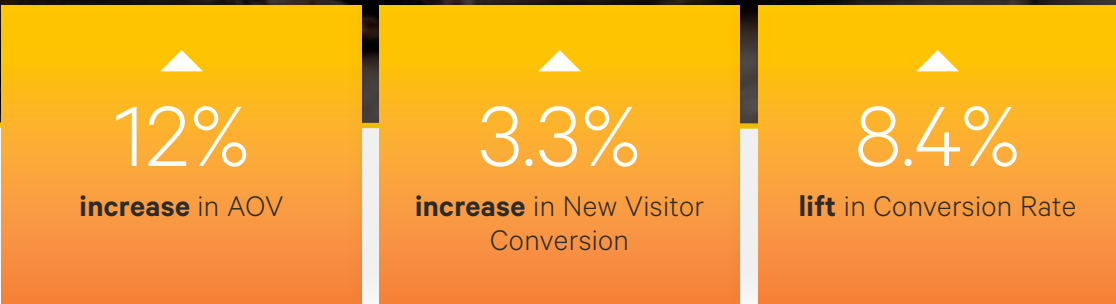




CASE STUDY

# EASE OF USE & DEMOCRATIZED REPORTING MAKE IT EASY FOR DARN TOUGH TO DELIVER RESULTS

With Kibo Personalization, the sock manufacturer has developed a scalable personalization strategy without holes by making it easy for key teams to deliver and interpret experiences.

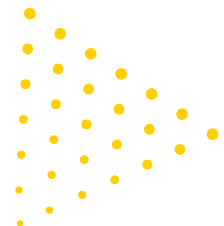
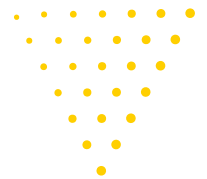


## OVERVIEW

Darn Tough Vermont is an American manufacturer of premium, all-weather outdoor and lifestyle socks backed by the industry’s only lifetime guarantee. Darn Tough offers both Specialty and Tactical product lines with a wide variety of products for different sports and weather types that appeal to a wide, diverse, and deeply loyal customer base. In 2019, Darn Tough implemented Kibo Personalization to better navigate today’s customer-first digital realities and to deliver deep and meaningful connections to their customers across all touchpoints.

With its market-leading personalization software, Kibo helped Darn Tough implement a data-driven approach to testing, messaging, and sales-offer creation.

Kibo Personalization’s easy-to-understand test results helped the Darn Tough team not only satisfy customer needs, but also drive the highest business value.



- 12% AOV increase from new holiday add-to-cart offer
- 3.3% increase in conversion from time-sensitive free shipping messaging
- 8.4% conversion increase from new payment options (Apple Pay and Google Pay) at checkout

“Kibo Personalization doesn’t just help us sell socks. It helps us improve the entire user experience. It empowers us to improve every customer touchpoint even as we grow as a business,” said Ryan Dahlstrom, Global Director Digital Commerce at Darn Tough.

## BACKGROUND

The Darn Tough team selected Kibo Personalization for its easy-to-use and easy-to-implement platform that includes a host of testing and personalization capabilities and reporting. Because Kibo does not require a technical resource, it allows for more tests and faster time-to-market than other solutions.

Darn Tough wanted to create a culture of experimentation and optimization to their site, using testing and insights from Kibo Personalization across customer experiences to constantly improve performance.

## THE APPROACH

Kibo Personalization proved to be a good choice for the Darn Tough team as they were able to get to work right away, creating, deploying, and analyzing experiences with ease.

“It’s so easy to see and understand the results from what we implemented. Before it was hard to have a conversation when we’re looking at different resources and different data, but with Kibo, it’s so clear, it becomes easy to make the right decision together as a team,” said Casey Morrison, E-Commerce Data Analyst at Darn Tough.

Kibo’s solution also happens to couple an intuitive UI with robust technical documentation and educational webinars, making it very easy for everyone at Darn Tough to pick up the platform and use it to its fullest potential.

Once up to speed, Darn Tough implemented a series of different tests at critical touchpoints, including special offers during the winter holiday season, as well as shipping promotions and new payment options at checkout.

### EXPERIENCE 1

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#### HOLIDAY OFFER TO INCREASE ADD-TO-CART RATE

- Darn Tough wanted to encourage add-to-cart with a new offer message at the point of conversion during the holiday season.

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**Ryan Dahlstrom**

*Global Director Digital  
Commerce at Darn Tough*

- The Darn Tough team segmented their traffic and added a short message right below the add-to-cart button on checkout.
- They saw an increase across page views and order values.

**RESULTS:** Darn Tough learned that during the winter holiday season, having encouraging messaging can have a **positive impact on conversions and average order value, with a 12% lift in AOV.**

The image shows three mobile device screens displaying the Darn Tough website. The left screen shows a product page for 'MEN'S HIKER MICRO CREW MIDWEIGHT HIKING SOCK' with options for color (Black) and size (S, M, L, XL, XXL). The middle screen shows the product image and title. The right screen shows the checkout process with a quantity selector and an 'ADD TO CART' button. A callout box highlights the message: 'Order TODAY for guaranteed holiday delivery!'. A large orange '12%' is overlaid on the left screen, with the text 'increase in AOV' below it.

## 2 EXPERIENCE 2 TIME-SENSITIVE FREE SHIPPING OFFER

- Darn Tough wanted to customize the messaging on the top bar, which typically reads “spend \$50 and shipping is on us.”
- Darn Tough wanted to customize the messaging with an offer that would expire within a set holiday window to add a sense of urgency.

**RESULTS:** While tested over a short time frame, new visitor conversion saw an increase. Average Order Value (AOV), revenue per session (RPS) and conversion rate all went up. In sum, **Darn Tough learned that they can expect new visitors to be inspired by time-sensitive offers.**

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**Casey Morrison**  
E-Commerce Data Analyst  
at Darn Tough

The image shows two mobile device screens displaying the Darn Tough website. The left screen shows a holiday-themed promotion with the text 'ORDER TODAY FOR HOLIDAY DELIVERY!' and 'PRO TIP: Everyone Wants Socks.' The right screen shows a product page for socks with a 'SHOP GIFT GUIDE' button. A large orange '3.3%' is overlaid on the bottom left, with the text 'increase in New Visitor Conversion Rate' to its right.

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### EXPERIENCE 3

## ACCELERATED PAYMENT OPTIONS AT CHECKOUT

- Darn Tough was looking for a more efficient payment process and wanted to offer “accelerated payment gateways” like Google Pay and Apple Pay.
- They put together a Dynamic Test to minimize risk in a critical part of the customer experience while learning the best way to optimize their site.
- They looked at the difference between offering the new payment checkouts vs. not offering them.

**RESULTS:** There was **significant lift when offering those new payment options, which helped sell the new processor partner to the Darn Tough finance team,** who also needed to sign off on the move. Setting up the test provided a clean experience for each user and allowed the finance and website team to agree on the right approach to payment processing.



Apple Pay

Google Pay

8.4%

lift in Conversion Rate

“

Kibo helps Darn Tough put a level of math and science behind everything we do, so we are confident that we are making the right choices as we create new experiences for our valued customers.

**Casey Morrison**

*E-Commerce Data Analyst  
at Darn Tough*

## THE FUTURE

Based on early results, Darn Tough is certainly prioritizing advanced personalization in their future. The team plans to implement new experiences to increase relevance for every site visitor.

For example, each state in the United States has a different climate and topography, which leads Darn Tough customers to look for different products, from wool ski socks to lighter running socks. Having a visual connection with the imagery and AI-driven product recommendations will further improve the customer and brand connection by delivering the most relevant experience.

“Kibo helps Darn Tough put a level of math and science behind everything we do, so we are confident that we are making the right choices as we create new experiences for our valued customers,” said Casey Morrison.

