

Full store and Ads campaign localization drove global sales of 23% for Sim Supply within 30 days

"We've seen plenty of international orders so far since working with Glopal. It's now more profitable to sell internationally."

Ryan Carlson
www.simsupply.com



Case study | Shopping Ads



Sure and simple.

First 30 days

 **23%**
Int. sales increase

8.6
ROAS

Top international markets



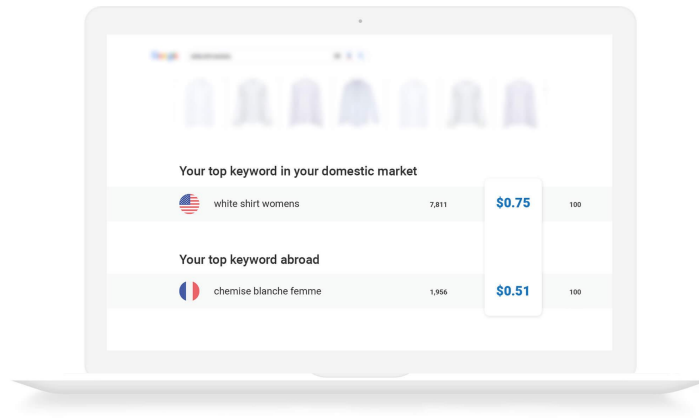
Challenge

After seeing huge success in the UK market with their general hardware equipment products, Sim Supply's main challenge was to diversify ecommerce as much as possible and identify & enter new markets with strong sales potential. However to achieve this they needed an ecommerce partner who could provide an effective ecommerce solution to localize their large and diverse SKU range and their store into every market, whilst providing international taxes & duties compliance.

An insight into Sim Supply

Sim Supply are global sellers of Industrial supplies and equipment, including: mining equipment, cleaning, power tools, building materials and construction equipment, office furniture and supplies and many more.

The company began in 1983 in Northern Minnesota as a mining equipment supplier. When ecommerce started to grow in 2000, Sim Supply decided to branch out into ecommerce alongside domestic selling. Now the company sells in international markets all over the world.



Solution

Glopal's international Shopping Ads solution helped Sim Supply grow their international sales in two ways:

1. Full store, SKU & campaign localization
Sim Supply'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. Integrated T&Ds provided customer satisfaction
Added in import fees into the cart, with customs management and offering a final localised price prevented Sim Supply's buyers from receiving unexpected customs fees upon delivery.

Results

Sim Supply saw a 23% 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.

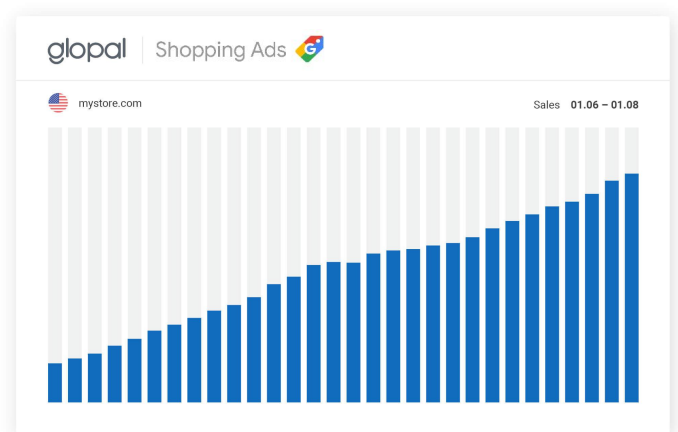
Sim Supply are now seeing international sales growth in a variety of markets.

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