How Saatva learned what AI tells shoppers about its mattresses

Saatva is a luxury mattress company that sells online and in its own showrooms. More shoppers now ask AI assistants, such as ChatGPT and Google's Gemini, which mattress they should buy. Saatva wanted to know what those assistants say about it, and when they leave it out.



"In just two days, Culture Signal tested 240 questions drawn from our own customer calls. Beyond the data, Seraj then helped us understand where AI recommends Saatva, where it leaves us out, and how we might respond to future changes as AI learns more about our category."

Joe McCambley · Chief Marketing Officer, Saatva

300,000+
customer calls that Saatva's team analyzed to learn the questions shoppers actually ask.

240
questions that Culture Signal AI tested on three AI assistants in two days.

100%
of AI answers included Saatva when shoppers named Saatva.

About half
of AI answers included Saatva when shoppers did not name a brand.

The question Saatva wanted answered

For years, shoppers typed only "mattress" or "best mattress" into Google and clicked through a list of websites. Today, many shoppers describe their situation to an AI assistant instead. They might write, "I have lower back pain and I sleep hot. What mattress should I buy?" The assistant replies with a short list of brands. Saatva wanted to know how often it makes that list, and why.

What Culture Signal AI did

Saatva's team had already analyzed more than 300,000 calls to its sales and service lines. From those calls, Saatva identified the 240 questions its customers ask most often, with extra weight on calls that ended in a purchase.

Culture Signal AI tested all 240 questions on ChatGPT, Google's Gemini, and Perplexity, for a total of 720 AI answers. The work took two days. Culture Signal AI then traced each answer back to the websites the AI relied on. The questions fell into four groups:

Back pain and support
Which mattress helps with back pain, and how firm it should be.

Cooling
Which mattresses help people who sleep hot.

Materials
Organic and natural materials, construction, and durability.

Delivery and service
Delivery and setup, the home trial, the warranty, and value.

What the test found

AI knows Saatva well. When a shopper asked about Saatva by name, every AI answer included Saatva.

AI leaves Saatva out about half the time when shoppers don't name a brand. When shoppers described a need without naming a brand, AI included Saatva in about half of its answers. Saatva sees this as a strong starting point, since earning that much visibility through paid search would cost far more. The gaps were largest on questions about back pain, organic materials, and cooling.

AI relies most on independent reviewers. About 70% of the sources AI cited were independent review sites and publishers, not Saatva's own website.

What this means for Saatva's partners

The test confirmed something Saatva had seen in its own data. The review sites and publishers that test and compare mattresses, many of them Saatva's longtime partners, are now among the most important sources AI uses when it answers shoppers' questions.

At the same time, AI answers let shoppers decide without visiting those sites. Partners lose the visits and the commissions that pay for their testing and reviews. Their influence is growing while their revenue is shrinking.

Saatva has made it a priority to find fair ways to support these partners. Their independent reviews help shoppers make good decisions, and a strong, independent review community is good for shoppers, for the partners, and for Saatva.

What happens next

Saatva is using the findings to set priorities for its blog, its product information, and its work with partners. Repeating the test over time will show whether those changes help AI recommend Saatva more often.

What sets Culture Signal AI apart

Many companies can give a brand a snapshot of how AI assistants see it today. Very few can anticipate how those assistants will change, and what a brand should do now to be ready a year from now.

Alongside the analysis, Seraj Bharwani gave Saatva strategic advice about where AI search is likely to go and how Saatva should prepare. That advice is what Saatva values most.

"Many companies can show us how AI sees Saatva today. Very few can tell us where AI search will be a year from now. Beyond the analysis, Seraj's strategic advice is what I value most."

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Why Saatva worked with Culture Signal AI

Speed. Culture Signal AI tested 240 questions on three AI assistants in two days.

Real customer questions. The test used questions drawn from Saatva's own customers, not a generic list of search terms.

Strategy, not just data. Seraj Bharwani helped Saatva understand what the results mean, where AI search is heading, and what to do next.
