20-\$6.40	Medium	Phrase	/sleep-tracker-comparison
memory foam vs latex	3,600	\$3.90-\$7.20	Medium	Exact	/mattress-types-comparison
fitbit vs garmin sleep	1,800	\$2.80-\$5.60	Medium	Exact	/fitness-tracker-sleep
silk vs satin pillowcase	2,400	\$2.60-\$5.20	Medium	Exact	/silk-vs-satin-pillowcase
white noise vs pink noise	1,200	\$2.10-\$4.20	Low	Exact	/noise-colors-sleep
weighted blanket vs regular	1,600	\$2.90-\$5.80	Medium	Exact	/weighted-blanket-benefits
innerspring vs memory foam	2,800	\$4.20-\$7.80	Medium	Exact	/mattress-types-comparison
oura vs whoop sleep	980	\$3.50-\$7.00	Medium	Exact	/premium-sleep-trackers
firm vs soft mattress	5,100	\$3.60-\$6.80	Medium	Phrase	/mattress-firmness-guide
down vs synthetic pillow	1,900	\$2.70-\$5.40	Medium	Exact	/pillow-fill-comparison
sleep number vs tempur	1,400	\$6.20-\$12.40	High	Exact	/premium-mattress-comparison
blackout vs thermal curtains	1,100	\$2.40-\$4.80	Low	Exact	/bedroom-curtains-guide

essential oils vs melatonin	1,700	\$2.80-\$5.60	Medium	Exact	/natural-sleep-aids-comparison
cpap vs oral appliance	2,300	\$4.80-\$9.60	High	Exact	/sleep-apnea-treatments

Estimated Performance:

- Average CPC: \$3.40-\$6.80
 - Expected CTR: 1.6-2.2%
 - Conversion Rate: 2.4-3.1%
 - Recommended Budget: 10% of total spend
-

Budget Recommendations & Prioritization

\$500/Month Budget (Starter)

Priority 1: Calculator Keywords (60% - \$300)

- Focus on high-converting, low-cost calculator terms
- Target: sleep calculator, bedtime calculator, sleep cycle calculator
- Expected: 95-140 leads/month

Priority 2: Problem Keywords (40% - \$200)

- Target specific, high-intent problems with lower competition
- Focus: "can't sleep," "how to fall asleep faster," "sleep better tips"
- Expected: 35-55 leads/month

Total Expected: 130-195 leads/month

\$1,000/Month Budget (Growth)

- Calculator Keywords: 40% (\$400)
- Problem Keywords: 40% (\$400)
- Product Keywords: 20% (\$200)
- Expected: 220-310 leads/month

\$2,000/Month Budget (Scale)

- Problem Keywords: 40% (\$800)
 - Product Keywords: 35% (\$700)
 - Calculator Keywords: 15% (\$300)
 - Comparison Keywords: 10% (\$200)
 - Expected: 450-650 leads/month
-

Negative Keywords Master List

Irrelevant Terms

```
sleep apnea
sleep study
sleep clinic
```

sleep doctor
sleep medicine
prescription
medical treatment
sleep disorder test
cpap
hospital
therapy session

Wrong Intent/Audience

free
cheap
diy
homemade
baby sleep
infant sleep
toddler sleep
kids sleep
pediatric
pregnancy sleep

Wrong Products/Services

sleep apps review
meditation apps
spotify sleep
youtube sleep
podcast sleep
audiobook sleep

Geographic/Local

near me
local
[city names you don't serve]
store location
in-store
pickup

Landing Page Strategy

High-Priority Pages to Create/Optimize:

1. Sleep Calculator Hub (/sleep-calculator)

- Primary calculator tool
- Email capture for sleep optimization tips
- Upsell to Sleep Reset Protocol

2. Problem Solution Pages

- o /cant-sleep-solutions - Lead to masterclass
- o /insomnia-solutions - Premium program focus
- o /fall-asleep-faster-guide - Protocol upsell

3. Product Comparison Pages

- o /best-sleep-trackers - Affiliate focus
- o /silk-pillowcase-benefits - Awin affiliate (Promeed)
- o /best-mattresses-guide - Airpedic affiliate

Conversion Funnel:

Ad Click → Landing Page → Email Capture →
Sleep Reset Protocol (\$17) → Masterclass (\$67) →
Premium Program (\$197)

Campaign Structure Recommendations

Campaign 1: Calculator Tools (Exact Match)

- Tightly themed ad groups
- High-converting, low-cost keywords
- Direct to calculator pages

Campaign 2: Sleep Problems (Phrase Match)

- Problem-focused ad groups by symptom
- Educational content angle
- Lead to problem-specific solutions

Campaign 3: Product Shopping (Modified Broad)

- Product category ad groups
- Commercial intent focus
- Affiliate revenue optimization

Campaign 4: Brand + Competitor (Exact Match)

- Defensive and conquest bidding
- Tight budget control
- High-value prospects only

Success Metrics & KPIs

Primary KPIs:

- **Cost Per Lead (CPL):** Target \$15-25
- **Lead-to-Customer Rate:** Target 8-12%
- **Return on Ad Spend (ROAS):** Target 4:1 minimum
- **Lifetime Value/Customer Acquisition Cost:** Target 5:1

Secondary KPIs:

- CTR: Target 2.0%+ (above 1.49% industry average)
 - Quality Score: Target 7+ average
 - Conversion Rate: Target 4%+
 - Email Open Rate: Target 25%+
-

Monthly Review & Optimization Schedule

Week 1: Performance Analysis

- Review campaign metrics vs. targets
- Identify top/bottom performing keywords
- Analyze search query reports

Week 2: Bid & Budget Optimization

- Adjust bids based on performance
- Reallocate budget to winning campaigns
- Pause/add keywords as needed

Week 3: Creative Testing

- Test new ad copy variations
- Update landing pages based on data
- Test new lead magnets

Week 4: Competitive Analysis

- Review competitor ads and positioning
 - Update negative keyword lists
 - Plan next month's tests
-

Next Steps:

1. Set up Google Ads account structure
2. Create calculator landing page
3. Implement conversion tracking
4. Launch with \$500 budget on calculator keywords
5. Scale based on performance data

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Contact: For questions about this research or campaign setup assistance