



Customer Case Study

We needed something that provided frictionless and accurate size recommendations that kept shoppers focused on our brand. WAIR checked all three boxes and we rely on it to communicate the best fitting size to our shoppers.

13%

Increase in average order value

19.4%

Reduction in product returns

18%

Increase in new shopper conversions

The Brand

Linksoul hails from a long line of golfers, craftsmen, and artists. As such, they create clothing with the renaissance man in mind. Their team of lifelong friends and visionaries holds an unwavering sense of corporate social responsibility, putting community, family, and friendship first, as well as mandatory golf on Fridays...

The Situation

With the growing popularity of their men's shorts and pants, Linksoul saw a corresponding increase in size-based returns. Their existing size guidance for shoppers was size charts and model dimensions, but returns remained higher than desired. Reducing returns became a top priority.



The Solution

Linksoul integrated WAIR as a critical piece of their strategy to minimize returns. WAIR enabled frictionless size recommendations that follow shoppers on every product they browse, creating a more personalized shopping experience. The plugin integrated seamlessly with other solutions on Linksoul's eCommerce website, as well as their returns management platform.