

Fountain Pen Revolution grow international sales 2x over the Christmas period

“My overall experience has been positive. Impressed with onboarding and customer service and we’ve seen a significant growth in sales thanks to our partnership with glopal.”

Kevin Thiemann, Founder
www.fprevolutionusa.com



Case study | Ecommerce Localization



Within first 30 days

 **2x**

Int. sales increase

Top international markets



Challenge

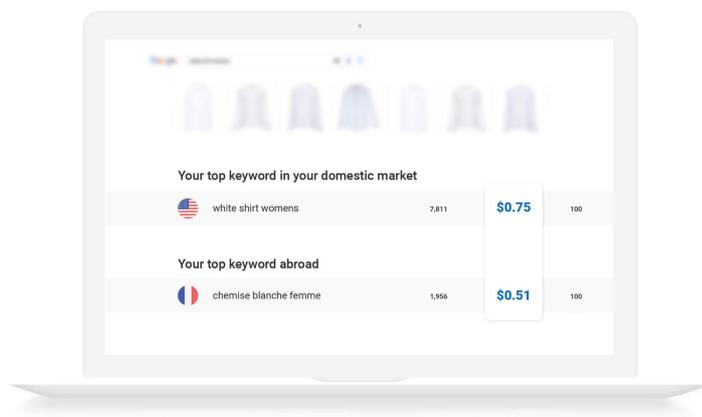
The company already sold into international markets, however they lacked a solution that provided a better functionality and customer focus.

They required running multiple language options of an online store, finding customers in additional international markets, as well as taking care of tax and duties..

An insight into Fountain Pen Revolution

Fountain Pen Revolution sells fountain pens & related products. They manufacture and retail their own products, with a focus on affordability and quality.

Fountain Pen revolution began with a passion for high quality, low cost fountain pens. Kevin travelled across India for his passion and discovered the market there wasn't doing very well, however the pens were on the rise in the US and western countries. This opportunity turned the dream into reality and now they sell their products all across the world.



Solution

Glopal's ecommerce localization solution helped Fountain Pen Revolution grow their international sales via:

1. Full content & currency translation

FPR'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

Fountain Pen Revolution have seen a 100% increase to their international sales within the first 30 days of joining Glopal.

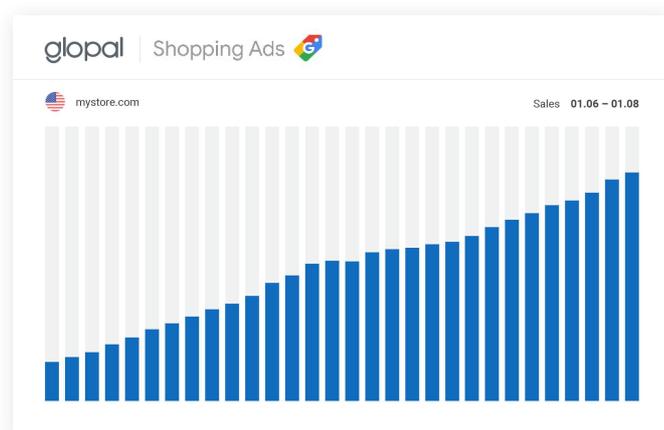
Thanks to the most comprehensive and secure end-to-end localized shopping experience, they have noted not only a significant improvement to their international sales, but also to their domestic and international website traffic.

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