SUSTAINABLE APPAREL · SMART SIZE CHART™

A conversion optimizer, not another step.

Pact had evaluated sizing solutions before and passed — none were worth adding a step to the purchase. Four simple questions changed the calculation.

SOLUTION
Smart Size Chart™

LIVE SINCE
May 2023

> "If you don't nail fit, or at least tell them exactly what it's going to be and they can buy accordingly, then you're not going to retain customers."
>
> **DREW COOK · CFO AND HEAD OF OPERATIONS, PACT**

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 Pact's own fit and size chart.

1.2X
CONVERSION LIFT

33%
HIGHER ORDER VALUE

21%
FEWER FIT RETURNS

pact



THE BRAND

Pact's mission is to build Earth's Favorite Clothing Company. By prioritizing sustainable materials, manufacturing, and supply chain practices, Pact has become a leading sustainability-focused apparel brand.

THE CHALLENGES

Pact aims to increase customer confidence in selecting the right fit to offer a more personalized shopping experience, increase conversion, and see a significant decrease in returns due to sizing uncertainty.

Pact had considered and evaluated sizing solutions in the past, but were hesitant to add another step to the purchasing process.

PROVEN RESULTS

1.2X
Conversion lift
Driven by size confidence

33%
Higher order value
Per order, vs. non-users

21%
Fit return reduction
Share of returns due to fit

THE SOLUTION

Smart Size Chart™

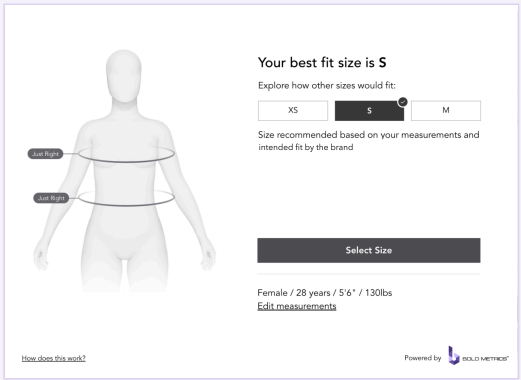
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questions, all answerable off the top of your head.

Pact implemented Bold Metrics' Smart Size Chart in May 2023 and has seen very positive results.

"What really stood out about Bold Metrics was the simplicity of the questions," Cook shared. "It's four questions, it's things you know off the top of your head, and it's things that are easy and don't feel too personal to input. It became something for us that we actually viewed as a conversion optimizer, not something that would stand in the way."

WHAT THE SHOPPER SEES



SMART SIZE CHART ON WEARPACT.COM

What could Bold Metrics do for your brand?

UNLOCK THE POWER OF BODY DATA · BOLDMETRICS.COM

Book a Demo Today