



Hackett grows international online revenue by 97% in just three months

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British luxury clothing brand, Hackett, achieved twofold (97%) growth in international online revenue only three months after partnering with cross border ecommerce specialist Global-e.

London, November 27th, 2019: To increase global conversion rates and drive international online sales, Hackett implemented Global-e's end-to-end localised solution to offer its international online consumers a seamless localised experience, tailored to their market and to the brand's business strategy and goals. These include local pricing in over 95 currencies, one-step checkout page supporting more than 20 languages and over 150 payment methods, guaranteed calculation of all import duties and taxes with the option of prepayment at checkout, express shipping at competitive rates including free shipping over specified threshold and a transparent and easy returns process.

Within three months from implementing these improvements, the brand saw significant results (YoY):

- **An overall 77% increase in its international conversion rates** with a;
 - 75% increase in number of online international orders.
 - 97% increase in international revenues.
- Significant growth in its key international markets:
 - **Netherlands:** 395% increase in orders; 357% increase in conversion rates.
 - **Austria:** 388% increase in orders; 286% increase in conversion rates.
 - **Australia:** 335% increase in orders; 340% increase in conversion rates.
 - **USA:** 186% increase in orders; 189% increase in conversion rates.
 - **Ireland:** 119% increase in orders; 91% increase in conversion rates.

Since partnering with Global-e, the brand has increased its global reach and is now actively selling to more than 70 international destinations.

Lisa Small, Head of Ecommerce at Hackett said, "By partnering with Global-e, we can now offer our international shoppers a greatly improved online shopping experience. We have already seen amazing growth in our international online revenues across key markets. We have also been able to grow sales in many markets that had seen very few sales previously, such as Sweden, Denmark and Mexico. We are delighted with such great results in such a short timeframe and look forward to what the future holds for Hackett."

Neil Kuschel, CEO Europe, at Global-e said, "With increasing demand from international shoppers buying cross-border, being able to offer a seamless online shopping experience is fundamental to any online retail strategy. By localising the shopping experience and tailoring it to the unique characteristics of individual markets, savvy retailers like Hackett can significantly boost global online sales and conversion rates. We are incredibly proud to have helped such an iconic British brand like Hackett achieve these impressive results in such a short amount of time and look forward to supporting its continued success across markets worldwide."