RESEARCH REPORT

Audience & Competitor Research - Driftwell

Driftwell * June 10, 2026

"Driftwell is the evening wind-down drink for high-stress professionals who want real sleep without melatonin grogginess."

Executive Summary

Driftwell sits in a fast-growing sleep-wellness category where buyers are skeptical of melatonin and tired of generic "calm" messaging. Research identified three audience segments with distinct purchase triggers, a clear competitor gap around morning-after clarity, and a channel mix that pairs Meta prospecting with Google brand-capture and LinkedIn for corporate wellness buyers.

Company	https://example.com
Focus	ECOMMERCE
Objective	SALES

Audience Segments

Overclocked Operators - 3.2M-4.1M (US)

Sizing rationale: US knowledge workers aged 28-45 who report work-related sleep disruption (Gallup 2025: 41% of managers), filtered to wellness-supplement purchasers in the last 12 months (Meta interest overlap: sleep + productivity tools).

PAIN POINTS

- Mind races at 11pm replaying the workday
- Distrusts melatonin after groggy mornings
- Tried meditation apps, found them "another task"

MESSAGING ANGLES

- Shut your laptop brain down - without the melatonin hangover
- The wind-down ritual for people who can't stop optimizing

CHANNEL FIT

Meta (strong)	Interest + lookalike targeting reaches this segment cheaply at scale
Google (moderate)	High-intent searches exist ("non melatonin sleep aid") but volume is moderate
LinkedIn (moderate)	Job-title targeting works, CPMs only justified for bundle offers

Burned-out New Parents - 2.1M-2.7M (US)

Sizing rationale: Parents of children under 4 with household income $75k+, active in parenting communities; sized from census natality data intersected with Meta parenting interest reach.

PAIN POINTS

- Sleep window is short - falling asleep fast matters more than sleeping long
- Wary of anything habit-forming

MESSAGING ANGLES

- Fall asleep in the gap you actually get

- Gentle enough for every night

CHANNEL FIT

Meta (strong)	Parenting interest clusters convert well on empathetic UGC creative
Google (strong)	"safe sleep aid while breastfeeding" queries show high purchase intent
LinkedIn (weak)	Professional context misaligned with the purchase moment

Corporate Wellness Buyers - 85k-120k decision-makers (US)

Sizing rationale: HR and People Ops titles at companies with 200+ employees that already run wellness stipends (LinkedIn facet sizing: HR function x company size x wellness program signals).

PAIN POINTS

- Wellness stipends go unused; needs visible, low-lift perks
- Must justify spend with utilization data

MESSAGING ANGLES

- The wellness perk employees actually use - and remember

CHANNEL FIT

LinkedIn (strong)	Only channel with reliable title + company-size targeting for B2B wellness
Meta (weak)	No professional context; wasted frequency
Google (moderate)	Low search volume but cheap brand defense

Messaging Angles

- Anti-melatonin: clarity the next morning is the hero benefit
- Ritual over remedy: position as the close-of-day ritual, not medicine
- Proof via morning: testimonials anchored on "the next morning" moment

Channel Recommendations

Meta **55%**

Cheapest qualified reach for both consumer segments; creative testing velocity

Google **25%**

Capture high-intent non-melatonin searches and brand queries competitors are bidding on

LinkedIn **20%**

Unlock the corporate wellness segment no competitor is addressing

Hypotheses to Test

H1

Anti-melatonin messaging beats generic "deep sleep" messaging on CTR for Overclocked Operators

Validating metric CTR >= 1.8% vs control

H2

UGC-style creative outperforms studio product shots for Burned-out New Parents

Validating metric CPA <= $28

H3

LinkedIn lead-gen forms to HR titles deliver <= $90 cost per qualified wellness-program lead

Validating metric CPL <= $90

Competitor Intelligence

Three direct competitors are live with 40+ combined active Meta ads. All three lead with "deep sleep" outcome claims; none address the morning-after clarity objection - Driftwell's clearest creative gap. Discount-led offers dominate (20-30% first order), leaving a premium-ritual position open.

SomnoLabs * somnolabs.com - 18 active ads

HOOKS

- "Fall asleep 37% faster" (clinical-stat hook)
- Before/after sleep-tracker screenshots

OFFERS

- 25% off first order
- Bundle: 3 flavors for 2

Formats single image, video

Strategy High-volume creative testing on clinical credibility; heavy retargeting with discount escalation. Weak on emotional storytelling.

SAMPLE ADS

"Sleep like science intended"

Clinically-studied ingredients. 37% faster sleep onset in trials.

single image * CTA: Shop Now * first seen 2026-03-02

MoonBrew * moonbrew.co - 14 active ads

HOOKS

- Cozy evening-ritual UGC
- "Replace your doomscroll with a wind-down"

OFFERS

- Free frother with subscription
- 20% off subscribe & save

Formats video, carousel

Strategy Lifestyle/ritual positioning aimed at women 25-40; strong UGC pipeline, subscription-first economics. Vulnerable on ingredient transparency.

SAMPLE ADS

"Your new nightly ritual"

A warm cup. A quiet mind. MoonBrew before bed.

video * CTA: Try MoonBrew * first seen 2026-04-11

RestoreRx * restorerx.com - 9 active ads

HOOKS

- Doctor-founder authority angle

- Melatonin-free callout (only competitor doing this)

OFFERS

- Starter kit $19

Formats single image, text

Strategy Authority-led, low creative volume, likely smaller budget. Their melatonin-free angle validates the market but execution is clinical and cold.

SAMPLE ADS

"Formulated by sleep physicians"

Melatonin-free. Designed for real recovery.

single image * CTA: Learn More * first seen 2026-01-20