

Warby Parker



Innovative Eyewear Company Grows 500% with Magento

Warby Parker is an eyewear company created by four friends to provide stylish, high-quality prescription glasses at a fraction of the usual price.

warbyparker.com

"We kept hearing the same thing: that Magento is the best solution for us. Our site is live on Magento, and it's provided huge benefits for both our team and for our customers."

Dave Gilboa
Warby Parker Co-Founder

Challenge

Drive Reluctant Customers Online

Warby Parker's founders knew that in order to reinvent how eyeglasses are sold, they would need to circumvent the large companies and middlemen that control the bulk of the industry. They determined that selling their own glasses online was the way to make this happen.

Warby Parker faced a number of roadblocks to their plan, including:

- Reluctance by shoppers to buy eyewear online (only 1% of glasses in the US sold on the web)
- Difficulty ensuring that glasses fit customers properly
- Struggle persuading online shoppers that their eyewear selections would look good on them

Solution

A Truly Virtual Glasses Store

Warby Parker created an eCommerce eyewear store on Magento Enterprise that captures the unique essence of their brand, and replicates an in-store experience. Magento Enterprise.

Magento-enabled enhancements included...

- Helps customers virtually (and easily) try-on multiple glasses
- Allows in-house development team to customize platform to their existing workflow
- Enables development team to continually adjust the site to accommodate new ideas and changing conditions via open source PHP architecture
- Reduces marketing team's workload by allowing team members to easily build sophisticated pages on their own

Results

Thrilled Customers = 500% Growth

By using a highly flexible eCommerce platform to change the way the eyeglasses business works, Warby Parker experienced big success very quickly:

- Hit first-year sales targets in three weeks
- Expanded from 4 to 70 employees in two years
- Grew 500% year-over-year
- Achieved customer satisfaction net promoter score of 88 – top level for eCommerce companies