How Tommy John prevented $856k+ in revenue loss over 12 months with Noibu

Tommy John®

Industry
Fashion & Apparel

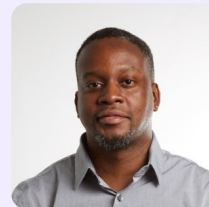**Company Size**
50-1000

Interviewee
Serge Moreau
VP of Technology

Key Markets

- $856K in ARL saved
- 82 conversion-blocking issues resolved
- 34X ROI achieved

Challenge

Even with strong engineering processes, Tommy John struggled to identify and resolve conversion-blocking errors before they impacted revenue.

Prior to Noibu, their error detection process relied on manual testing, customer complaints, and guesswork:

- Debugging without visibility into what was breaking and why
- No clear way to understand the revenue at risk from site errors
- Bottlenecks with third-party vendors slowing down recovery

> " *"A lot of the challenge before Noibu was trying to reproduce issues, which is probably 50% of trying to understand the problem. With Noibu, we can see exactly where the friction is coming from, whether it's something we can fix ourselves or if it's a third-party issue that requires vendor assistance."* "

Serge Moreau | VP of Technology at Tommy John

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

Solution

Tommy John integrated Noibu's proactive ecommerce monitoring and conversion intelligence platform to continuously track, detect, and prioritize site issues by their revenue impact.

Once implemented, Noibu provided:

- **Real-time session diagnostics** — stack traces, replays, and detailed error data to accelerate fixes
- **Revenue-based prioritization** — every issue scored by potential revenue loss
- **Streamlined vendor collaboration** — clear visibility into whether errors originated from internal code or third-party tools

Features used:

⚠ Issues & Alerts   ▶ Sessions   🔧 Performance Monitoring   🔍 Page Analysis

> *"The ability to know whether a problem is in our control or the responsibility of a third party has been a huge efficiency gain. It allows us to go directly to the right people with clear evidence of the issue, rather than wasting time troubleshooting in the dark."*

Serge Moreau | VP of Technology at Tommy John

Results

$856K+
revenue loss prevented

81
critical issues resolved

34X
return on investment

Conversion impact:
Thousands of additional completed transactions

Developer efficiency:
Faster issue triage, reduced QA cycle time

Support efficiency:
Fewer customer complaints, less ticket escalation

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