

Under the Microscope:

Bensons for Beds + Code Chemistry

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**Big
Results**

bensons
for beds

Introduction

Bensons for Beds, the UK's leading bed specialist, was on a mission to add some fun to their email marketing strategy. The goal? To drive conversions, increase engagement, and deliver an unforgettable brand experience, all without the complexity of traditional email development.

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for **beds**

Enter **Code Chemistry**, launched in October 2024 as a disruptor in the industry. Designed to provide enterprise-level email technology that's affordable, accessible, and easy to implement, Code Chemistry empowers brands to create high-impact interactive emails in minutes.

With a suite of dynamic features including Countdown Timers, Click Counters, Live Polls, Scratch Offs, and more, Bensons for Beds turned their normal emails into performance powerhouses.

The results?

A significant boost in revenue, engagement, and conversions, all achieved easily and quickly.



Executive Summary: Unlocking Email Excellence

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Bensons for Beds leveraged Code Chemistry's innovative elements to test and optimise interactive content across multiple email campaigns.

33.75%

**increase in
conversion rate**

with Code Chemistry's **Countdown Timers** vs. an alternative provider when tested across 10 emails. This is thanks to superior design flexibility, smart post-expiry content, and Mail Privacy Protection (MPP) handling.

329%

**surge in
revenue**

from emails featuring **Click Counters**, proving the power of real-time social proof.

33%

**uplift
in orders**

using **Polls**, highlighting the impact of audience engagement.

200%

**increase
in CTR**

after introducing **gamification with Scratch Offs**, demonstrating the irresistible appeal of interactive content.



By integrating these elements, Bensons for Beds not only boosted their bottom line but also enhanced the customer experience without needing developers or complicated setups.

Element: Countdown Timers

Bensons for Beds wanted to test how Code Chemistry's Countdown Timers stacked up against an alternative provider's timers. Across 10 email campaigns, they ran 10 split tests, sending half of their audience an email featuring Code Chemistry's timer and the other half received an email featuring a competitor's timer.



Post-expiry image



This offer has ended but click the link below to shop our other deals

Code Chemistry's Countdown Timers outperformed the alternative driving a **33.75%** higher conversion rate.

Results:



“The Code Chemistry platform is extremely user friendly due to its simple and easy to navigate dashboard. This allows personalised content to be set up easily and quickly without time-consuming training.”

Amy Walmsley, eCRM Executive

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Code Chemistry Timers Compared to Competitors

Competitor Timer

Code Chemistry Timer

Post-Expiry Version

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Up to **£400 off** bed & mattresses

STAPLES & CO. TEMPUR iGel

00 00 00 00
DAYS HOURS MINUTES SECONDS

This is your last chance! Grab up to £400 off Tempur, Staples & Co, and iGel beds and mattresses until tonight only.

bonsons *bedheads*

Up to **£400 off** bed & mattresses

STAPLES & CO. TEMPUR iGel

Ends tonight!
02:40:49
Hours Minutes Seconds

This is your last chance! Grab up to £400 off Tempur, Staples & Co, and iGel beds and mattresses until tonight only.

+27%
increase
in clicks

bonsons *bedheads*

Up to **£400 off** bed & mattresses

STAPLES & CO. TEMPUR iGel

Sorry, this offer has now ended!
Click below to shop our other offers

This is your last chance! Grab up to £400 off Tempur, Staples & Co, and iGel beds and mattresses until tonight only.

Why Code Chemistry timers work:



Sleek, customizable design that seamlessly aligned with Bensons for Beds' brand aesthetic.



Advanced post-expiry image swap, ensuring customers who opened emails after the timer expired still had an engaging experience.



MPP-friendly technology, providing a useful experience even in environments with Mail Privacy Protection enabled.

Element: Click Counters

Bensons for Beds runs a highly successful monthly payday email campaign. Looking to maximize urgency and engagement, they decided to test Code Chemistry's Click Counter, which visually displayed the number of people shopping payday picks at different price points.

By introducing real-time social proofing, the email with the Click Counter generated **400% more orders** and a **329% increase in revenue** compared to the same email without the click counter element.

Why it works



Real-time FOMO – Seeing others shop in real-time increases urgency and action



Psychological validation – Customers feel reassured when they see others engaging with an offer



Higher engagement – The live counter draws attention and encourages interaction

Control Version

The control version email layout features a dark blue header with the 'bensons bedheads' logo. Below the header, the text 'Payday picks' is displayed. Two red circular callouts offer '20% off EVERYTHING WHEN YOU SPEND OVER £850' and '10% off EVERYTHING WHEN YOU SPEND UP TO £850'. A dark blue button says 'Spend more, SAVE MORE'. Below this, another '10% off' callout is shown. A white section contains the text: 'Looking to spend your funds on a better night's sleep? We've got you covered this payday with the chance to save up to 20% off.' and a 'Claim offer now' button. The bottom section, titled 'Payday picks £850 and under', features three product cards: Sandra Ottoman Bed Frame (Was from: £599.99, From: £539.99), Slumberland Air 2.0 Mattress (From: £349.99, From: £314.99), and Orianna Ottoman Bed Frame (From: £699.99, From: £629.99).

Code Chemistry Version

The Code Chemistry version email layout is identical to the control version but includes a '366 others are grabbing these payday offers' counter at the bottom of the product list section.

The results:

+400%
more orders

+329%
increase in revenue

Payday picks
£850 and under

366 others are grabbing these payday offers

Element: Live Poll

Bensons for Beds leveraged Code Chemistry's Live Polls to drive customer interaction by allowing recipients to actively choose their preferred offer. This not only made the email experience more engaging but also personalised the shopping journey. Once the recipient voted, they instantly unlocked their chosen exclusive deal, making the interaction feel both rewarding and participatory.

Control Version

The screenshot shows an email interface for 'bensons bedheads'. The header reads 'We're letting you choose your offer' with a sub-header 'Tap the offer you'd like below to get your exclusive code. Hurry, ends 9am tomorrow!'. There are four offer cards arranged in a 2x2 grid. Each card has a star icon and a hand icon. The top-left card offers '10% off when you spend over £650' with a 'Claim offer' button below it. The top-right card offers '£25 off when you spend £250+' with a 'Claim offer' button. The bottom-left card offers '5% off your total order value' with a 'Claim offer' button. The bottom-right card offers 'FREE pillows when you buy any mattress' with a 'Claim offer' button.

Code Chemistry Version

The screenshot shows an email interface for 'bensons bedheads' with a live poll overlay. The header reads 'We're letting you choose your offer' with a sub-header 'Tap the offer you'd like below to get your exclusive code. Hurry, ends 9am tomorrow!'. There are four offer cards arranged in a 2x2 grid. Each card has a star icon and a hand icon. The top-left card offers '10% off when you spend over £650' with a 'Claim offer' button below it. The top-right card offers '£25 off when you spend £250+' with a 'Claim offer' button. The bottom-left card offers '5% off your total order value' with a 'Claim offer' button. The bottom-right card offers 'FREE pillows when you buy any mattress' with a 'Claim offer' button. A large pink callout bubble is overlaid on the top-right card, containing a star icon, a hand icon, and the text '£25 off when you spend £250+ 35% have chosen this'.

Results:

In addition to driving immediate email conversions, the real-time poll results created urgency as customers could see how others had voted for each option, encouraging more participation and faster decision-making.

£25 off
when you spend £250+
35% have chosen this

+33%
more orders

+31%
higher average transaction value

+49%
increase in revenue

Why it works



Encouraged active participation, making recipients feel involved in the shopping experience



Created urgency with real-time voting results, motivating recipients to engage quickly



Delivered personalised, audience-driven offers, increasing the likelihood of conversion

Live Poll Example

Beyond sales-driven campaigns, Bensons for Beds also used Polls to provide engaging, non-sales-focused content, enhancing interaction rates across various email types.

Valentine's Day Poll

bensons bedheads

Valentines Plans? We've Got You Covered

Whatever your plans this Valentine's Day, we've got you covered with some of our latest articles. Plus, take part in our quiz on all things romance (or anti-romance if you're into that sort of thing!).

[Head to the Sleep Hub](#)

At Home Date Night Ideas

If you're looking for ways to have more fun at home, date ideas are always handy. So whether it's for Valentine's Day, or for date nights in general, scroll on to discover about our top ten at home date night ideas.

[Read more](#)

What Are You Doing This Valentine's?

Staying In 63% voted	Going Out 36% voted
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Turn Up The Temperature This Valentine's

A bedroom that shouts functional and doesn't even know the meaning of the word romance? It might be time for an overhaul.

[Read more](#)

Are You A Fan Of Romance?

No thank you 41% voted	Romantic is my middle name 58% voted
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Are You Ready To Break-Up With Your Mattress

No, we're not talking about your partner (although they might snore loud). We mean the other thing you spend every night with - your unsupportive, groaning and lumpy old mattress.

[Read more](#)

Is It Time For A Fresh Start?

No thanks, I'm in it for the long haul 25% voted	Yes, show me the deals 74% voted
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Romantic is my middle name
58% voted

The Liberator

25%

YawnHub Poll

bensons bedheads

Can Yawning Cure Those January Blues?

This January we're delving into all things yawning. Not only have we created the longest chain reaction of yawns with over 100 participants, but we've also created a yawn hub that celebrates the benefits of yawning.

[Visit the YawnHub](#)

Could This Be the Most Contagious Yawn Ever?

What started as a simple act of one person yawning has evolved into an epic demonstration of how contagious a yawn can be - one person yawns, and suddenly, the whole room follows suit.

[Read more](#)

Why Do We Yawn?

Why do we yawn? Is it a sign of tiredness or boredom? Or, as some people believe, does yawning mean we need more oxygen? Read this article to find out more about yawning.

[Read more](#)

Yawning in the Most Awkward Moments

Read this article to discover some of the most common, slightly awkward scenarios in which Brits have found themselves succumbing to a sneaky yawn.

[Read more](#)

Which Type Of Yawner Are You?

On our dedicated YawnHub you'll find several fun and fabulous yawns. Click the button below to watch the full video and let us know which one you are.

[Visit the YawnHub](#)

The Liberator 25%	The Cat 17%	The Mouse 22%	The Stretch 22%	The Yawn 12%
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bensons
for beds

“The platform encouraged us to look beyond our usual email strategy and think more creatively when it comes to testing personalised content within email. The results were campaigns that stood out to the customer, whilst still fitting with brand needs.”

Calum Atkinson,
eCRM Manager

Element: Scratch Off

Bensons for Beds boosted engagement by turning a promotional email into an interactive experience with an email Scratch Off. Displaying a teaser animation in the email that simulated scratching the panel to reveal an offer, recipients clicked through to a branded landing page where they "scratched" a digital panel to reveal the promotion.



“We found the Code Chemistry platform incredibly easy to use. You just log in, choose your interactive element, and follow a few simple steps. Then, it’s a quick copy-paste into your email HTML. The results speak for themselves - notable uplift, easy execution.”

Amy Walmsley, eCRM Executive

Why It Works:

- Gamification boosts engagement and curiosity
- Custom animations and confetti bursts enhance excitement

Did you know?

- Code Chemistry allows you to personalise Scratch Offs using CRM data, ensuring each recipient gets the best offer for them.
- You can also:**
 - Customize pre- and post-reveal messaging
 - Add interactive elements like confetti bursts
 - Control click-through destinations based on the offer revealed
 - Set an expiry time and closing message for the promotion

Element: Personalised Images

Adding a personal touch, Bensons for Beds used first name personalisation in hero images for payday emails.

Generic Email

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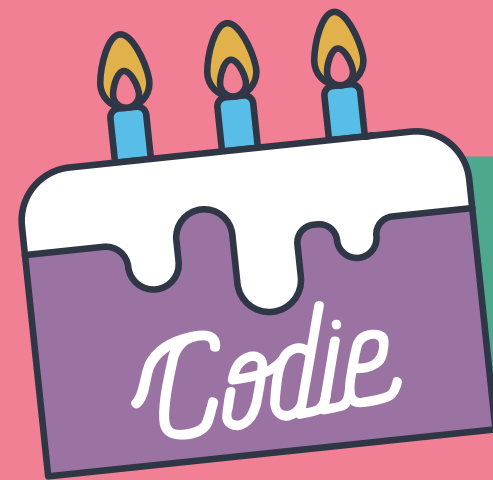
Payday weekend flash sale!
Just for you

Free pillows
with any mattress

ends 9am tomorrow
*Free pillows automatically added at checkout

Payday weekend is here and we've got some freebies, just for you! Grab FREE pillows (worth £49.99) with any mattress purchase. Ends 9am tomorrow!

[Claim offer now](#)



The result? A heightened sense of exclusivity that improved customer connection and engagement.

Payday weekend flash sale!
Just for you Emilia

Free pillows
with any mattress

ends 9am tomorrow
*Free pillows automatically added at checkout

Personalised creative

Payday weekend flash sale!
Just for you Jonathan

Free pillows
with any mattress

ends 9am tomorrow
*Free pillows automatically added at checkout

Why It Works:



Makes emails feel **tailor-made for each recipient**



Drives **higher engagement rates** vs. non-personalised version



Easy to implement with **no complex integrations**

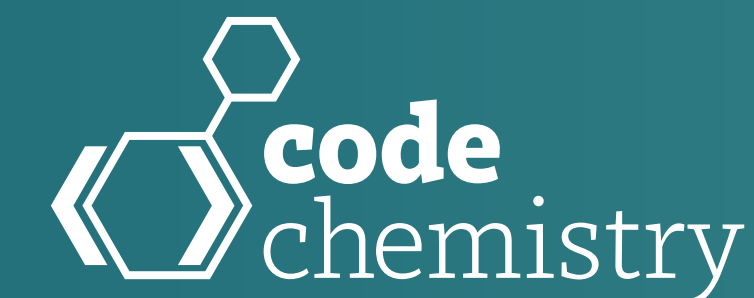


Did You Know?

Code Chemistry works with every ESP (Email Service Provider) with zero integration required. Simply add your ESP's merge code to our element code and we'll turn the data into beautiful, visual content. Simply copy and paste our code into yours and you're good to go!

Conclusion

Effortless Innovation, Unmatched Results



By partnering with Code Chemistry, Bensons for Beds transformed their email marketing content strategy with minimal effort and maximum impact. With interactive elements that are easy to implement and proven to drive engagement, brands can boost their email performance without heavy lifting.

What Bensons for Beds had to say:

“We found the Code Chemistry platform incredibly easy to use. You just log in, choose your interactive element, and follow a few simple steps. Then, it’s a quick copy-paste into your email HTML. The results speak for themselves – notable uplift, easy execution.”



Why Code Chemistry?

After years in the email marketing trenches, we saw the same story: personalisation and content tools were clunky, expensive, or stuck behind frustrating paywalls.

So, we built Code Chemistry to change it

- ✓ Everything unlocked, for everyone. No gated features. No upsells.
- ✓ Intuitive, all-in-one interface. Design, configure, copy, paste, done.
- ✓ Flexible, commitment-free plans. Monthly or annual – your call.
- ✓ Built-in efficiency tools. Brand hub, merge code centre, quick design shortcuts.
- ✓ Relentless innovation. Weekly updates, new features, customer-driven roadmap.
- ✓ Human support, whenever you need it.
- ✓ And we made it fun too. Animations, magic layers, confetti bursts.

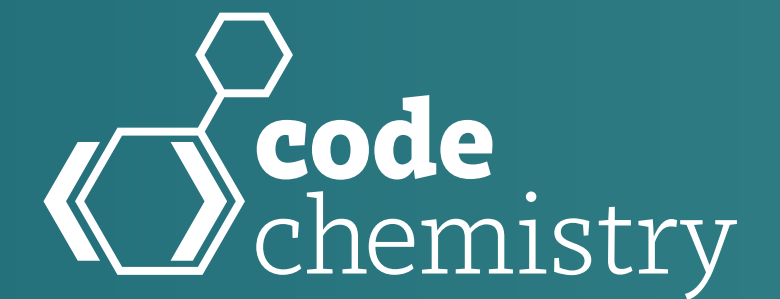
Create your free account today



Book a demo



Simple. Scalable. Accessible.



Whether you're a billion-dollar brand or a one-person powerhouse – Code Chemistry makes standout email content easy.