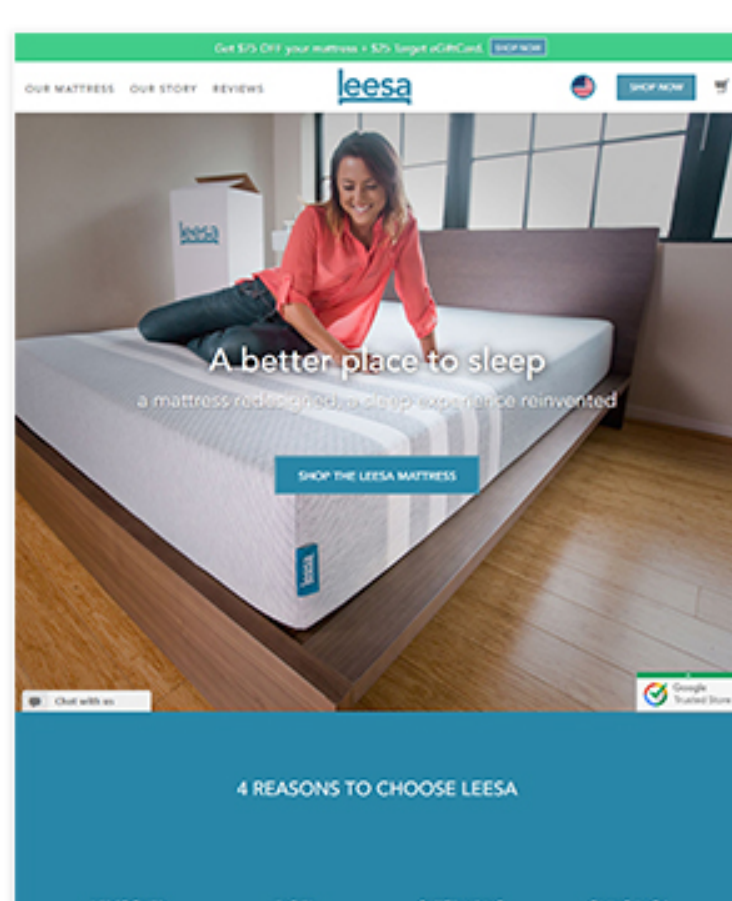


U.S. Top 1000 Basic Database

Sample Company Profile



Overview

Online-only mattress retailer Leesa Sleep LLC announced in October 2016 the launch of a new Sapira brand, a more luxurious mattress that is a hybrid of springs and foam. The queen costs \$585 more than the 10-inch thick, all-foam Leesa. It's an inch thicker as well, with a 1.5-inch top layer of high-density foam, a 1.5-inch layer of memory foam and steel pocket springs in between two 1-inch layers of stabilizing foam. Pocket springs are encased in their own cloth pouch. The mattress is delivered to the customer's door, and the customer slices through a few layers of plastic to let it plump up. Customers have a 100-day free tryout, and the company will pick it up if they decide not to keep it.

Financial	
2016 Web Sales	\$ 75M-\$125M

Web Site Summary	
Year Launched	2014
Merchandise Category	Housewares / Home Furnishings
Merchant Type	Consumer Brand Manufacturer
URL	Leesa.com Leesa.ca Leesa.co.uk Leesa.de SapiraSleep.com
Parent Company	Leesa Sleep LLC

Mobile Commerce	
Mobile Site	Yes
Mobile App	No

Corporate Information	
Executives	
David Wolfe	<i>Co-Founder/CEO</i>
Alex Realmuto	<i>Director, Digital Marketing</i>
Matt Hayes	<i>Head, Marketing</i>
Frank Galarraga	<i>CTO</i>
Amy Plew	<i>Chief of Staff</i>
Jamie Diamonstein	<i>Co-Founder/Chief Product Officer</i>
Street Address	3200 Pacific Ave.
City	Virginia Beach
State/Province	VA
Zip/Postal Code	23451
Phone Number	844-335-3372
Primary Owner/Shareholder	NA
Country	United States

Vendors	
Affiliate Marketing	Impact Radius
Comparison Engine Feeds	Google
Content Delivery	Microsoft
Content Management	Shopify Wordpress
CRM	Zendesk
Customer Ratings Reviews	Yotpo
Customer Service Software	Zendesk
E-Commerce Platform	Shopify
E-Mail Marketing	MailChimp
Fulfillment	ShipStation UPS
International E-Commerce/Fulfillment Services	UPS
Live Chat / Click-To-Call	Zendesk
Marketplace Management	NA
Mobile Commerce	Shopify
Online Advertising	Amazon Media Criteo Facebook GDN Outbrain Taboola
Order Management	Shopify
Payment Processing	Affirm First Data PayPal
Payment Security/Fraud Prevention	NA
Personalization	Qubit
Pricing Intelligence/Optimization	NA
Rich Media	Vimeo
Sales Tax Management	Avalara
Search Engine Marketing	Google
Security Certification	First Data TransArmor
Shipping Carrier	UPS
Site Design	BrandJourney
Site Search	NA
Social Media Marketing	Facebook Outbrain Pinterest Taboola Yahoo
Web Analytics	Google
Web Hosting	Microsoft Shopify
Web Performance Monitoring	Uptrends
Web Site Testing/Optimization	Qubit

Web Site Features & Functions

- Alternate Views
- Customer-Generated Content
- Customer Reviews/Ratings
- Frequently Asked Questions
- Loyalty Program
- Mouse Over
- Persistent Shopping Cart
- Product Recommendations
- Product Sharing Tools
- Video

Top Solution Providers

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