



DIY service parts scale their global sales by 2x with Shopping Ads

"Working with Glopal has been fantastic. We have a great relationship with the Glopal team, and we're really happy to continue this partnership"

> **Tim Bugg, Manager Operations** www.diyserviceparts.co.uk



Case study | Shopping Ads



First 30 days

Int. sales increase

ROAS

First 90 days



Int. sales increase

ROAS

Top international markets











Challenge

After seeing their parent company; Green Spark Plug, grow their international sales with Glopal, DIY Car Service Parts recognised the need for an ecommerce partner to help them identify global markets and scale their international sales.

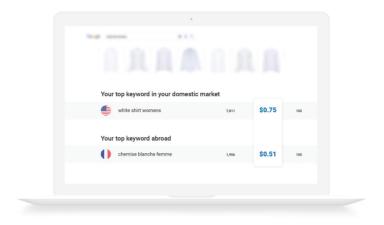
Their challenge was being able to offer customers a localized experience and so they approached Glopal to help find a solution that allowed freedom to growth their brand internationally, outside of marketplaces and find customers across the world.

An insight into DIY Car Service Parts

DIY Car Service Parts was born out of parent company, The Green Spark Plug, the only company in the world to specialise in spark plugs for all classic vehicles, from cars to lawn mowers.

The catalyst movement of DIY Car Service Parts has brought the family business into the modern car parts market across a variety of service categories, all with major brands and new suppliers.





Solution

Glopal's international Shopping Ads solution helped DIY Car Service Parts grow their international sales by:

- Identifying new international markets
 New international markets were identified through
 Shopping Ads.
- 2. Language Localization and SEO Optimization
 Thanks to SEO optimization, their website saw increased traffic and with Glopal's localization solution, DIY Car Service Parts checkout conversions vastly improved thanks to buyers being offered a local experience.

Results

DIY Car Service Parts saw a phenomenal 1.2x increase in international sales through Glopal's solution in the first 30 days. Thanks to the most comprehensive and secure end-to-end localized shopping experience, they have noted a substantial improvement in the number of international sales over 90 days, seeing an increase of 2X

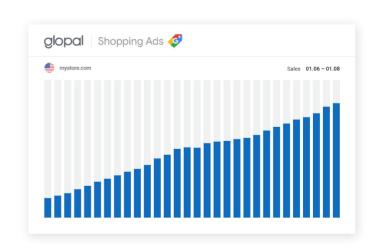
Car Service Parts are continuing to sell their products across a variety of international markets, growing their global sales and brand.

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



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