How King Arthur Baking prevented $4.4M in lost revenue with Noibu

Industry
Food & Hospitality

Company Size
0-500

Key Markets

- $4.4M in revenue protected in under 12 months
- 35+ critical ecommerce issues resolved
- 48 third-party script and API bugs closed
- 127x ROI achieved by a lean 2-person dev team

Interviewee

Mike Hoefer
Director of Web Product
& Strategy

Challenge

King Arthur Baking's digital storefront had outgrown its custom-built ecommerce platform, straining under new integrations and increasing complexity
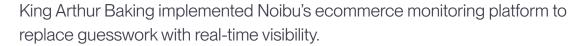
.The issues at hand:

- **Limited visibility** — devs couldn't tell if site friction came from internal code, BigCommerce, or third-party scripts.
- **Customer-reported blind spots** — issues were surfaced late, often with little reproducible detail.
- **Lean resourcing** — only two developers managed the entire ecommerce ecosystem.
- **Revenue at risk** — friction in checkout, coupon logic, and gift card redemption quietly drained conversions.

> **"We knew there were issues affecting users, but without visibility, we didn't know what they were or how much they were costing us."**
>
> Mike Hoefer | Director of Web Product & Strategy, King Arthur Baking

Solution

King Arthur Baking implemented Noibu's ecommerce monitoring platform to replace guesswork with real-time visibility.

Noibu provided:

- **Revenue-based prioritization** — focusing on fixes that mattered most financially.
- **Root cause diagnostics** — stack traces, session data, and error grouping to cut debugging time.
- **Full-stack attribution** — pinpointing whether friction originated in-house, on BigCommerce, or via third-party APIs.
- **Proactive monitoring** — catching invisible site friction before customers abandoned their carts.

> ❝ *"Noibu acts as a safety net. If something breaks—in our code, BigCommerce, or a third party—we know about it quickly and can act."* ❞
>
> Mike Hoefer | Director of Web Product & Strategy, King Arthur Baking

> ❝ *"With Noibu, we're no longer guessing. We have the data we need to act fast, fix smart, and keep revenue flowing."* ❞
>
> Mike Hoefer | Director of Web Product & Strategy, King Arthur Baking

Results

$4.4M+	35+	127X
in revenue protected	issues eliminated	return on investment

Agility unlocked:
2-person dev team operates with efficiency of a large org by fixing the right problems, faster.

Stronger vendor collab:
Clear attribution of errors to BigCommerce or third-party scripts.

Customer confidence:
Invisible friction removed from checkout, coupon logic, and gift cards.

Ready to see the site friction costing you sales?
Claim your free audit to see what your site might be missing.

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