

Na'vi increases its international sales by 72%

"Our international business has really taken off since joining PayPal Global Sellers."

Jemma Claire, www.naviorganics.uk



Case study - Online Stores



+72%

International sales

55

New markets

Overview

Based in north west Scotland, Na'vi Organics is an organic and sustainable superfood brand. They are a small team of five employees and sell across multiple channels including Amazon and their own online store www.naviorganics.uk

They have a successful business on Amazon with many highly rated products, but have in recent years started to focus on building a direct channel through their own website www.naviorganics.uk in order to gain more control over their brand and more margin on their products.

Challenge

With a unique set of own-branded products Na'vi has always received a proportion of their website traffic and orders from abroad, but their international visitors have never converted as well as their domestic ones.

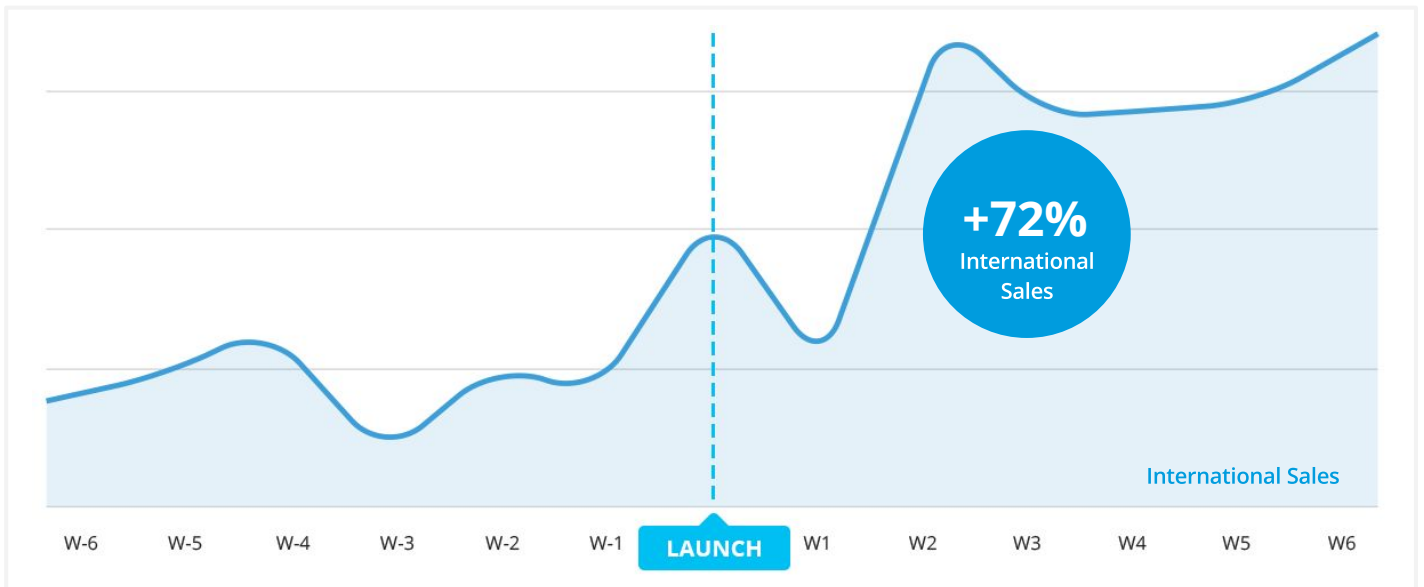
With a small team, practically running international versions of their store was never really a realistic option and providing competitive shipping options for low value international orders was also difficult.

www.naviorganics.uk



Top international markets





Solution

Through installing a simple plugin on www.naviorganics.uk Na'vi has launched 55 localized versions of their store and are now able to accept payment in 26 different currencies via PayPal. The company is also able to offer their customers affordable international shipping using the Global Sellers program's Parcel Forwarding service.

Results

Through the combination of providing translated and localized versions of their store and through offering competitive shipping rates Na'vi have experienced a 72% increase in their international orders in the first six weeks after the launch.

PayPal's Global Sellers program

The Global Sellers program is provided by PayPal in partnership with Webinterpret.

Webinterpret enables online retailers and marketplace sellers on eBay and Amazon to instantly expand worldwide and boost their online sales. Through a simple Plug & Play solution Webinterpret provides international buyers with a comprehensive end-to-end local shopping experience.

www.webinterpret.com

