



BORROWING MAGNOLIA



“Bold Metrics is an excellent strategic partner for anyone looking to tailor-fit or eliminate the universal problem of size. Their customer service is unparalleled, and their technology game-changing.”

— Cali Brutz, Co-Founder of Borrowing Magnolia.

Proven Results

90%

Fit accuracy. Up from 60%

50%

Increase in conversions



CASE STUDY

BORROWING MAGNOLIA

THANKS TO BOLD METRICS, BORROWING MAGNOLIA'S BRIDES CAN NOW SAY "I DO" TO ONLINE GOWN RENTALS

"With the help of Bold Metrics, we have virtually eliminated fit as a reason that users may not convert."

— Cali Brutz, Co-Founder of Borrowing Magnolia.

THE PRODUCT: DOUBLE THE LOVE

In 2014, Cali Brutz and Ashley Steele saw an opportunity and co-founded online boutique Borrowing Magnolia to connect brides to beautiful, pre-loved gowns at attractive discounts.

THE CHALLENGE: FINDING THE RIGHT ONE

Bridal sizes are notoriously unstandardized and Borrowing Magnolia's inventory was pre-owned and often pre-altered, making label size a particularly unreliable predictor of fit. This also meant that sourcing the right-sized models to showcase the gowns online became a tedious and time-consuming challenge.

THE SOLUTION:

- In just 6 easy questions, Bold Metrics technology helped connect brides with gowns that fit them, leading a 50% growth in conversions.
- By generating input from over 50 different body measurements, the company's fit accuracy was able to hit an impressive 90%.
- The actionable insights generated from Bold Metrics technology helped streamline the company's merchandising processes, improving its bottom line.

Proven Results

90%

Fit accuracy. Up from 60%

50%

Increase in conversions



The results:

Borrowing Magnolia's fit accuracy hit an incredible 90% after working with Bold Metrics. Using the unique technology platform customized for them, the wedding gown e-tailer was able to personalize recommendations for potential customers, in the process, developing a stellar reputation for their services and saving a significant amount of time and labor on photoshoots.

Integrating Bold Metrics technology solutions lead to a 50% rise in conversions for both rentals and gown purchases. By using Artificial Intelligence to match models to dresses that need to be photographed, Borrowing Magnolia was able to more than halve their image production times, as well as showcase new gowns on their site with competitive efficiency.

Proven Results

90%

Fit accuracy. Up from 60%

50%

Increase in conversions