

## Localized Marketing campaigns drive Top Speed's international sales by 12X

"Very good and helpful company. Glopal has provided us the opportunity to go global and we really appreciate that. Without Glopal we wouldn't have achieved anything internationally."

Teresa Lu  
www.topspeedauto.com



### Case study | Shopping Ads



#### First 30 days

 **4x**  
Int. sales increase

**9**  
ROAS

#### First 90 days

 **12x**  
Int. sales increase

**12**  
ROAS

#### Top international markets



### Challenge

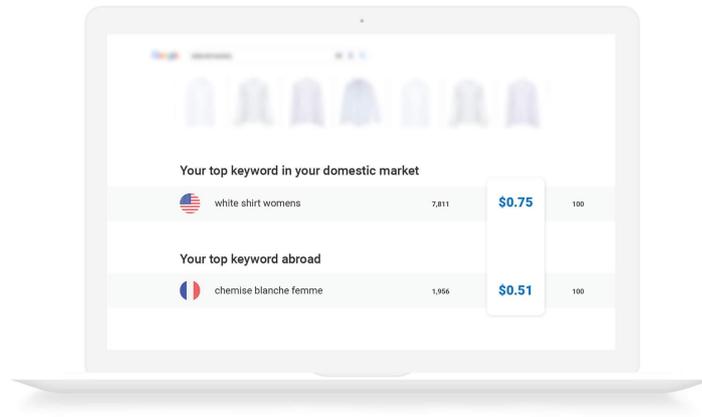
When the economy crashed in 2008, Top Speed realised that they needed to venture internationally just as ecommerce started to boom. Their journey started with Ebay & Amazon, however over the last few years the cost of these platforms along with evolving regulations made it increasingly difficult to enter new markets.

Top Speed Auto needed to expand into new markets through channels with greater international potential.

### An insight into Top Speed Auto

Top Speed Auto specialise in exhaust systems, with a priority on providing their customers the newest and best quality products at competitive prices. They are a crew of spirited performance car enthusiasts, dedicated to filling the demand for high quality performance products.

Now they sell and ship their exhaust systems all over the world, including installation facilities in their location in Texas.



## Solution

Glopal's international Shopping Ads solution helped Top Speed grow their international sales in two ways:

1. Enter new markets with international campaigns  
New global markets were identified and Glopal's localized international campaigns drove huge sales growth with Shopping Ads, enabling Top Speed to rely less on Amazon.
2. Full content & currency localization  
Top Speed's site was translated into each language of their chosen markets, along with currency conversion. This saw a rise in conversion due to buyers being given a localized experience.

## Results

Top Speed saw a 293% 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 1128%.

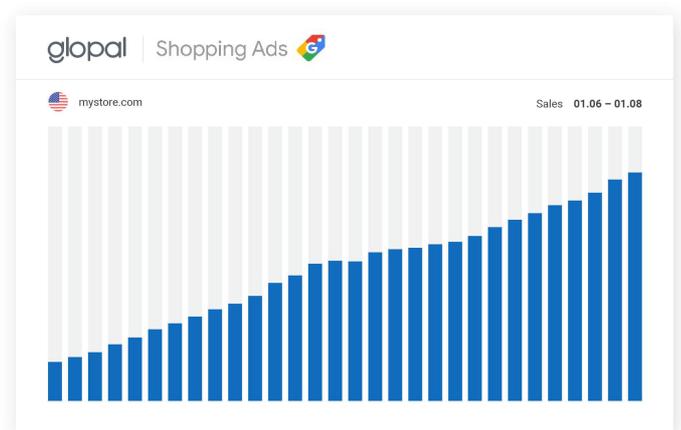
Top Speed are now one of the world's leading exhaust and car systems suppliers, selling in international markets all across the globe.

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