

Full store localization and integrated DDP calculations drove global sales 2X for Altr London

“There is still cross-border friction which is why we went to glopal. A lot of requirements, language, tax implications and we needed a partner who can help lower those barriers.”

Alex Doyle
www.altrlondon.com



Case study | Shopping Ads



First 30 days

 **2x**
Int. sales increase

3.5
ROAS

Top international markets



Challenge

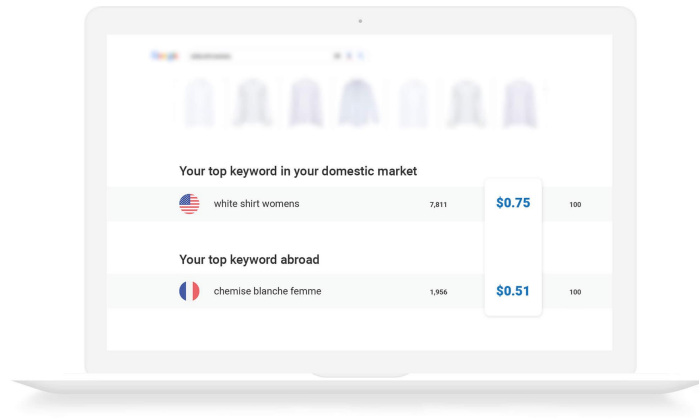
Altr London began selling into the UK market at first. Over time the company found success through a lot of influencer work which led to a rise in demand being generated from abroad. It became clear to Altr London there was a lot of global potential and it was time to start focusing on expanding and selling internationally, however there was a lot of friction with cross-border selling.

With a lot of requirements such as language, tax implications, providing localised payments, they needed to find a partner to help lower those barriers.

An insight into Altr London

Altr london is a men’s skin care & cosmetic company, aimed at providing high quality skin care products to men aged 16-45. It’s aim is to challenge and change traditional stigmas that surround cosmetics and make-up for men, which they have been doing for the last 5 years.

Alex started the company from university, and then spent best part of a year exploring manufacturing and recipes to create the prestige products, with zero animal testing.



Solution

Glopal's international Shopping Ads solution helped Altr London grow their international sales in two ways:

1. Full store localization

Altr London'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 registered for the EU tax rules according to the new EU regulations.

Results

Altr London saw a 177% 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 the ROAS with an 3.5X return in their international Ads.

Altr London 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 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