



Case study

Sock Snob

How Sock Snob Enhanced Efficiency and Marketplace Connectivity with Linnworks

A decorative image showing two colorful socks (one black with yellow patterns, one blue and yellow) and a pile of colorful confetti on a light-colored wooden surface. A lollipop is also visible in the bottom left corner.

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How Sock Snob Enhanced Efficiency and Marketplace Connectivity with Linnworks

Sock Snob Ltd. is an emerging D2C ecommerce business specialising in affordable, quality socks, slippers and accessories and specialising in **Bamboo Socks**, boasting over 15,000 unique sock variants across many marketplace sales channels globally. Committed to catering to a diverse range of customers, Sock Snob aims to provide quality products at competitive prices for everyone and anyone. No matter the customers' lifestyle, the company can accommodate.

However, the rapid growth of ecommerce has brought a number of operational challenges, particularly regarding seasonality and inventory management across multiple marketplaces.

With 80% of sales concentrated in the final quarter of the year, Sock Snob needed a flexible, scalable solution to handle peak periods while remaining cost-effective during quieter months. **Linnworks** was selected to streamline marketplace connections, inventory management, and order fulfilment to address these challenges.

Managing Seasonal Sales and Complex Marketplaces

Sock Snob's product range includes a variety of quality staples sourced from more than 50 different brands. With a 25,000 sq ft warehouse near Leicester, the company faced significant challenges in managing inventory and sales across various platforms.



"80% of our sales are in Q4," explains Steve Brighty, Senior Ecommerce and Marketplace Manager at Sock Snob. "During quieter months, we typically process around 2000 orders on a regular Monday, but this surges to around 25,000 during peak season. Linnworks allows us to accommodate this flux by offering a flexible solution for annual order management, rather than month-by-month." This adaptability is crucial for ensuring that the business avoids overpaying during slower periods while effectively handling holiday season demands.



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Steve Brighty,
Senior Ecommerce and Marketplace
Manager, Sock Snob

Operating across 25 marketplaces globally, including emerging platforms like TikTok Shop, SHEIN and Temu, Sock Snob faced complexities in inventory and sales management. Linnworks' ability to synchronise stock across multiple warehouses and third-party logistics (3PL) providers enabled Sock Snob to meet demand seamlessly and without manual intervention. "We are a company that fully backs stock for all of our own and third-party brands, which is quite unique and different to other businesses within the same industry. We have multiple warehouses, and Linnworks synchronises the stock between all of them, including our US-based 3PL, which has been crucial to the growth of the business and recent success," Steve notes.

Solution: Automating Operations and Leveraging Data Insights

Linnworks' automation capabilities have been instrumental in helping Sock Snob scale its operations, particularly during peak periods. "During peak periods, we can process up to 25,000 orders in a single day. Without Linnworks' automation, we simply wouldn't be able to cope," Steve states. The rule-based automation assigns shipping services to orders, and ensures smooth operational flow without manual oversight.

A standout feature that has benefited Sock Snob is Linnworks' open platform, which facilitates data extraction and detailed reporting through Power BI. "We extract order data every five minutes to create highly visual dashboards," Steve explains. "This provides us with real-time insights into marketplace sales, stock levels, and even return rates by product and supplier - capabilities we lacked with other systems we've used."



These insights have enhanced Sock Snob's profitability by enabling a deeper understanding of their margins and operational efficiency. "We can now track the margin on every single order that goes out the door," Steve adds. "Linnworks' open platform gives us the flexibility to pull this data and integrate it with Power BI, helping us make informed data-driven decisions."

Results: Scaling Seamlessly During Peak Periods

Since implementing Linnworks, Sock Snob has significantly enhanced its operational efficiency, particularly in managing the seasonal fluctuations. The company has scaled effectively during peak times while maintaining cost control through automation and inventory synchronisation. "Linnworks allows us to get orders out the door faster during peak periods," Steve confirms. "The automation engine ensures that we're not bogged down with manual processes, enabling us to meet the demand efficiently."

Looking ahead, Sock Snob plans to incorporate a barcode scanning system for improved picking and packing. By leveraging Linnworks' flexibility and data-driven capabilities, Sock Snob is well-positioned to maintain operational excellence as it continues to expand its global presence.





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