

Full store localization and international tax & duties solution saw a 68% increase for The Shirt Company's sales

"The solution with glopal has made it much easier to reach customers all across the world. We are able to tap into almost the entire world from our office here in London."

Bettina Dargie
www.theshirtcompany.com



Case study | Shopping Ads

THE SHIRT COMPANY

EXPERTS IN WOMEN'S SHIRTS AND BLOUSES

First 30 days

 **68%**

Int. sales increase

First 90 days

 **241%**

Int. sales increase

Top international markets



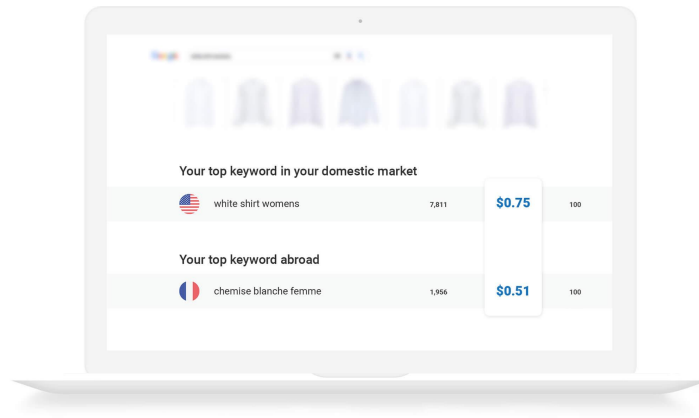
Challenge

The company began selling internationally in 2017 and fast became one of the world's leading women's shirting company. However global expansion through online sales presented a large challenge in being able to provide a localized buyer experience, with the biggest difficulty being translation for non-english speaking countries. Other challenges such as handling currencies, total landed costs, and taxes & duties calculations also became a large barrier to international markets.

An insight into The Shirt Company

As a global experts in women's shirts and blouses, the Shirt Company began 10 years ago to challenge the lack of shirting options that were available for women and to create designs that were more suitable for women that come in all shapes and sizes.

In the last 2 years their focus has shifted to creating more designs for women, including casual and homewear fashion, in addition to their work and formal product lines. The company focuses their attention to the longevity of the clothes - offering more classic designs that can be worn all year round, year on year as they look to provide the global market with shirts of incredible quality and sustainability.



Solution

Glopal's international ecommerce solution helped The Shirt company grow their international sales in two ways:

1. Full store localization

The Shirt Company's site was translated into each language of their chosen markets, along with currency conversion. This drove a huge increase in conversion due to buyers being given a localized experience.

2. Integrated DDP calculations

Implementation of full DDP and tax and duties into the checkout not only helped reduce cross-border friction and increase customer satisfaction, but also provide total landed cost for all buyers.

Results

The Shirt Company saw a 68% increase in 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 their sales growth after 90 days with a 3.5X boost to international sales.

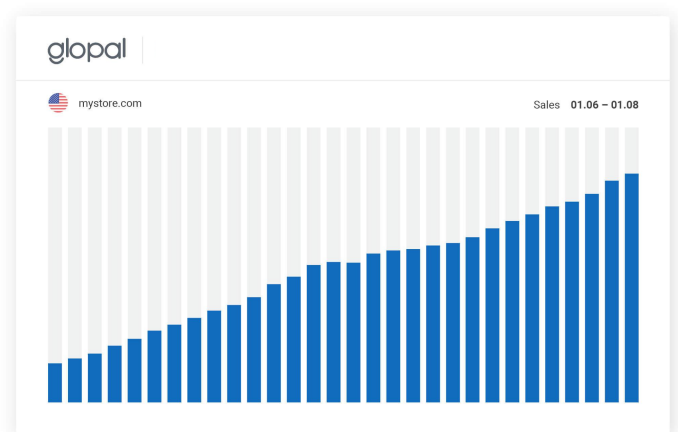
The Shirt Company are now seeing international sales growth in a variety of markets.

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 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