

# 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.

<b>Company</b>	https://example.com
<b>Focus</b>	ECOMMERCE
<b>Objective</b>	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

<b>Meta (strong)</b>	Interest + lookalike targeting reaches this segment cheaply at scale
<b>Google (moderate)</b>	High-intent searches exist ("non melatonin sleep aid") but volume is moderate
<b>LinkedIn (moderate)</b>	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

<b>Meta (strong)</b>	Parenting interest clusters convert well on empathetic UGC creative
<b>Google (strong)</b>	"safe sleep aid while breastfeeding" queries show high purchase intent
<b>LinkedIn (weak)</b>	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

<b>LinkedIn (strong)</b>	Only channel with reliable title + company-size targeting for B2B wellness
<b>Meta (weak)</b>	No professional context; wasted frequency
<b>Google (moderate)</b>	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

<b>Meta</b>	<b>55%</b>
	
Cheapest qualified reach for both consumer segments; creative testing velocity	
<b>Google</b>	<b>25%</b>
	
Capture high-intent non-melatonin searches and brand queries competitors are bidding on	
<b>LinkedIn</b>	<b>20%</b>
	
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  $\geq$  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](https://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](https://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](https://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