

### SNAPSUITS™



“It removes a big obstacle to the sale, and it gives our customers the reassurance they need to order a custom suit online.”

—Ryan Leahy, Co-Founder of SnapSuits

### Proven Results

# 13%

Return rate. Compared to industry av. of 40%

# THOUSANDS SAVED

Over an 18 month time frame



### THE PRODUCT: SUIT UP IN A SNAP

Brothers Ryan and Dean Leahy created SnapSuits in 2014 to give frequent suit wearers the opportunity to purchase affordable, high-quality, customizable suits, completely tailored to the buyer's preferred style.

### THE CHALLENGE: SYNCING UP THE SUITS

As an online store, SnapSuits faced a high hurdle before the sale – getting groomsmen to visit a tailor for measurements, or worse, to measure themselves accurately. After a failed attempt at using 3D body scanning technology that leveraged customers' web cameras, the brothers realized they needed a low friction way to get accurate measurements for SnapSuits to succeed.

### CUSTOM SUIT MAKER SNAPSUITS FINDS THE PERFECT FIT WITH BOLD METRICS

“That low return rate represents thousands of dollars saved.”

—Ryan Leahy, Co-Founder of SnapSuits

### THE SOLUTION:

- SnapSuits integrated Bold Metrics into its Shopify site in under 3 weeks via their team of 4 part-time developers and designers.
- The company also combined its own proprietary measurement database with that of Bold Metrics for a more comprehensive data set.
- This was then back-integrated with the Shopify site to measure and deliver orders.

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## The results:

SnapSuits was able to cut their custom suit returns rate down to a competitive 13%. The accuracy of the resulting customer body measurements meant a higher conversion rate, driving brand loyalty by introducing customers to better-fitting suits and shirts.

Thousands of dollars in supplier-borne costs, which would have resulted from ill-fitting suits, were saved over the initial 18 month period as a result of integrating Bold Metrics technology.

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