SNOWBOARDING & OUTDOOR · SMART SIZE CHART™

One fit experience, three continents.

This brand wanted better conversion, higher order value, repeat purchases, and lower returns — the last especially in Europe. It got a fully localized fit experience in every market it sells to.

OUTDOOR PERFORMANCE BRAND

SOLUTION
Smart Size Chart™

LIVE SINCE
November 2022

> "The global market for Outdoor Performance Apparel was valued at US$20.2 billion in 2024 and is projected to reach US$29.7 billion by 2030."
>
> GLOBAL INDUSTRY ANALYSTS, INC.

HOW IT WORKS

01 The shopper answers four to six simple questions — no tape measure, no photos.

02 Bold Metrics builds a digital twin carrying 50+ body measurements.

03 One size comes back, mapped to the brand's own fit and size chart.



69X
CONVERSION LIFT

81.7%
HIGHER ORDER VALUE

3
MARKETS LOCALIZED

THE BRAND

Since its founding, this outdoor performance brand has played a pivotal role in growing snowboarding from a backyard hobby to a world-class sport by creating groundbreaking products, supporting a team of top snowboarders, and pushing resorts to allow snowboarding. Today, the brand designs and manufactures industry-leading products for snowboarding and the outdoors.

THE CHALLENGES

This brand, like many retailers, is always working to improve their customer shopping experience and customer confidence around purchasing their products.

Besides improving customer experience, the team wanted to increase conversion and AOV, influence repeat purchases, and improve overall return rates — especially important in their European market.

PROVEN RESULTS

69X

Conversion lift
Driven by size confidence

81.7%

Higher order value
Per order, vs. non-users

THE SOLUTION

Smart Size Chart™

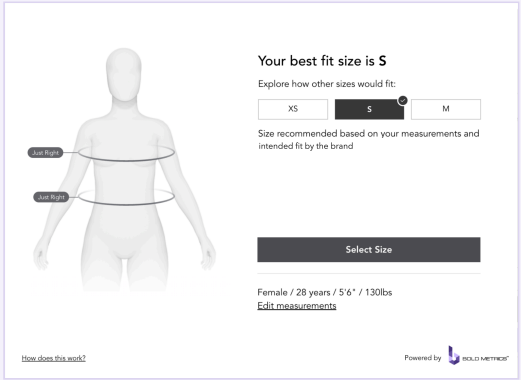
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markets live within three months of the first launch.

The brand implemented Bold Metrics' Smart Size Chart in North America in November 2022, followed by a rapid expansion to Europe and Japan in January 2023.

The solution delivered a fully localized and translated experience for each market, ensuring that shoppers around the world received the same intuitive, personalized fit guidance.

WHAT THE SHOPPER SEES



SMART SIZE CHART ON THE BRAND'S SITE

What could Bold Metrics do for your brand?

UNLOCK THE POWER OF BODY DATA · BOLDMETRICS.COM

Book a Demo Today