

# Gilda & Pearl grow sales by 76%

“Glopal’s international Google Shopping solution and discount codes have had a huge positive impact on our global sales.”

Maria Crillo, Gilda & Pearl  
www.gildapearl.co.uk



## Case study | Google shopping



### First 45 days

 **47%**

Int. sales increase

**2x**

ROAS

### First 90 days

 **76%**

Int. sales increase

**3x**

ROAS

### Top international markets



## Challenge

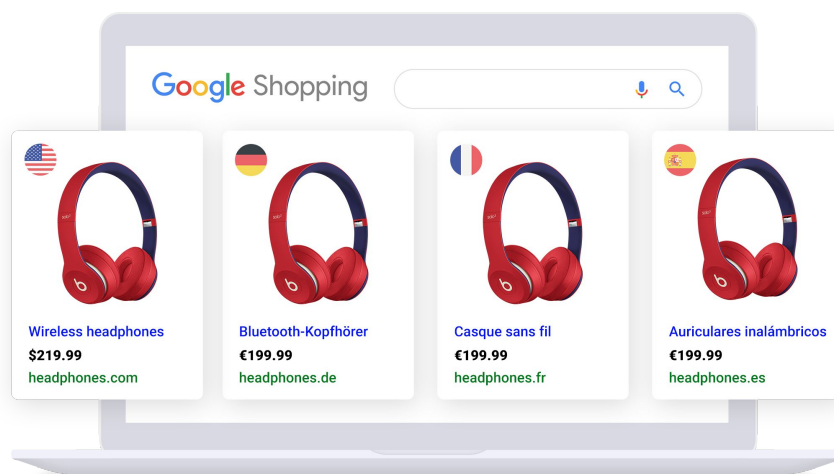
Through other channels, Gilda & Pearl discovered their brand was becoming increasingly popular in international markets, especially in the UAE and US where their customers were loyal and consistent. Gilda & Pearl needed to find a better ecommerce partner who could provide a solution to increase international traffic across their markets, but also the tools to improve their checkout conversion.

## An insight into Gilda & Pearl

Gilda & Pearl is a luxury premium lingerie and loungewear brand, whom Inspired by the beauty of craftsmanship and the bold Femme Fatales of Hollywood golden age film, provides elegant and sophisticated garments across the globe. The company was founded by Diane Houston in 2011. Her goal was to introduce the world to living and lounging more glamorously in her favourite vintage-inspired designs, whilst also creating and sustaining artisanal jobs within the garment industry.

Today, Gilda & Pearl is available in the world’s best department stores. The brand is regularly featured in magazines such as Vogue and worn by A-list celebrities such as Naomi Campbell, Kylie and Kendall Jenner.

Learn more at [merchants.glopal.com](https://merchants.glopal.com)



## Solution

Discovering other international markets with potential, whilst improving the sales of their current international markets was Gilda & Pearl's primary goal. Glopal's international Google Shopping solution improved traffic and sales across Gilda & Pearl's international markets, especially within the US and UAE. Whilst through shopping ad, localization and shipping solutions, their international demand rose, it was Glopal's discount codes that really improved international conversion for the luxury brand

## Results

Gilda & Pearl have seen an astonishing 47% increase to their international sales within the first 45 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.

Gilda & Pearl continue to grow their overall global sales thanks to Glopal's solution as they continue with their international expansion into 2021 and beyond.

## 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 Google Shopping 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

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