

Full store localization saw a 21% increase to NHV Natural Pet's international sales.

"Thanks to Glopal, we saw a definite increase in growth internationally. We were pleased with how seamless and fast the integration was."

Syndy de Silva, Vice President
www.nhvnaturalpetproducts.com



Case study | Shopping Ads



First 30 days

 **21%**

Overall sales increase

Top international markets



Challenge

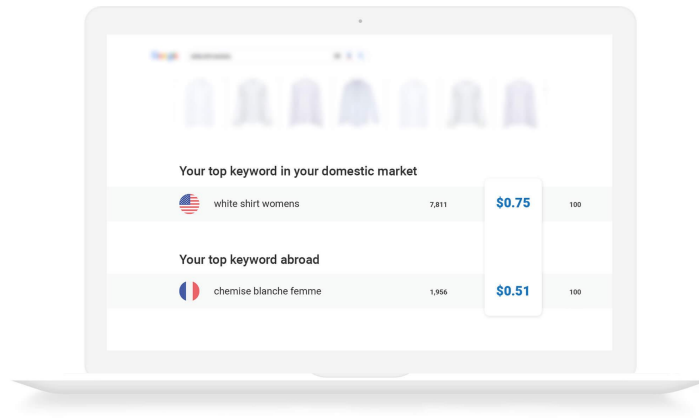
NHV Natural Pet began selling into the US market at first. Over time the company found pet owners reached out to them from other markets such as the UK and Australia for their remedies. This led NHV Natural Pet to make the decision to focus also on selling internationally in order to help pet owners all around the world, however there was a lot of friction with cross-border selling.

With a lot of requirements such as language, currency conversion as well as assistance with local regulations and restrictions, they needed to find a partner to help lower those barriers.

An insight into NHV Natural Pet

NHV Natural Pet Products is a family business that started as a passion project by Patra de Silva, who found inspiration when rescuing a little street dog named Lady. By using her experience in herbs and nutrition, she helped to bring health back to Lady and began a journey to heal all pets around the world.

Today, NHV Natural Pet not only sell across the US market but to a global audience and provide herbal support for over 150 different pet ailments.



Solution

Glopal's international Shopping Ads solution helped NHV Natural Pet Products grow their international sales in two ways:

Full store localization

Not only was NHV Natural Pets' site translated into each language of their chosen markets, but their prices also had currency conversions.

This drove a huge increase in conversion due to buyers being given a localized experience.

Results

NHV Natural Pet Products saw a 21% increase in their international sales in the first 30 days of joining Glopal.

Thanks to the most comprehensive and secure end-to-end localized shopping experience, they have noted a substantial improvement in the ROAS.

NHV Natural Pet Products are now seeing international sales growth in a variety of markets and continue to help pet parents all around the world.

Discover your untapped sales growth

On average our customers have seen a **4X increase** in their international sales and a **32% increase** in their total sales within the first 30 days.

Glopal's simple & fully managed ecommerce solution connects your existing Shopping Ads product feeds with buyers worldwide, growing your sales instantly.

- Unlock greater access to buyers worldwide
- Improve your ROI and invest at a lower CPC
- Reach your global buyers in just a few clicks



Sign up

Learn more at merchants.glopal.com