

Full store and payments localization drove global sales of 74% for Virgin Hair and Beauty

“Thanks to the localization, problems of international selling are eliminated, customers are happier and have a better overall shopping experience”

Anil Panjabi
www.virginhairandbeauty.com



Case study | Shopping Ads



First 30 days

 **74%**

Int. sales increase

2.3

ROAS

First 90 days

 **73%**

Int. sales increase

3.2

ROAS

Top international markets



Challenge

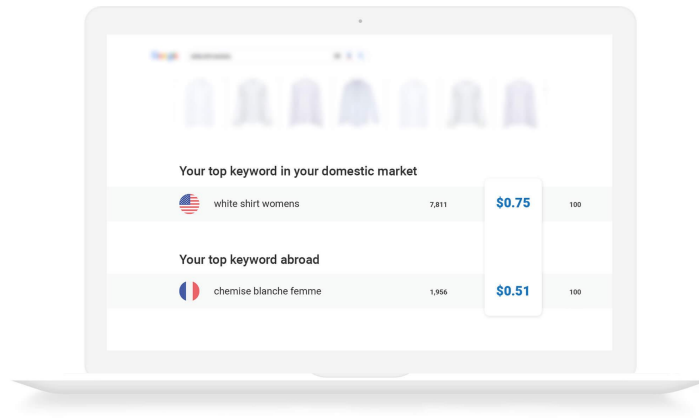
With the UK as their domestic market, events such as brexit and covid provided disruption to their business, which naturally drove them to begin selling online in search of more customers and greater market potential.

However, after initially doing well, Virgin Hair and Beauty started to see a drop in overall international sales and needed a solution that enabled them to drive sales growth, but also improved international delivery options. This led them to partner with Glopal.

An insight into Virgin Hair & Beauty

Based in London, Virgin Hair and Beauty are a global seller of real human Hair extensions and wigs. Whilst most of their customers are females that range between 25 and 40 years old, they also cater to people who suffer from hair loss or medical problems that require a wig.

They now sell their natural wigs all over the world.



Solution

Glopal's international Shopping Ads solution helped Virgin Hair and Beauty grow their international sales in two ways:

1. Full store, content & payment localization

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

2. PPC & SEO Optimization

Thanks to PPC & SEO optimization, their website saw increased traffic and checkout conversions vastly improved thanks to buyers being offered a local experience.

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

Results

Virgin Hair and Beauty saw a 74% 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 8.6x return in their international Ads.

Virgin Hair and Beauty are now seeing an improvement to their international sales growth in a variety of markets.



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Learn more at merchants.glopal.com