



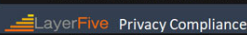
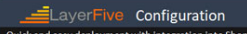


Significant value delivered to BILLY Footwear





BILLY Footwear is an online specialty shoe retailer using Shopify platform. Besides direct online sales, Billy shoes are sold by Zappos, Nordstrom and other affiliates

Before LayerFive	After LayerFive
Poor Advertising Return Insight Billy made advertising decisions based on the 11x ad spend return reported by their ad platform	 Doubled Sales in 2 Months LayerFive unified consumer data insights revealed 1x real return on ad spend, making Billy change ad platform and channel mix, resulting in doubling ad sales in 2 months, and achieving continuous improvement with the ability to see true channel performance.
Manual Privacy Compliance	 Self-Serve Privacy Compliance Saves \$\$\$ Saves employee time (2-4 hours per case)
Ease of Deployment	 Quick and easy deployment with integration into Shopify, Klaviyo, Yotpo and other platforms used by Billy

Customer:

BILLY Footwear is an ecommerce specialty shoe retailer that sells direct-to-consumer through their Shopify website, billyfootwear.com and through partners e.g. Zappos, Nordstrom etc.

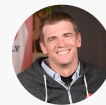
Problem:

- **Maintaining Consumer Trust:** BILLY Footwear is a customer first company. Ensuring that they are transparent with their customers when it came to data privacy is very important to them.
- **Knowing The Consumers:** Recognized that they have little visibility into their website consumers and their behavior beyond what Google Analytics provided. Wanted to get to know their consumers better and resolve as many visitors identities as possible.
- **Improving Ad Performance:** BILLY Footwear was spending ad dollars through an ad platform and was happy that the ad platform was generating 11X return on ad spend. This is what the ad platform was reporting. BILLY was increasing ad spend through the same platform taking their reporting as the truth. The ad spend was highly skewed to the social channel. BILLY wanted to understand if they are missing out on opportunities on other channels.

LayerFive Solution:

- LayerFive implemented Compliance 360 platform in under two weeks.
- As part of the platform implementation, we placed LayerFive first-party tag on billyfootwear.com allowing to gain deeper consumer information in a privacy compliant way. We also implemented LayerFive Interactive Privacy Portal to make consumer privacy profile available on BILLY's Shopify-based e-commerce website.
- BILLY uses various platforms for email marketing, loyalty management, customer reviews etc. As part of the implementation, LayerFive integrated with these platforms and resolved consumer identities across these platforms along with the online identities to build a private identity graph and a unified consumer profile for BILLY.

BILLY Footwear is a consumer-first brand where data privacy is a high priority. LayerFive ensures we remain ahead of the game by keeping us compliant and, more importantly, completely transparent with our consumers. Moreover, the 360 Marketing Insights of LayerFive allows us to correctly understand channel performance; thus, giving us the tools to strategize, optimize, and improve sales real time.



Billy Price

Founder and CEO of BILLY Footwear

Results:

- After collecting about 30 days of data, the first insight LayerFive generated was around advertising attribution. LayerFive found that BILLY's ad spend was actually generating close to 1X return rather than 11X return that the ad platform was claiming.
- This allowed BILLY to move their ad dollars to different channels. LayerFive helped BILLY to understand their channel performance on Google and FB allowing to find the right channel ad spend mix.
- In 90 days, BILLY's online sales doubled, while saving wasted ad dollars from non-performing advertising.
- LayerFive Interactive Privacy Portal is seamlessly integrated into BILLY's e-commerce website, allowing any consumer with a profile to exercise their privacy rights at any time. This eliminates significant overhead of complying with CCPA and GDPR regulations and allows BILLY to be completely transparent with their consumers about their data.