snif | TRY NOW | RUBYHAS

DTC Brand Hypergrowth Fueled By Try Now, Buy Later + Fulfillment Synergy

Snif is an online fragrance company that is changing an industry stuck in the past by introducing the world to their genderless scents, that can be tried at home before committing to purchase. From the way they sell it to the way you buy it, Snif is breaking from the cliches and setting new standards that include anyone and everyone.

The Snif brand **launched in 2020 as an entirely Try Now Buy Later shopping experience,** with TryNow and Ruby Has Fulfillment as strategic partners.

Shoppers are encouraged to try scents in the comfort of their own homes, in a way that both integrates with and elevates their everyday routines.

Order Accuracy + On-time Shipping

It's virtually impossible for Ruby Has to ship out an incorrect order, due to their triple-validation technology. Through point of scan, weight validation, and automatic carrier scanning, **Ruby Has ensures 99.97% accuracy rates** while shipping all orders received by 2pm the same day.

Expertise in Reverse Logistics

Efficient and orderly reverse logistics are critical to the success of a trial program - a merchant must always know when a return has been initiated so that they can accurately capture funds when appropriate, as well as maintain accurate inventory records during restocking.

Operationally, Ruby Has reliably and consistently processed timely returns in order to support Snif's try-before-you-buy business model.

700%
Order Volume

Since its launch, Snif's monthly order volume has increased by over 700%.

Consultative Approach

It was a complex puzzle Ruby Has needed to solve in order to make this relationship successful. The team at Snif knew the customer experience they wanted to offer at every milestone along the shopper journey, and Ruby Has made it a reality.

The Combination

Ruby Has and TryNow work together to help brands grow profitably and efficiently.

Want to know more? We'd love to hear from you!
Ruby Has: businessdev@rubyhas.com
TryNow: hello@trynow.io