

# Direct to Consumer Made Easy for Brands



## What We Do

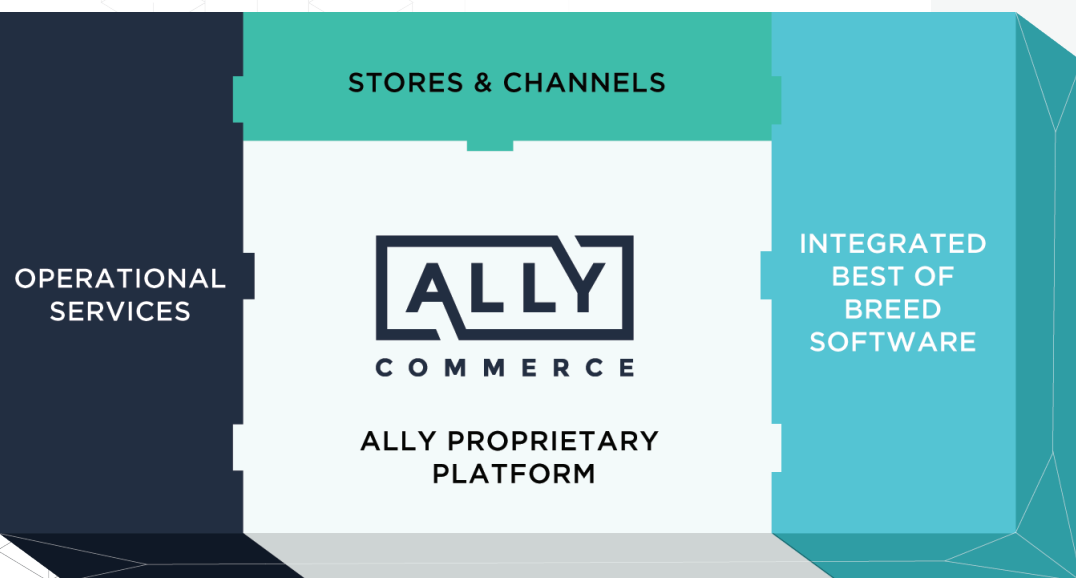
Ally Commerce partners with brand manufacturers to drive their direct to consumer business, combining eCommerce expertise, proprietary SaaS technology and operational services. Our turnkey, end to end solution manages the complex direct-to-consumer operations -- from your website and marketplace presence to fulfillment to customer service.



*In the first year, Ally more than doubled our revenue, more than tripled our profit, and reduced our total cost of ownership by 72%.*



Head of eCommerce  
Consumer Electronics Brand



## WHY CHOOSE

# Ally Commerce?

Get better financial results with less effort and risk. As your strategic partner, we'll manage the heavy lifting so that you can focus on your core competencies.

- Maximize Multi-Channel Sales
- Minimize Total Cost of Ownership
- Accelerate Your Time to Market
- Deliver a Great Customer Experience

Ally gets your DTC operation up and running in 60 days or less.

### OUR CUSTOMERS CAN SEE:



HIGHER  
MARGINS



50% LOWER  
TCO



DTC GROW TO  
20% OF TOTAL  
REVENUE WITHIN  
3 YEARS

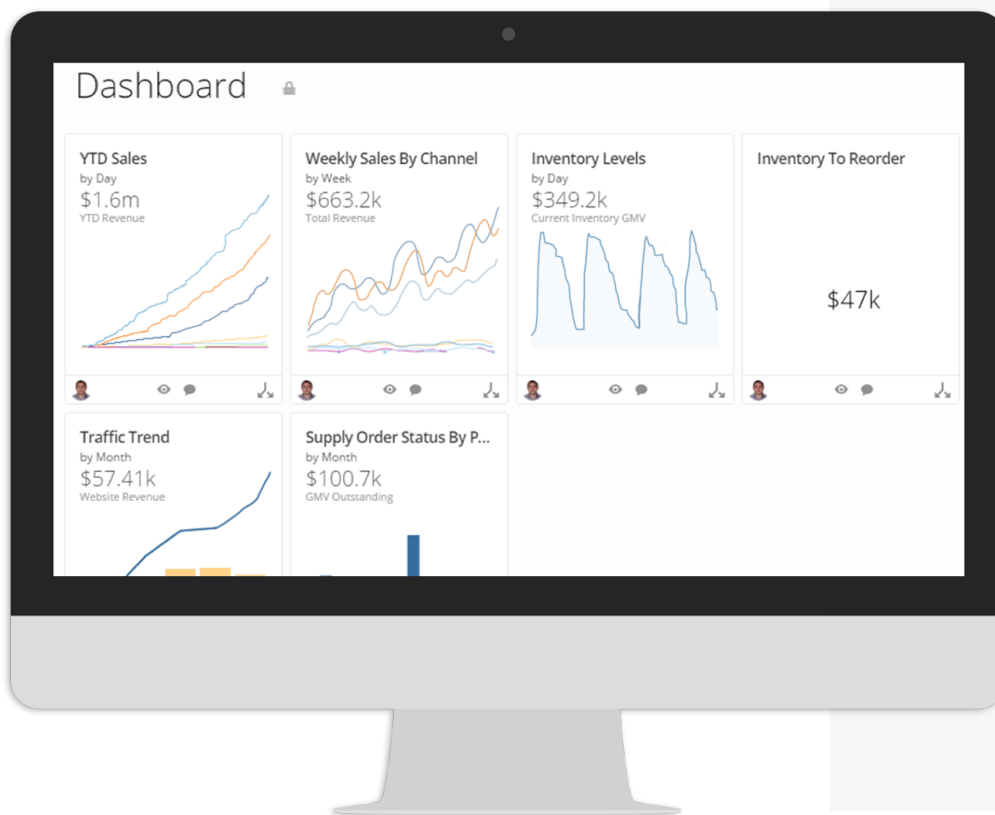
# GROW DIRECT TO CONSUMER SALES Faster and More Profitably



## A SIMPLE AND SEAMLESS SOLUTION

Avoid disparate systems and countless vendors. Our unified solution handles everything from customer service to inventory and multi-channel sales, all under one roof. Gain real-time insights into your direct to consumer business through our eCommerce dashboard. Live preconfigured snapshots include:

- Sales by Channel
- Inventory Levels
- Margin Analysis



“

*We're selling in more places, more effectively at higher margins through Ally. Ally is an invaluable strategic partner who has helped us reach our direct to consumer goals and shape future strategy.*

”

eCommerce Sales Leader  
Home & Garden Brand

## Your Growth is Our Number One Priority, AND OUR NUMBERS REFLECT THAT

200%

Average Increase  
In Profit

50%

Lower TCO Than If You  
Managed In House

110%

Average Increase  
In Sales