

Full store localization and integrated Brexit & EU tax documentation saw a 43% increase for Olpro's sales

"Overall the localization with the website translations - just makes it easier for customers to shop with their own currency and language - the one thing Glopal has been brilliant at."

Chris Medakovic
www.olproshop.com



Case study | Shopping Ads



First 30 days

 **43%**

Int. sales increase

Top international markets



Challenge

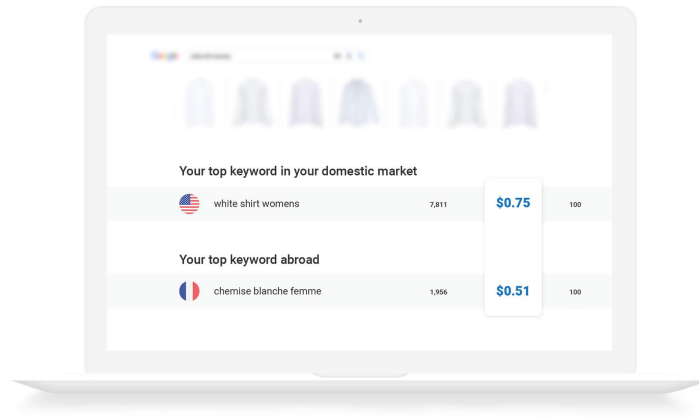
From the early days of Olpro the company has always wanted to expand globally and promote the brand internationally. As because campervans are a universal market, Olpro noticed demand was growing across international market and began their journey selling into market places such as Amazon and Ebay, however the company needed an ecommerce partner to create more exposure worldwide.

Brexit and the EU VAT new rules had also been a huge challenge and Olpro needed help navigating through the uncertainty.

An insight into Olpro

Olpro sell and manufacture tents and caravan awnings and general camping equipment, with a focus on campervans as the leading market. The company began by the founders discovering a gap in the market for campervan awnings. With years of experience in the campervan industry, they decided to create Olpro.

Olpro's mission is to stand out and look different and provide a better, more aesthetically pleasing product and refreshing approach to the industry.



Solution

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

1. Full store localization

Olpro'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.

2. Brexit & EU tax preparation

Implementation of full documentation for brexit & EU taxation helped Olpro keep up-to-date with the evolving post-brexit landscape but also registered for the EU tax rules according to the new EU regulations.

Results

Olpro 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 3.5X return in their international Ads.

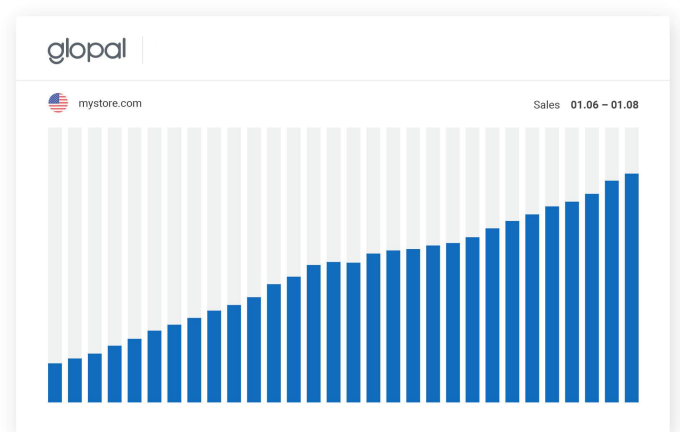
Olpro are now seeing international sales growth in a variety of markets.

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 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