

European sales increased 3X for Fusion Living thanks to full content translation & marketing localisation

"Glopal has really enabled us to drive higher conversion as well as making us much more discoverable. We've done very well, we're very happy with the service so far."

Carley Rimmer, Director
www.fusionliving.co.uk



Case study | Shopping Ads

FUSION LIVING

First 30 days



Top European markets



Challenge

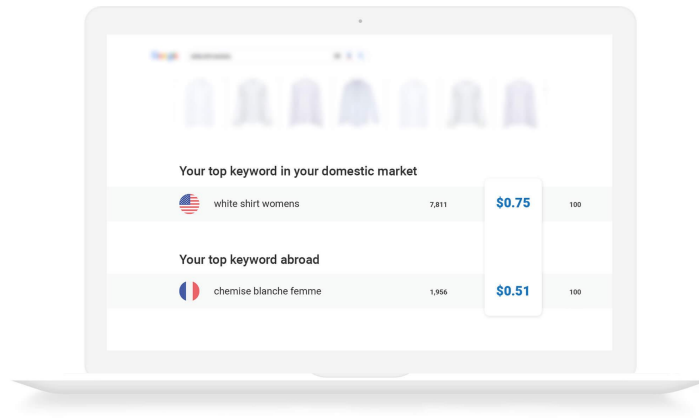
Fusion Living began their journey selling into the UK market. However after some time, they decided to push the brand further by expanding internationally. Their Visualsoft platform allowed them to start receiving European orders and begin their market entry into the EU.

Due to a lot of requirements such as language, tax implications and providing localised payments, they needed to find a partner to help lower those barriers to further grow their brand.

An insight into Fusion Living

Fusion Living began in 2011, it started thanks to a network of furniture suppliers that Carley had developed over time whilst she was working on interior design projects. With access to a considerable catalogue of furniture products, she saw a niche to provide the UK market with high quality design-led products, but also exceptional customer service.

The business has been built up over the last 10 years, steadily growing its product range but also providing 5 star customer service to all of their customers.. Giving the best customer experience has always been their ultimate goal and is what sets them apart from their competitors..



Solution

Glopal's international Shopping Ads solution helped Fusion Living grow their European sales in two ways:

1. Full store localisation

Fusion Living'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 localised experience.

2. Enter new markets with international campaigns

New European markets were identified and Glopal's localised international campaigns drove huge sales growth with Shopping Ads, enabling Fusion Living to scale their sales into new markets.

Results

Fusion Living saw a 300%+ increase in European sales in the first 30 days of joining Glopal.

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

Fusion Living are now seeing European 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