

## The perfect fit.

Fashion store, Kaufmann's, boosts cross-border sales, with Google and Web2Media



### The Challenge

Kaufmann's is a men's fashion retailer, with 17 stores across Denmark, Sweden, Germany, and online.

With ambitions beyond its domestic market, the business recently opened new stores in Germany and Sweden—but struggled to gain a significant foothold. Looking ahead, the team wanted to explore new ways to leverage its online presence, and help achieve its cross-border growth goals through digital.



### The Approach

Kaufmann's Digital Marketing Agency, Web2Media, recognised a unique opportunity to partner with the Google International Growth Agency Program.

By working with this team the agency was able to uncover gaps in their international growth strategy and together they saw a strong synergy with the work of Google's GBS Go program - a team that helps agencies overcome the operational challenges of entering new markets.

With GBS Go's input, along with the agency's expertise, a range of areas for improvement were identified, such as building a FAQ section, adding locally-relevant payment methods, and communicating their quick and easy shipping in a more compelling way across the entire journey.

Following the detailed consultation with GBS Go, Web2Media helped drive the roadmap to change, focusing on the elements with highest impact.

### The Results

After taking part in the GBS Go program and following their step-by-step recommendations,

Kaufmann's successfully grew shopper conversions in Sweden by 25%, and achieved a 16% rise in overall basket size. Return on ad spend (ROAS) also grew by almost a quarter, in just 8 weeks.

**25%**

More conversions

**24%**

Higher ROAS

**16%**

Larger basket size

**120%**

YoY revenue growth

*"The steps we've taken have delivered improvements across various verticals. We've been able to scale our business, while making our campaign investments much more profitable."*

– Dennis O. Soerensen, Head of E-commerce (AXEL Kaufmann)

Google