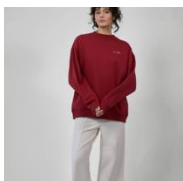


Fit confidence as a scaling advantage

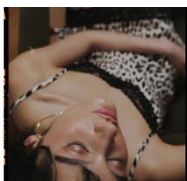
How Oh April got every shopper's **size right the first time** while its young customer base scaled fast.

Oh April is a premium womenswear brand built on ethical production and timeless style. Selling on Shopify across German and English markets, the brand set out to improve its core e-commerce metrics - returns, conversion and engagement - while raising the overall customer experience.

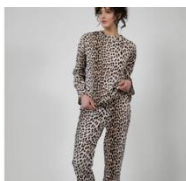
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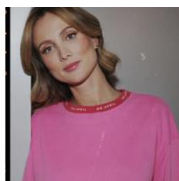
PREMIUM FASHION



ETHICAL PRODUCTION



TIMELESS STYLES



WOMENSWEAR

THE CHALLENGE

When Oh April began working with SAIZ, it was a fast-growing, online-only influencer brand: new to the market, with no physical stores and a customer base expanding quickly. Its catalog ran the full range, from oversized shirts to tight leggings to tailored pieces, so getting every new shopper's size right the first time was the challenge, and the key to keeping returns down as the audience scaled.

THE APPROACH - SIZING PRECISION AT THE PDP

SAIZ integrated directly into Oh April's Shopify store as a fly-out button on every product page. In parallel, the catalog moved from double-size to a full XS-XL range, and SAIZ was promoted through influencer activity on the brand's own channels to build shopper adoption.

What Drove The Results

1 Full-Range Sizing

SAIZ supported the switch from a double-size system to a precise full range (XS-S-M-L-XL) across the catalog.

2 SAIZ Recommender

A fly-out button on every Shopify PDP gives each shopper an accurate, product-specific size recommendation.

3 Influencer-Led Promotion

SAIZ was promoted through influencers on Oh April's own channels, lifting engagement and driving shoppers to the fit tool.

MEASURABLE IMPACT

3.3%

Return reduction

+18%

Engagement rate

25%

Orders supported
by SAIZ in peak months

Return Methodology: Averages over a 12-month partnership vs. non-SAIZ users; return reduction reached >7% in selected months. **Adoption Rate:** 15% vs. baseline, based on size guides.

Project Scope & Timeline

Integration:

- SAIZ Standard Configuration
- Fly-out Button on PDP
- Shop System: Shopify
- Excel Feed Product Exchange

Languages Supported: English, German

Integration Time: 4 weeks from kick-off to go-live.

Results: First tendencies after 12 weeks of integration and first high-impact results after 6 months

CONCLUSION

Getting the right size to each shopper the first time turned fit into a growth lever: fewer returns, stronger engagement, and room to keep scaling the customer base with confidence.