How Weyco Group saved over $6M in just 24 months with Noibu

WEYCOGROUP

Industry
Footwear & Apparel

Company Size
500-1,000

Key Markets

- $6M+ in revenue protected in 24 months
- 14 global ecommerce sites monitored
- Thousands of developer hours reclaimed
- Cross-team alignment improved

Interviewees

Marcel Mundt
Web Dev Lead

Ryan Wittman
Growth Manager

Challenge

As a multi-brand retailer with a custom ecommerce platform, Weyco Group faced serious challenges in catching and fixing site friction:

- **Minimal context in bug reports** — issues often came through as vague screenshots that devs couldn't reproduce.
- **Revenue blind spots** — no way to measure the financial risk tied to each friction point.
- **Cross-team friction** — marketing, CX, and dev teams lacked a shared source of truth.

> *"Before Noibu, if an employee discovered a friction point, they'd forward it with minimal context. We'd spend hours trying to recreate it—often with no success."*

Marcel Mundt | Web Development Team Lead, Weyco Group

Solution

Weyco deployed Noibu across 14 global sites, transforming error management from reactive guesswork into proactive, revenue-driven protection.

Noibu delivered:

- **Prioritization by revenue impact** — focusing resources on what mattered most.
- **Context-rich diagnostics** — stack traces, JS files, browser/device details, and affected URLs.
- **Cross-brand scalability** — fixes applied once could be rolled out across all ecommerce sites.
- **Shared visibility** — marketing, CX, and dev teams aligned on impact and resolution.

> *"Noibu's ability to connect site friction to revenue loss was eye-opening. The POC uncovered $1.5M in annualized lost revenue. We didn't need to look at other tools."*

Ryan Wittmann | Business Insights & Growth Marketing Manager, Weyco Group

> *"Noibu is like a loss prevention tool. It gives us confidence to release faster and catch issues before customers ever notice."*

Marcel Mundt | Web Development Team Lead, Weyco Group

Results

$6M+
in revenue saved in 24 months

$1.5M+
in ARL discovered in POC

14
global sites protected by Noibu

Customer experience:
Fewer invisible errors interrupt the path to purchase, reducing frustration and abandonment.

Team efficiency:
Developers focus on growth projects instead of chasing vague bug reports.

Business confidence:
Releases, campaigns, & seasonal spikes are handled with greater assurance and less risk.

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

Get a free website audit