

STOREIS. × OFFICINE CREATIVE

**International
expansion**
accelerating
growth and
visibility

STOREIS.



INTERNATIONAL EXPANSION ACCELERATING GROWTH AND VISIBILITY

KEY WINS

+217%

Sessions

+50%

Revenue

+38%

Transactions

MAIN CHALLENGE

The main challenge of the project was the complete localization of the website into **German**, with the goal of **expanding the brand's presence in a new market and increasing organic visibility**—especially for non-brand queries—as well as traffic and conversion rate. Launching the new language was a strategic step to strengthen international competitiveness and generate a direct impact on **revenue and transactions**.

HOW TO

Our approach was structured and data-driven: first, we supported the client in **selecting the most strategic market for the launch**, defining **operational guidelines** for the proper localization of the website. We replicated the technical structure already optimized for other markets, working on the **semantic specifics of the new language**—specifically: a tailored keyword strategy, metadata, and localized URL structures. Finally, we **validated the go-live process through verification tests** and monitored the performance of the new language, confirming the effectiveness of the intervention in terms of visibility, traffic, and conversion rate improvement.

NON-BRAND VISIBILITY

+355%

Impressions
no brand

+490%

Clicks
no brand

+20

Average non-brand
positioning

IMPRESSIONS TREND - German market only



WANT TO LEARN MORE?
LET'S TALK :)

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