

& GBS GO & IGAP

The Challenge

Humanic had strong online growth ambitions and was keen to develop its digital presence. When the pandemic hit and online sales accelerated, the team quickly identified the Czech Republic as the fastest-growing region and biggest expansion opportunity.

Working with their agency, SlopeLift and Google's International Growth team, they set about developing a way to improve their organisational structure and product offering, and drive awareness and sales in this promising new market.



HUMANIC

The Approach

Using customer and market insights from Google's Internationalisation team, Humanic developed a 10-step go-to-market roadmap for the Czech Republic, and began optimising the customer journey to increase sales.

- 1) **Localised payment methods:** Google's insights revealed that 'cash on delivery' is an important payment preference for Czech shoppers.¹ As such, Humanic updated its shipping options to allow customers to opt for this method if required.
- 2) **Future-proofed fulfillment:** Through Google's insights, the Humanic team also discovered that Czech customers typically prefer free shipping and a 30-day return window²—so they made sure to communicate this offering at key moments in the purchase journey.
- 3) **Promoted security:** Lastly, with safety and security top of mind for Czech shoppers, Humanic reinforced their 'safe and secure' messaging by featuring a Trusted Shops badge at the checkout.³

The Results

Google's in-depth review of Humanic's approach and operational setup for the Czech market allowed the business to achieve a number of key goals. As well as a smooth online transition, the team successfully increased their revenue in the region by more than \$400k—while keeping customer satisfaction top of mind.

2X

Revenue increase

\$419K

Extra revenue generated (in CZ)

 SlopeLift

"Google's expertise was a massive value-add for our company. Their 10-step action plan gave us a clear and realistic roadmap that allowed us to see the potential, and reach our goals."

— Hannes Damm, Performance Marketing Specialist, Humanic

Sources:

- 1: JP Morgan 2019, Payment Trends - Global Insights Report : Data has been provided to JP Morgan by Edgar, Dunn & Company 2018
- 2: Source: Statista 2019; Export.gov "Slovakia-eCommerce", World bank, Go - Globe "Ecommerce in Czech Republic - Stats and trends", [Indexed to Global Score (excluding China)] [120 or more] [80 or less]
- 3: Source: VVO 2016, Reducing Cart Abandonment : Lessons from Conversion Experiments on 300M+ shoppers