

# How ETAM protected \$14M in revenue by fixing what traditional QA missed



## Industry

Fashion

## Company Size

5,000-10,000

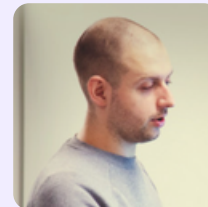
## Key Markets

- \$14M in revenue protected
- 57 conversion-blocking issues resolved
- QA transformed into a growth driver

## Interviewee

**Sébastien Ribeil**

Head of Digital Factory



## Challenge

ETAM's QA team had strong processes in place—customer support feedback, internal bug reporting, and automated non-regression testing—but many issues still slipped through.

Critical errors went undetected until after they cost conversions, particularly bugs hidden deep in the checkout flow or tied to specific devices and browsers.

- Reliance on customer complaints and ticket escalations
- Limited visibility into the revenue impact of site errors
- Abandoned bugs due to lack of reproduction data

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***“We have very big ambitions, so being proactive is really important for us. We can't afford to lose money to bugs and anomalies.”***

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Sébastien Ribeil | Head of Digital Factory, ETAM Group

Without the ability to quantify or prioritize issues based on revenue, the team risked prolonged conversion loss and misaligned development priorities.

## Solution

ETAM implemented Noibu's ecommerce monitoring and conversion intelligence platform to move from reactive QA to proactive revenue protection.

Noibu delivered:

- **Real-time, session-level diagnostics** — browser, device, and user journey data with stack traces
- **Revenue-based prioritization** — ability to score every bug by its business impact
- **Full error reproduction** — eliminating guesswork and abandoned tickets
- **Clear vendor accountability** — distinguishing between internal and third-party issues

“*The impact of Noibu is that we're not blind anymore about the bugs we have. I'm a lot more confident when we release a new version of the site.*”

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Sébastien Ribeil | Head of Digital Factory, ETAM Group

“*With Noibu, we don't have to give up on reproducing errors. We have everything we need to fix them right away. That's a different mindset and a different process.*”

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Sébastien Ribeil | Head of Digital Factory, ETAM Group

## Results

**\$1.4M+**

in revenue protected

Conversion impact:

Hundreds of paid sessions weekly saved by surfacing hidden blockers.

**57**

high-impact issues resolved

Developer efficiency:

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

**Days to minutes**

debugging time reduced

Team culture:

QA shifted from a reactive cost center to a proactive growth driver.

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