



ICONIC London increases international online orders by 143%

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Cult beauty cosmetics brand ICONIC London has increased its international online orders by 143% and global conversion rates by 138% since partnering with cross border ecommerce specialist Global-e.

London, February 11th, 2020: To maximise international online sales and global conversion rates, ICONIC London implemented Global-e's end-to-end localised cross border ecommerce solution to provide its international shoppers with a seamless localised online shopping experience, tailored to the preferences and behaviours of shoppers in each market. This includes local pricing in over 95 currencies, a localised checkout in more than 20 languages with a choice of 150+ payment methods, express shipping at competitive rates including free shipping over specified threshold, a transparent and easy returns process and guaranteed calculation of all import duties and taxes with the option of prepayment at checkout.

Following its partnership with Global-e, ICONIC London has experienced a significant uplift in international conversion rates and sales across markets. This includes **ICONIC London's largest international market, the USA, which experienced a 349% increase in number of orders and 185% increase in conversion rates.**

ICONIC London also experienced a significant growth in other key international markets, including:

- **Ireland:** 234% increase in number of orders; 143% increase in conversion rates
- **The Netherlands:** 186% increase in number of orders; 190% increase in conversion rates
- **Canada:** 130% increase in number of orders; 158% increase in conversion rates

Following its partnership with Global-e, ICONIC London has also expanded its global reach and is now actively selling to 126 international markets worldwide.

Tejal Agrawal, Marketing Director at ICONIC London, said: "Since partnering with Global-e we have achieved dramatic growth in our international online sales, both in our bestselling market such as the USA and Canada and in previous low-performing markets such as Saudi Arabia and Israel. Global-e's ongoing support includes advanced analysis, insights and recommendations that enable us to continuously optimise our offering and further boost our sales. The combination of cutting-edge technology and in-depth understanding of cross-border online selling is what makes them an invaluable partner."

Neil Kuschel, CEO Europe, at Global-e said: "The ability to offer international customers a seamless and localised online shopping experience is a crucial part of any brand or retailer's international online sales strategy. Understanding the local nuances of individual markets and presenting that to the customer in the most simple and effective way will not only improve the user experience and boost sales but inspire consumers to return, maximising outbound conversions and profitability. We're pleased to have helped ICONIC London, the trend-setting cosmetics brand, expanding their global online footprint and achieving such a significant international growth."