

International payments solution & DDP integration increased Mazeys sales by 43%

“Not only has Glopal has been our VAT and brexit saviour in the current time, but their whole ecommerce package is essential for anyone going forward”

Colin
www.mazeys.co.uk



Case study | Shopping Ads



First 30 days

 **43%**

Int. sales increase

Top international markets



Challenge

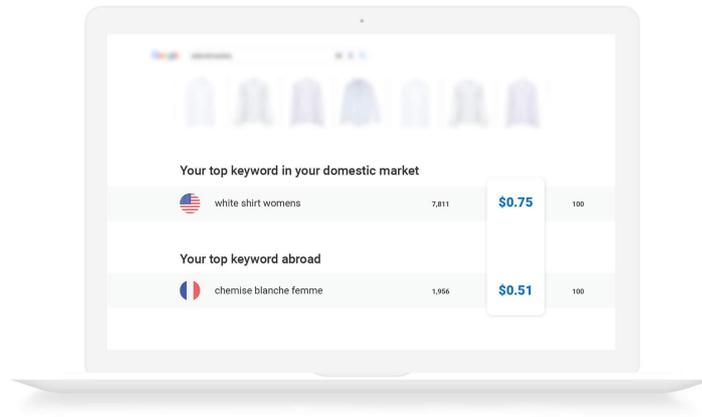
Mazeys were originally selling through marketplaces such as Ebay and Amazon, however they decided to expand across further channels to scale international sales growth. Unfortunately with the change to Brexit and the EU VAT regulations, cross-border trade became more difficult.

The Eastern Yorkshire retailer needed to find an ecommerce partner who could not only help them meet the new regulations set, but scale their sales operations across multiple new markets.

An insight into Mazeys's

Mazeys is a retro clothing and footwear business based on selling fashion based from the 60s and 70s era, aimed at any audience.

As an East Yorkshire based business, it began in 1969 when Colin started trading with his collection of shoes, which a lot of the styles is still in stock today. This went on for quite some years but evolved as a business to compete in modern times. Mazeys now strive to serve up the best range of retro fashion in the UK



Solution

Glopal's international ecommerce solution helped Mazey's grow their international sales in two ways:

1. International payment solution

Glopal's payment solution enabled Mazey's to offer localized payments to every one of their international markets, but also at a reduced rate compared to other market charges.

2. Brexit & EU VAT regulations

Implementation of full DDP and tax and duties into the checkout not only helped reduce cross-border friction and increase customer satisfaction, but also registered for the EU tax rules according to the new EU regulations.

Results

Mazey's saw a 43% 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 with an 2X return in their international Ads.

Mazeys 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