

# Green Spark Plug grow their global sales by 10x with Shopping Ads

"Working with Glopal has been fantastic. We have a great relationship with the Glopal team, more than half of sales last month was thanks to Glopal"

**Tim Bugg, Manager Operations**  
www.gsparkplug.com



## Case study | Shopping Ads



### First 30 days



### First 90 days



### Top international markets



## Challenge

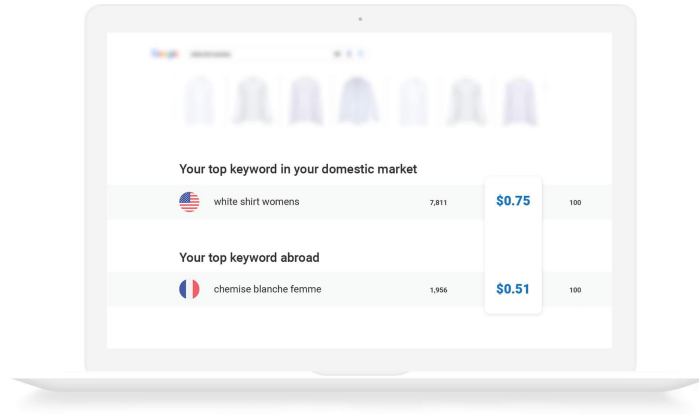
After realising there was a lot of potential outside of the UK, Green Spark Plug co. were looking to expand internationally, but struggled with finding a solution that allowed them to break into new global markets and target new customers.

The challenge was being able to find a solution that allowed freedom to growth their brand internationally, outside of marketplaces and find customers across the world.

## An insight into Green Spark Plug

The Green Spark Plug Co. specialises in spark plugs & accessories for veteran, vintage and classic engines.

The company was started by Tim Green who used to sell spark plugs around racing circuits and car shows. After a while he identified there was a market gap for high quality Spark plugs. His son Tom then took over and started pushing forward with ecommerce. G spark plugs is now one of the countries leading suppliers of Spark Plugs and parts for vintage and classic cars and motorcycles.



## Solution

Glopal's international Shopping Ads solution helped Green Spark Plug grow their international sales by:

1. 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, Green Spark Plug checkout conversions vastly improved thanks to buyers being offered a local experience.

## Results

Green Spark Plug saw a 66% 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 1100%.

Green Spark Plug are now able to focus more on growing their brand globally without having to rely on other channels such as Amazon and eBay.

## 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

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