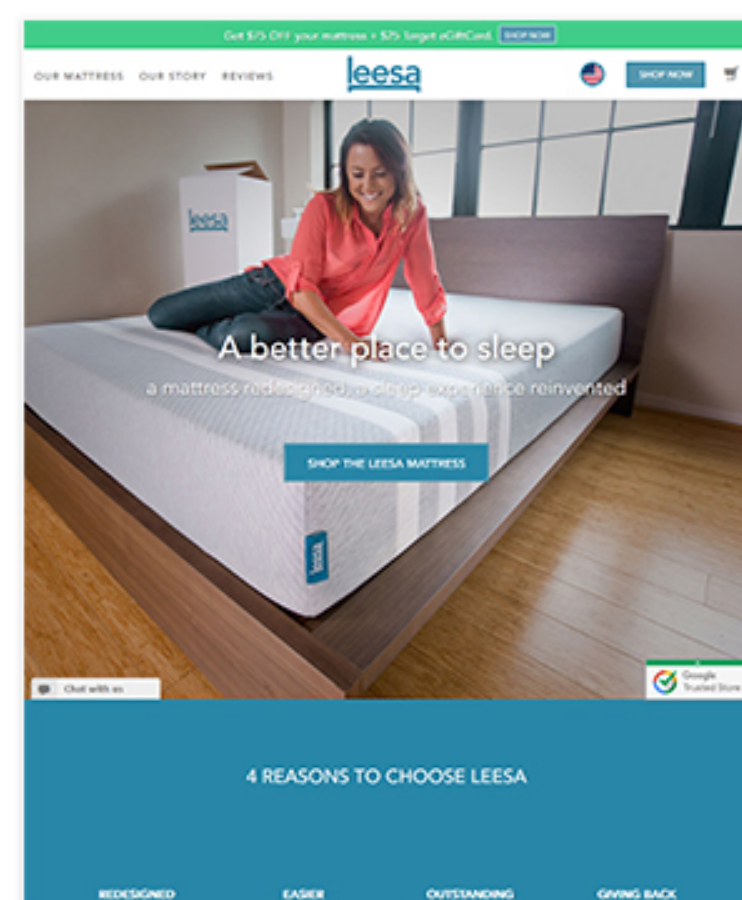


U.S. Top 1000 Pro Database

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	\$76,000,000
2015 Web Sales	\$28,500,000
2014 Web Sales	\$140,000
2013 Web Sales	NA
2012 Web Sales	NA
2016 Percent Growth	166.67%
2016 Total Sales	NA
2015 Total Sales	NA
2014 Total Sales	NA
2013 Total Sales	NA
2012 Total Sales	NA

Operations	
2016 Monthly Visits	692,157 ²
2016 Monthly Unique Visitors	346,078 ¹
Conversion Rate	0.76% ¹
Average Ticket	\$861 ¹
Total SKUs on Web	13
Merchandise Return Rate	NA
States Where Sales Tax 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 2016	NA

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
AllExpress	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
TaoBao	No
Tmall	No
Walmart Marketplace	No
Yahoo Shopping	No
% of 2016 E-Commerce Sales from Marketplaces	5.00%
% of 2016 Amazon E-Commerce Sales	5.00%
% of 2016 eBay E-Commerce Sales	0.00%
% of 2016 Other Marketplaces E-Commerce Sales	0.00%
eBay sales growth 2016	NA
Amazon sales growth 2016	727.00%
Walmart Marketplace sales growth 2016	NA
% of 2016 Walmart Marketplace e-commerce sales	0.00%
Jet.com sales growth 2016	NA
% of 2015 e-commerce sales from marketplaces	0.09%
% of 2015 Amazon e-commerce sales	1.00%

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
% of 2016 Online Sales from Social	NA
% of 2015 Online Sales from Social	NA

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

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	
2015 No. of Full-Time E-Commerce Employees	53
No. of Full-Time Employees in All Fulfillment Centers	NA

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 Security/Fraud Prevention	NA
Payment Processing	Affirm First Data PayPal
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	
2017 No. of E-Commerce Fulfillment Centers	7
2016 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

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%

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