



## Case Study

**How leather goods maker, Bellroy, earned title of 'Ecommerce Innovator'**



## SUMMARY

In the emerging world of functional fashion, Bellroy is a company that has earned a reputation as an industry leader. The company specializes in selling slim leather wallets that sit nicely in pockets (as opposed to bulging out). From a value proposition perspective, the company has struck a valuable chord by boasting a product that is just as practical as it is aesthetically pleasing and, frankly, fun to use.

In a few short years, Bellroy has achieved some pivotal milestones. The Australian-based leather-goods company is now present within major fashion retailers such as Nordstrom & Barneys NY and continues to grow it's already thriving direct standalone online store.

"We were actively experimenting with different tactics to increase sales," says digital manager Scott Arbeitman at Bellroy. "We had an aggressive appetite for the latest and greatest technologies."

The overall goal for Bellroy was to build a world-class eCommerce experience.

**+3.2%**

Revenue Per Visitor

**+4.4%**

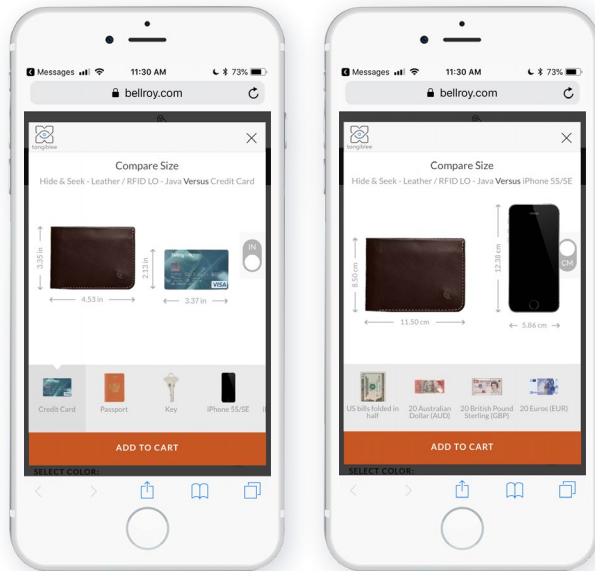
Revenue on Tablets

**"Tangiblee was a huge piece of that [growth]"**

**SCOTT ARBEITMAN**  
DIGITAL MANAGER



## CHALLENGE



**“...it was difficult to compare products - so it was always on the roadmap to figure out how to solve that problem. [And], Tangiblee was the solution that we needed”**

Another challenge with their product line is that inability for consumers to easily distinguish one item from another on digital channels.

The overall goal, for Bellroy, was to build a world-class ecommerce experience, which Arbeitman is quick to add, “Tangiblee was a huge piece of that,”.

Initially, what caught Bellroy’s eye was Tangiblee’s simple, frictionless product size and product comparison capabilities - technology specifically designed to give online shoppers the information that Arbeitman so desperately needed to for his Bellroy customers. And, Tangiblee held an impressive value proposition with a definite connection to whether a customer transaction was likely to take place.

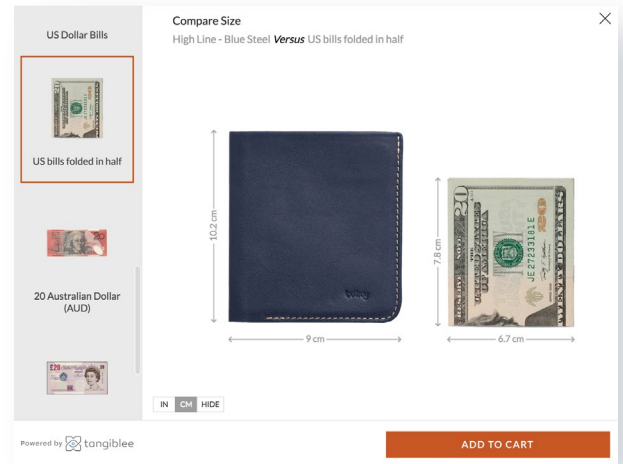
“This {testing and implementation} process was already in place within our organization, so it was easy to slide in an experiment with Tangiblee”, Arbeitman says. Why? Because Tangiblee requires zero backend API or IT integrations - it’s simply one snippet of code added to any enterprise or custom built eCommerce platform.

Bellroy rolled Tangiblee into an A/B test along with other 'experimental' marketing technologies. Arbeitman outlines just how simple the testing and experimenting process was with Tangiblee.

In early 2014, Bellroy identified the need for 'product size' comparisons to be a core part of its website experience. From a security, engineering, and IT standpoint, an in-house solution would have been too costly and complex.

"Bellroy receives email introduction to Tangiblee and, recognizing the simple, effortless nature of the service, the team quickly moves forward with a partnership. Before running full-steam ahead, Bellroy implemented a short and focused test that ran approximately three months. Bellroy wanted to focus on optimizing the campaign's most important metric: uplift in revenue.

Several test variations were run, and Tangiblee optimized the experience according to the data outcome of each test iteration. Confirmed with statistically significant results, by the end of the three month period, Bellroy was thrilled with such positive and conclusive data.



**720k**  
Visitors Participated in the  
A/B Test

**96.4%**  
Statistical Significance

## RESULTS

Bellroy continues its growth trajectory as well as maintaining its title as an eCommerce innovator - creating a truly unique, functional experience for nearly every single product in their online catalog. The Australian-based leather-goods manufacturer continues into its 3rd year as partners with Tangiblee - and has rolled out the service across all products.