

# Northwoods Humidor grow sales 6X

“Since working with Glopal our sales have been rolling in. They have significantly improved our traffic and ramped up our international sales”

Kevin Armstrong, Founder & Managing Director  
www.northwoodshumidors.com



## Case study | Google shopping



**NORTHWOODS  
HUMIDORS®**

### First 30 days

 **6X**  
Int. sales increase

**3**  
ROAS

### Top international markets



## Challenge

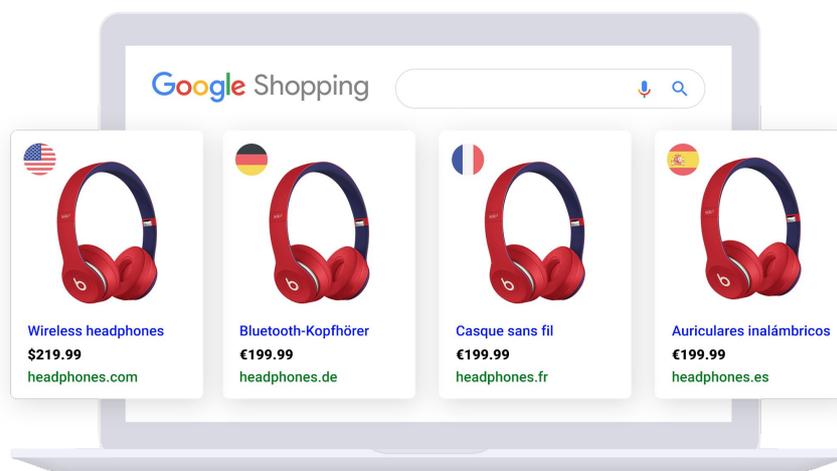
The company decided to expand internationally. However accessing other markets was one of the biggest challenges for Northwoods Humidors.

Running multiple language options of an online store, supplying competitive and trustworthy shipping, as well as taking care of tax and duties provided substantial barriers to international markets.

## An insight into Northwoods Humidors

Northwoods Humidors is a small, specialized online humidor store based in Chicago. The company started with the founder Kevin's passion for Cigars. Whether relaxing and unwinding after a long day at the office, or socializing with friends on various occasions, he quickly realized there was a need for high quality cigar accessories.

As the popularity of Cigars began to rise again, it quickly became clear to Kevin there was a gap in the market and so Northwoods Humidors was created. Today the store provides high quality humidors and cigar accessories to everyone who shares the same passion for top tier cigars.



## Solution

Glopal's international Google Shopping solution identified new high potential markets. Through shopping ads localization and shipping solutions, Northwoods Humidors was able to successfully expand into 4 additional countries.

Northwoods Humidors are now growing their overall sales thanks to Glopal's solution as they continue with their international expansion into 2020 and beyond.

## Results

Northwoods Humidors have seen an astonishing 539% 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.

Their strongest markets were the UK, Hong Kong and Germany.

## 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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