

LayerFive Helps to Boost BILLY Footwear Sales

BILLY Footwear is an online store speciality shoe retailer Boost Sales With LayerFive Marketing 360 platform



California, Fremont, May 13, 2021 ([Issuewire.com](https://www.issuewire.com)) - **BILLY Footwear** is an online store specialty shoe retailer that sells direct-to-consumer through their Shopify website, billyfootwear.com, and partners e.g. Zappos, Nordstrom, and others worldwide.

BILLY Footwear Requirments

Increasing Ad Performance: The ad platform BILLY Footwear was utilizing was reporting 11X returns from social channels and BILLY was applying this reporting to find out ad spend on one social channel. But BILLY wasn't having the insights to see if the extra ad dollars are truly bringing incremental customers. Additionally, there wasn't an outlined strategy to modify per channel budget to have the best ROI from every single channel.

Understanding the Consumers: Small presence into the consumers' journey. Consumers' data and interactions were scattered in Shopify, Klaviyo, Yotpo, and other platforms with unfinished insights from every platform. BILLY needed to have a better understanding of their consumer base and utilize that to see their business and advertising selections. Additionally, Google Analytics gave basic traffic information but didn't connect all the facts about the website visitors.

Maintaining Consumer Trust: BILLY Footwear is a customer-first company. Making sure that they are clear with their customers when it came to data privacy is essential to them.

LayerFive Solution:

Tag Implementation: BILLY had **LayerFive** first-party tag implemented within minutes and the LayerFive Marketing 360 platform within two weeks.

360° Unified Consumer Profile: BILLY utilizes various platforms for email marketing, loyalty management, customer reviews, etc. As part of the implementation, **LayerFive** integrated with these platforms and fixed consumer identities throughout these platforms and also the online identities to develop a private identity graph and a unified consumer profile for BILLY.

Privacy Portal Implementation: They also applied **LayerFive** [Interactive Privacy Portal](#) to produce a self-serve consumer privacy profile available on billyfootwear.com

"BILLY Footwear is a consumer-first company where data privacy is a top priority. LayerFive guarantees we keep ahead of the activity by keeping us compliant and completely clear with our consumers. Additionally, the [360° Marketing Insights](#) of LayerFive allows us to effectively realize channel performance; thus, providing us with the tools to strategize, optimize, and improve sales in real-time." said Billy Price Founder and CEO of BILLY Footwear.

Results:

Rebalancing of Ad Budget with Distinct Understanding of the Advertising Performance: **LayerFive** discovered that BILLY's ad investment was producing a near 1X return instead of the 11X return that their current ad platform was claiming. This allowed BILLY to relocate their ad dollars to several channels. LayerFive's omnichannel performance view assisted BILLY to realize true performance on Google and FB allowing to get the right channel ad spend mix while making sure additional ad dollars bring incremental traffic and sales.

Doubled Ad Attributed Sales: In 3 months, BILLY's online ad attributed sales doubled while saving misused ad dollars from non-performing advertising.

GDPR and CCPA Compliant with no extra internal effort: LayerFive Interactive Privacy Portal is effortlessly included in BILLY's e-commerce website, allowing any consumer with a profile to work out their privacy rights at any time. This removes the significant overhead of adhering to [CCPA and GDPR Compliance](#) and enables BILLY to be clear with their consumers about their data.

About LayerFive:

LayerFive is a unified consumer data platform that helps brands generate significant marketing ROI uplift using their first-party data and helps save costs on GDPR/CCPA compliance. We use first-party AI-based identity resolution to unify consumer identities across all enterprise sources, including websites, mobile apps, CRM, customer service systems, loyalty, etc. And we offer omnichannel attribution, customer life-cycle insights, and self-serve privacy compliance using the unified view of the consumer.



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