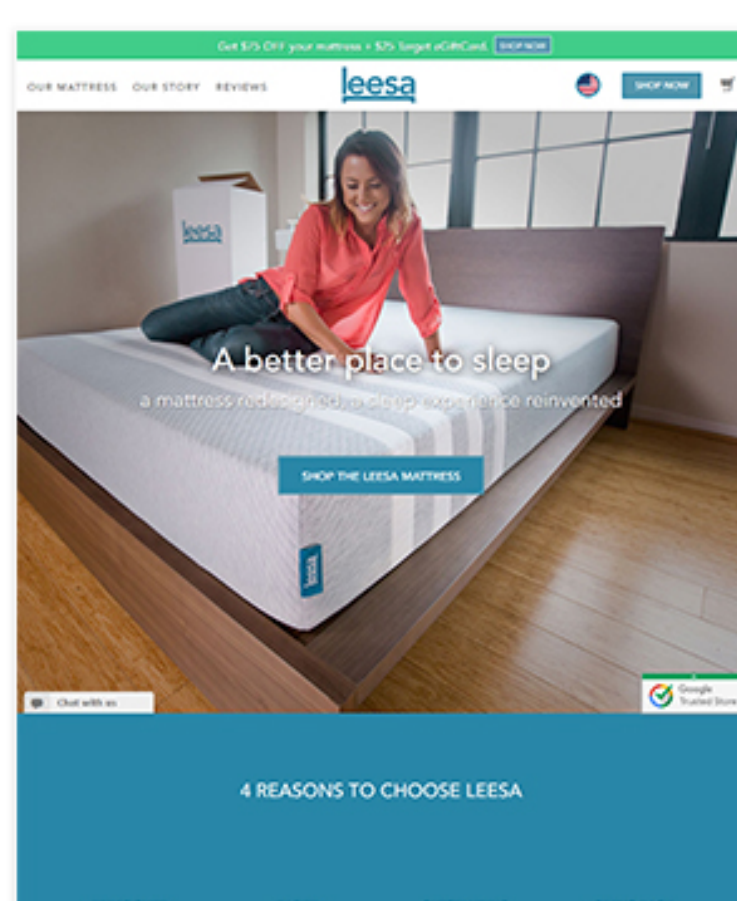


U.S. Top 1000 Basic PLUS Database

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 |

| Operations | |
|---|--|
| 2016 Monthly Visits | 692,157 ² |
| 2016 Monthly Unique Visitors | 346,078 ¹ |
| Total SKUs on Web | 13 |
| Merchandise Return Rate | NA |
| States Where Sales Tax is Collected | 10 |
| States Where Sales Tax is Collected | CA, IN, PA, VA, MS, TX, MN, NC, NY, WA |
| Number of States Sales Tax Collected in in 2016 | NA |
| 2017 No. of E-Commerce Fulfillment Centers | 7 |

| 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 |

| Online Marketplaces | |
|--|---------|
| Sell on Marketplaces | Yes |
| AliExpress | No |
| Amazon | Yes |
| Become.com | No |
| Bing | No |
| eBay | No |
| FindGift.com | No |
| Google Shopping | Yes |
| Jet.com | No |
| Newegg Marketplace | No |
| Nextag | No |
| PriceGrabber.com Inc. | No |
| Rakuten.com | No |
| Sears Marketplace | No |
| Shop.com | No |
| Shopping.com | No |
| ShopWiki.com | No |
| Shopzilla Inc. | No |
| Sortprice.com | No |
| Tmall | No |
| Walmart Marketplace | No |
| Yahoo Shopping | No |
| % of 2015 E-Commerce Sales from Marketplaces | 0.09% |
| % of 2015 Amazon E-Commerce Sales | 1.00% |
| TaoBao | No |
| % of 2016 E-Commerce Sales from Marketplaces | 5.00% |
| % of 2016 Amazon E-Commerce Sales | 5.00% |
| Amazon Sales Growth 2016 | 727.00% |
| % of 2016 eBay E-Commerce Sales | 0.00% |
| eBay Sales Growth 2016 | NA |
| % of 2016 Walmart Marketplace E-Commerce Sales | 0.00% |
| Walmart Marketplace Sales Growth 2016 | NA |
| Jet.com Sales Growth 2016 | NA |
| % of 2016 Other Marketplaces E-Commerce Sales | 0.00% |

| Marketing | |
|--|----|
| Search Engine Shoppers 2016 ³ | NA |
| New Shoppers 2016 ³ | NA |
| Return Shoppers 2016 ³ | NA |
| No. of Affiliates | 60 |
| 2016 Rank in Category | 41 |

| Social Media | |
|----------------------------|--------|
| Google+ | Yes |
| No. of +1s | 38 |
| Facebook | Yes |
| No. of Likes | 85,929 |
| Twitter | Yes |
| No. of Twitter Followers | 12,707 |
| YouTube | Yes |
| No. of Views | 10,376 |
| Pinterest | Yes |
| No. of Followers | 276 |
| Instagram | Yes |
| No. of Instagram Followers | 13,619 |
| Blog | Yes |
| E-Mail a Friend | No |

| International Shipping | |
|------------------------|----|
| Argentina | No |
| Australia | No |
| Austria | No |
| Bahrain | No |
| Belgium | No |
| Brazil | No |
| Canada | No |
| China | No |
| Chile | No |
| Colombia | No |
| Denmark | No |
| Egypt | No |
| Finland | No |
| France | No |
| Germany | No |
| Greece | No |
| Hong Kong | No |
| Hungary | No |
| India | No |
| Indonesia | No |
| Ireland | No |
| Israel | No |
| Italy | No |
| Japan | No |
| Kuwait | No |
| Mexico | No |
| Netherlands | No |
| New Zealand | No |
| Norway | No |
| Oman | No |
| Pakistan | No |
| Peru | No |
| Poland | No |
| Portugal | No |
| Qatar | No |
| Russia | No |
| Saudi Arabia | No |
| Singapore | No |
| South Africa | No |
| South Korea | No |
| Spain | No |
| Sweden | No |
| Taiwan | No |
| Thailand | No |
| Turkey | No |
| United Arab Emirates | No |
| United Kingdom | No |

| Personnel | |
|---|----|
| 2016 No. of Full-Time E-Commerce Employees | 53 |
| No. of Full-Time Employees in All Fulfillment Centers | NA |

| Mobile Commerce | |
|--|--------|
| Mobile Site | Yes |
| Mobile App | No |
| % of 2016 Online Sales from Mobile Devices | 25.00% |
| % of 2015 Online Sales from Mobile Devices | 19.80% |

| Corporate Information | |
|---------------------------|----------------------------------|
| Executives | |
| David Wolfe | Co-Founder/CEO |
| Alex Realmuto | Director, Digital Marketing |
| Matt Hayes | Head, Marketing |
| Frank Galarraga | CTO |
| Amy Plew | Chief of Staff |
| Jamie Diamonstein | Co-Founder/Chief Product Officer |
| 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 |

| E-Commerce Distribution Centers | |
|--|-----------------------------------|
| No. of E-Commerce Fulfillment Centers | NA |
| States Where Fulfillment Centers Are Located | CA, IN, MS, PA, TX, U.K., Germany |
| Avg. Square Footage of Fulfillment Centers | NA |
| Total No. of Products Stocked | 1 |

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

Payment Systems

- American Express
- Discover
- MasterCard
- Visa

Customer Service

- Account Status / History
- Currency Converter
- Estimated Delivery Date
- E-gift certificate
- Free Shipping
- Order Confirmation
- Order Status
- Shipment Tracking
- Shipping Cost Calculator