

How David's Bridal protects customer trust and revenue with Noibu

DAVID'S™
BRIDAL**Industry****Bridal Retail****Company Size****5,000-10,000****Key Markets**

- 23 critical issues resolved in 12 months
- Hundreds of thousands in revenue protected
- 13.5x ROI achieved

Interviewee**Yoav Shargil**

Chief Digital Officer



Challenge

For David's Bridal, every online interaction carries extraordinary weight—when a bride is shopping for her wedding dress, even the smallest friction can erode trust and jeopardize a once-in-a-lifetime purchase.

Yet, the digital team lacked scalable visibility into site errors. Detection relied heavily on:

- **Customer complaints** and support escalations
- **Manual QA** and word-of-mouth reporting
- **Limited device and browser testing**, which often missed international issues

This meant:

- **Critical issues slipped through**—especially those in checkout flows
- Teams frequently **couldn't reproduce or confirm issues**
- Revenue and trust were at risk before the problems were discovered

“**Shopping for a wedding dress isn't the same as buying makeup or a T-shirt. If the site breaks, the bride might lose confidence in getting her dress. That's unacceptable.**”

Yoav Shargil | Chief Digital Officer, David's Bridal

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Solution

David's Bridal implemented Noibu's ecommerce monitoring and conversion intelligence platform, transforming how the brand detects, prioritizes, and resolves issues.

Noibu provided:

- **Real-time visibility** into every customer session and issue, across devices and geographies
- **Revenue-based prioritization**, helping the team focus on the issues with the highest business impact
- **Full reproduction data**, eliminating guesswork and reducing abandoned issue tickets
- **CX empowerment**, with Help Codes enabling stylists and support staff to view live customer sessions

“Before Noibu, we were shining a flashlight, hoping to spot issues in the dark. Noibu turned the lights on. We can see the entire room, not just the corners we happened to point at. That's the difference.”

Yoav Shargil | Chief Digital Officer, David's Bridal

“I don't have unlimited resources, so I only focus on the issues Noibu says matter most. That's how we protect both revenue and trust.”

Sébastien Ribeil | Head of Digital Factory, ETAM Group

Results

23

critical issues resolved in 1 year

Conversion impact:

Hundreds of paid sessions weekly saved by surfacing hidden blockers.

13.5x

ROI achieved

Developer efficiency:

0 abandoned issues, faster issue reproduction, and structured prioritization.

A major win

International cart issue solved

A hidden cart failure blocked all international checkouts—but Noibu flagged it within hours, quantified the revenue impact, and enabled a rapid fix.

Ready to see the site friction costing you sales?

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