

Azio sees an astonishing 15x international sales growth thanks to real-time translation

“International purchases have had an impacting boost due to language translations and currency conversions. Communication with Glopal is quick and responsive, and the team successfully accommodates our requested target markets.”

Rachel Chang, Marketing Manager
www.aziocorp.com



Case study | Shopping Ads



First 30 days



First 90 days



Top international markets



Challenge

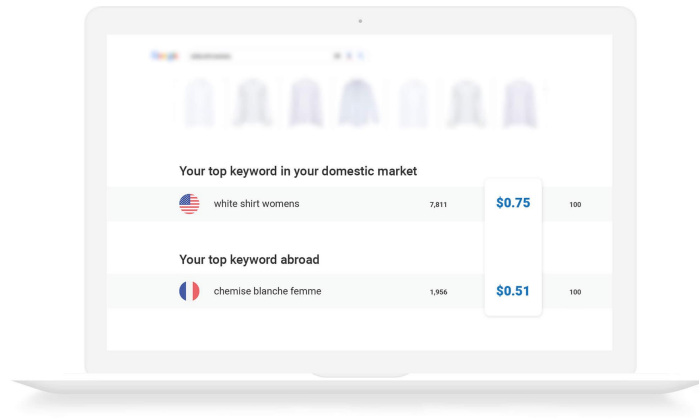
Azio unique computer products began seeing a lot of interest across the world which led them to target an early international expansion through selling on amazon and their own website.

However, customers were only able to read their website in english and desired a more localised experience in their own language and currency - a request Azio needed to find an ecommerce partner to fulfill.

An insight into Azio Corp

Azio is a computer peripherals company, who focuses primarily on combining design and tech to develop very creative & design conscious products. Using unique materials with the products, Azio sells high quality peripheral products all over the world.

The company began with two friends who wanted to tackle the challenge of merging out of the box design with tech. Azio’s focus to continuously innovate and expand has driven them to become one of the world’s leading peripheral brands.



Solution

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

1. Identify new international markets

New international markets were identified which allowed Azio to drive more sales to their website through increased buyer demand, enabling Azio to rely less on Amazon.

2. Full content & currency localization

Azio's site was translated into each language of their chosen markets, along with currency conversion. This saw a rise in conversion due to buyers being given a localized experience.

Results

Azio saw a 354% 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 number of international sales over 90 days, seeing an increase of 1500%.

Azio are now one of the world's leading keyboard brands, selling in international markets all across the globe.

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