

How Oura's CMO Took It From Sleep Tracker to Wellness Disruptor



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Three years ago, 95% of Americans hadn't heard of Finnish smart ring brand Oura.

Since then, its product—which can track over 50 health and wellness metrics, from sleep to women's health—has adorned the fingers of everyone from Gwyneth Paltrow to Prince Harry.

In May, the 11-year-old business launched the Oura 5, a 2.8-millimeter ring claiming to be the smartest and smallest on the market. Alongside its shiny new hardware, Oura has updated its app to include features like an AI-powered glucose monitor

and live exercise tracking.

As Oura's technology has advanced, its marketing has had to keep pace. "When I started, the product was fundamentally a sleep tracker," chief marketing officer Doug Sweeny told ADWEEK.

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