

## Price Right Home double their international sales

“After signing up to Glocal, our shopping campaigns almost immediately saw an uplift in sales, where our international sales went from being 5% to 50% of our total sales”

**Russell Deamer, Founder & Managing Director**  
[www.pricerighthome.com](http://www.pricerighthome.com)



### Case study | Shopping Ads

# pricerighthome

#### First 30 days

 **2X**  
 Int. sales increase

**9**  
 ROAS

#### First 90 days

 **3X**  
 Int. sales increase

#### Top international markets



### Challenge

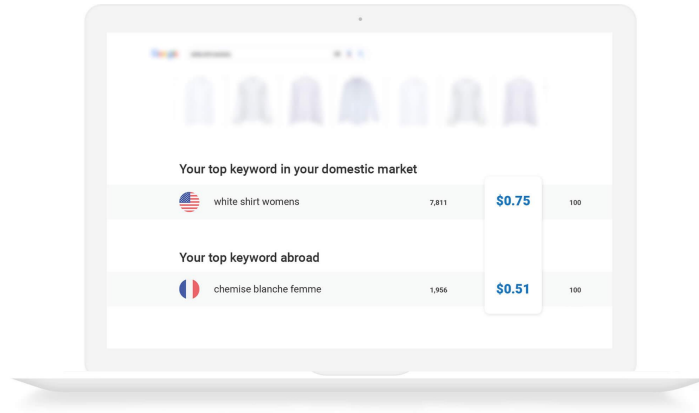
Following their success with eBay and marketplaces, Price Right Home decided they needed to expand internationally through an online store website. With over 95% of sales coming from UK customers they realised they needed to further diversify and find more competitive markets.

The challenge was being able to find a solution that allowed them to find customers and sell their products globally, whilst providing a domestic buyer experience.

### An insight into Price Right Home

Started in 2004, Price Right Home is a leading online retailer of bedroom accessories and kids bedding. They first started using Glocal 7 years ago with their eBay localisation solution which was responsible for a lot of their international growth.

As an early adopter of the online world, PRH found a gap in the market and has used this opportunity to grow their business steadily over the last 15 years, selling across various marketplaces and through their online website.



## Solution

Glopal's international Shopping Ads solution identified new high potential markets. Through shopping ads localization and shipping solutions, Price Right Home was able to successfully expand into 10 additional countries.

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

## Results

Price Right Home have seen an amazing 109% 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, their international sales play a more significant role in their business growth, accounting for almost 50% of their total sales. Google's Shopping Ads are now driving sales across 10 different international markets, particularly from the UK, US, and EU markets.

## 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](https://merchants.glopal.com)