

Store localization scales international sales 8X for String Swing

“Our overall international sales has grown since joining with Glopal, maintaining ROAS that we have set and it has been very profitable.”

Gabe Oakes,
www.stringswing.com



Case study | Shopping Ads



First 30 days

 **2x**
Int. sales increase

7
ROAS

First 90 days

 **8X**
Int. sales increase

5.6
ROAS

Top international markets



Challenge

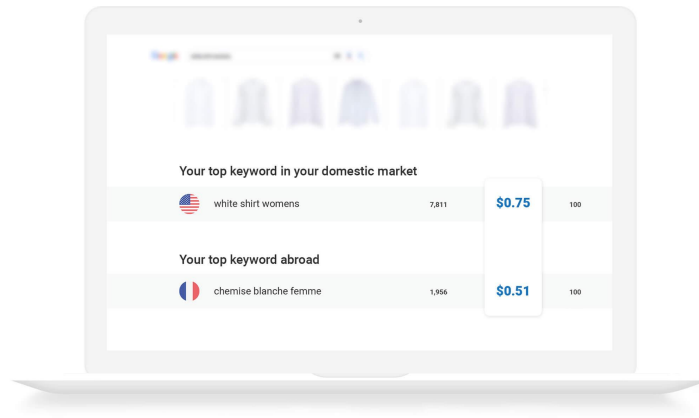
String Swing's primary ecommerce channel was through Amazon. However Amazon's cost of selling slowly increased and the company realised they needed to further expand internationally through other channels. Their main challenge was overcoming competitors already established cross-border, and known very well throughout Europe.

They decided to focus on Shopping Ads to help create brand awareness and compete with globally established brands.

An insight into String Swing

Founded in 1987, String Swing began on a small dairy farm. The founder Paul played guitar in a band, however he had nowhere secure to store his guitars. With spare parts around the farm he created the first guitar hanger. Realising a niche in the market, String Swing was born.

The company has grown exponentially since then, becoming the world's leading guitar hanger mount.



Solution

Glopal's international Shopping Ads solution helped String Swing grow their international sales by:

1. Full store content & currency localization

String Swing'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.

Results

String Swing saw a 113% 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 number of international sales over 90 days, seeing an increase of 745%.

String Swing are one of the world's leading guitar hanger and mount brands, selling in international markets all across the globe.

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