



Cutting edge cycling apparel brand Le Col implements Global-e's translation solution to accelerate conversion in key markets

"Implementing Global-e's translation solution has enabled us to better cater to our German and French-speaking customers, offering them a fully branded, localised, and seamless experience in their native language, and has further pushed our sales in these markets. We've been extremely happy with the results we've seen, especially in Germany, a key strategic market for us, where the uplift has been outstanding." Simon Creasey, Chief Marketing Officer, Le Col

The Challenge

As an industry leader, Le Col was attentive to international demand and the market potential of its cutting-edge products. The brand was selling its procycling apparel online to shoppers around the world. However, it was only able to offer global customers a limited localised experience.

In order to better cater to its international customers and drive its global online sales, Le Col chose to partner with Global-e, the leading provider of crossborder ecommerce solutions. Following a short and smooth integration process, Le Col was able to provide shoppers in 200+ destinations worldwide with a fully localised online shopping experience including local pricing in local currencies, supported in 100+ currencies; localised one-step checkout page supported over 25 languages; guaranteed calculation of all import duties and taxes at checkout and prepayment option for a transparent

landed cost; multiple shipping options at competitive rates; 150+ local and alternative payment methods – enabling shoppers to pay using the most popular local payment methods in their market, and a transparent and easy returns process in all markets.

By partnering with Global-e, Le Col has increased its global reach and has seen impressive international online growth with international order numbers growing significantly YoY.

Following the explosive international growth the brand experienced since launching its renewed international website, Le Col wanted to further localise its offerings for international customers and build on the existing success and strong partnership it had in place with Global-e.

Working closely with Global-e, the Le Col team identified Germany and France as strategic international markets with significant growth potential, recognising that only having an English language website was potentially holding back growth in these markets.

The brand was looking for a simple-to-implement translation solution that would enable it to fully translate its website in a cost-effective way. Not having internal resources to translate or launch and manage different websites, it turned to the new Global-e translation service powered by Bablic, the leading localisation solution for websites and web applications. The combination of Bablic's technology and Global-e's services offered Le Col the ability to quickly achieve a complete localisation of its website in both languages, without having to recruit additional local language resources for support.

LE COL

Le col was founded by professional cyclist Yanto Barker, who was driven by his desire to create the best performance cycling apparel. Using his professional insights, Barker is central to the development of all Le Col apparel and each product undergoes rigorous of testing to ensure that they meet the brand's mission to "make the best performance kit to help you ride faster and further on every ride". This dedication and expertise is what gives Le Col the leading edge, and its popularity among professional cyclists is a testimony to this.



The translation experience needed to seamlessly integrate with Le Col's existing international website and complement the seamless localised shopping experience the brand was already offering its customers in those markets, including local pricing, payments, and checkout. The brand was looking to enhance its existing offering to these markets and offer customers a superior end-to-end experience, including customer care support in both languages.

The brand was looking for a solution that involves German and French customers being easily identified and directed to the new language websites, having a localised experience throughout the journey to a fully translated checkout, followed by emails and customer support in the respective language.

The Solution

In order to improve the customer experience and further increase conversion and sales in Germany and France, and following the international online success the brand has seen since partnering with Global-e, Le Col chose to implement Global-e's new fully-integrated translation solution. With over 400 global brands and retailers counted among Global-e's partners and Global-e's extensive experience within the team of launching and managing translated websites, and based on Le Col's positive experience working closely with the cross-border solutions provider, Global-e was a perfect fit for this project to further accelerate Le Col's international growth.

By implementing Global-e's advanced translation solution enabled by Bablic, the brand was immediately able to offer shoppers in Germany and France an end-to-end localised shopping experience in their native language, meeting the high standards of the brand and its international business strategy and goals. On top of the advanced localised experience that includes allowing customers to browse and pay in their local currency, view prices inclusive of all taxes and duties, pay with their preferred payment option, and choose from a variety of attractively priced shipping options; Le Col is now able to offer its German and French customers a fully translated website and customer communication in the respective language.

The integration process was fast and simple, enabling the brand to go live with the translated websites within just four weeks.

Features and advantages of Global-e's translation solution include:

- ▶ **High quality translation** - Website is translated by experienced human translators, working closely to the brand's guidelines on tone of voice
- ▶ **Welcome message** - Announcing the launch of the improved local website and giving visitors the option to switch back to English if they prefer
- ▶ **Local language checkout** - Fully localised checkout page in the customer's language
- ▶ **Localised customer communication: email translation** - Including all order confirmation emails and regular marketing emails
- ▶ **Simple technological solution** - Implemented through a single line of JavaScript within minutes and no separate backend CMS maintenance for the brand
- ▶ **SEO friendly** - Subdirectory structure enabling easy indexing by Google of the local sites
- ▶ **In-language customer support** - Via email, through native-speaker representatives
- ▶ **No extra headcount** - All taken care of by Global-e and managed by the dedicated Success Management team already working with the brand



The Results

Within two months of launching the German and French websites with Global-e's translation solution, the brand has accelerated conversion rates and sales in these two markets. Conversion in these markets is higher YoY than in its other major markets: by **42%** in Germany and by **14%** in France.

New visitor conversion has been ever higher, with a **97%** increase YoY in France compared to other major markets and a **33%** increase YoY in Germany. This indicates just how important a highly localised and translated website is for recruiting and retaining new customers during this high-growth phase.



*compared to the average rate in the brand's other key markets

By implementing Global-e's translation solution, the brand was able to achieve increased ROI, with the costs to launch and manage the translated website covered by the uplift seen in conversion and sales within just four weeks. Furthermore, the brand can now roll out these translated websites to additional strategic markets where these languages are spoken including Austria, Switzerland, Belgium, and French-speaking Canada, with minimal effort or additional cost.

Following its success in Germany and France, Le Col is now looking to launch additional languages and offer a more seamless, local experience in more markets in order to continue to expand the brand and further boost global online growth.



"Being our first translated website we needed the expertise of the Global-e team and the simple and effective translation platform solution, which Bablic offered, to get us live within a few weeks from start to finish. Their support throughout what could have been a very stressful project was a huge benefit to us and the results so far speak for themselves."

Simon Creasey, Chief Marketing Officer, Le Col