

International Payments & Full store localization provides Kobelli a 37% increase to their global sales

“Now with Glopal we see a huge increase, the best we’ve ever had in years with online”

Eyal Brikman
www.kobelli.com



Case study | Shopping Ads



First 30 days

 **37%**

Int. sales increase

Top international markets



Challenge

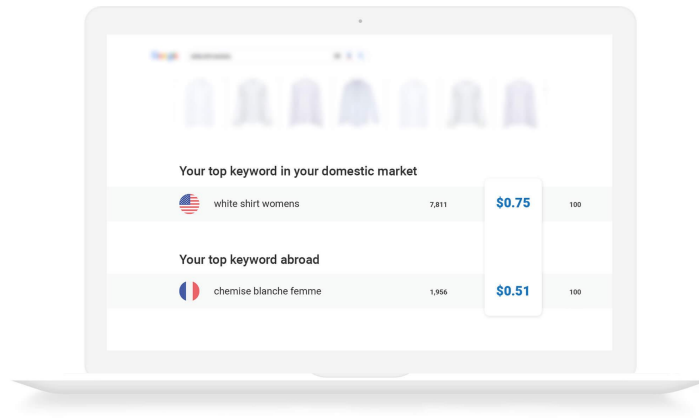
In 2014 Kobelli decided to focus on their own brand and began selling mostly b2c through Amazon, Walmart and other marketplace platforms. However, after growing costs and limited opportunities, the company decided to shift from market places to expanding in other marketing channels to drive greater sales growth.

The company needed to find an ecommerce partner to help expand into global markets.

An insight into Kobelli

Kobelli is a family orientated business, which started as a diamond house in 1980 selling loose diamonds. It was founded in Israel by a holocaust survivor who started cutting diamonds by hand. After a while, the family decided to move to the US for a better growth opportunities for their business. About 17 years after seeing long term success with their jewellery, Kobelli decided to shift the majority of its business to an online focus.

Today, the company still remains loyal to it’s family orientated roots and sells its diamond products in many markets all around the world.



Solution

Glopal's international Shopping Ads solution helped Kobelli grow their international sales with:

1. Full store, content & payment localization

Kobelli's site was translated into each language of their chosen markets, along with currency conversion. This drove a huge increase in conversion due to buyers being given a localized experience.

Localized payments also helped to drive sales conversion as well as customer satisfaction.

Results

Kobelli saw a 37% 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 ROAS thanks to Glopal's international Ads solution.

Kobelli are now seeing international sales growth in a variety of 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