



**VICTORIA'S SECRET  
BEAUTY:  
SUCCESSFULLY  
APPROACHING NEW  
MARKETS**

**STORES.**

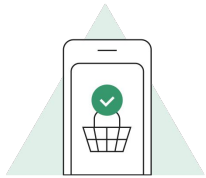


VICTORIA'S SECRET **BEAUTY**

# PROJECT GOALS



Support the Victoria's Secret Beauty brand in the internationalization process



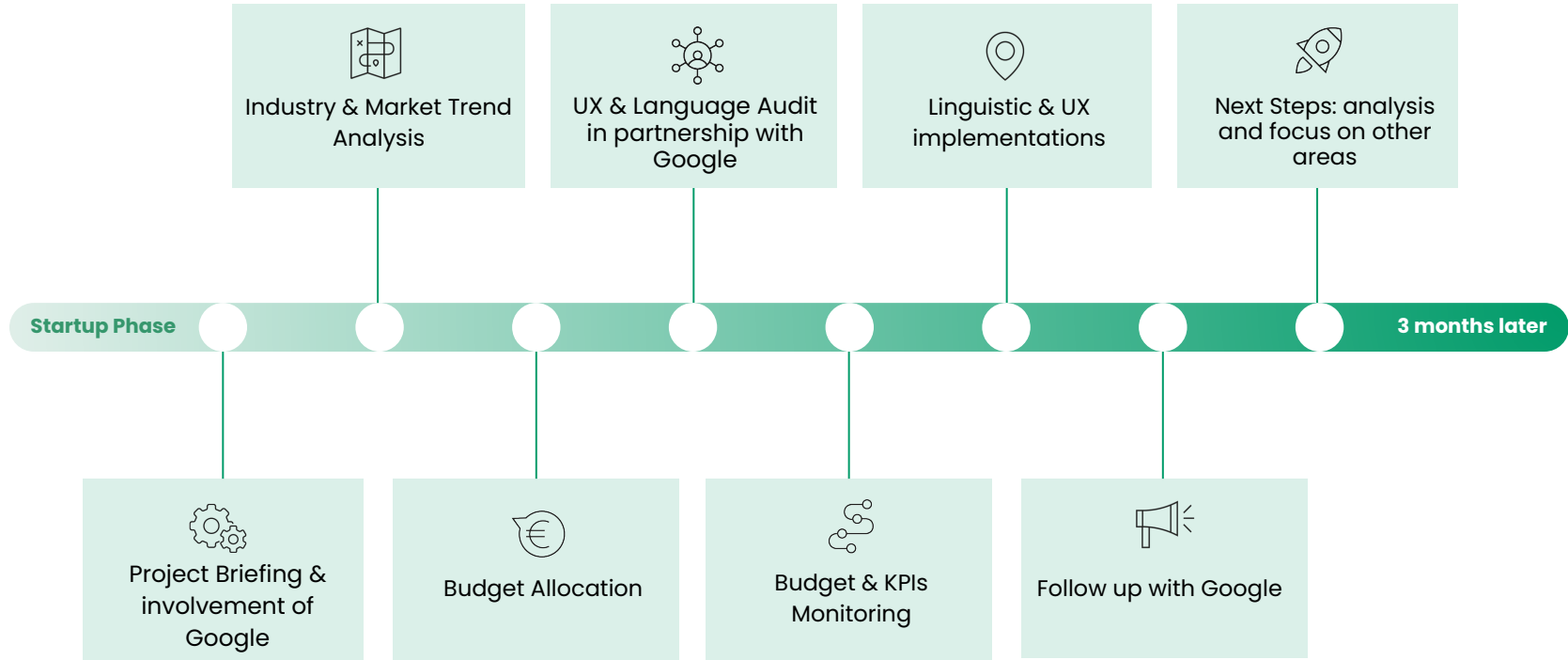
Enhance the user's shopping experience on the Victoria's Secret Beauty website in the initial startup phase



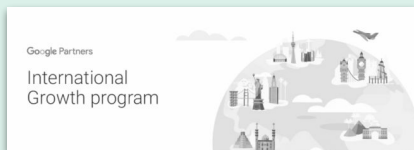
Improve UX on the Spanish and French website by identifying and removing obstacles from the purchasing process



# OUR APPROACH



# OUR APPROACH



## Google International Growth Program

Thanks to our **partnership with Google** for the **International Growth Program**, a program reserved for a limited number of agencies in Italy, we have **exclusive access to data and trends** on international markets to support global customer growth.

### International Opportunity Identification & Market Deep Dive



**Market**  
Evaluation &  
Prioritization



Market, Industry,  
Audience **Insights**



Product Mix  
Recommendations



Competition  
Analysis &  
Benchmarking



**Budget**  
Recommendations



Product & Tool  
Innovation

### Operational Go-to-Market Strategy



Set-up & Optimize  
distribution network



Optimize & Scale  
customer experience  
strategy



**Operational**  
recommendations from  
Google's consultants



**Language and translation**  
quality review of your sites  
in French and Spanish



Optimize checkout  
and payments



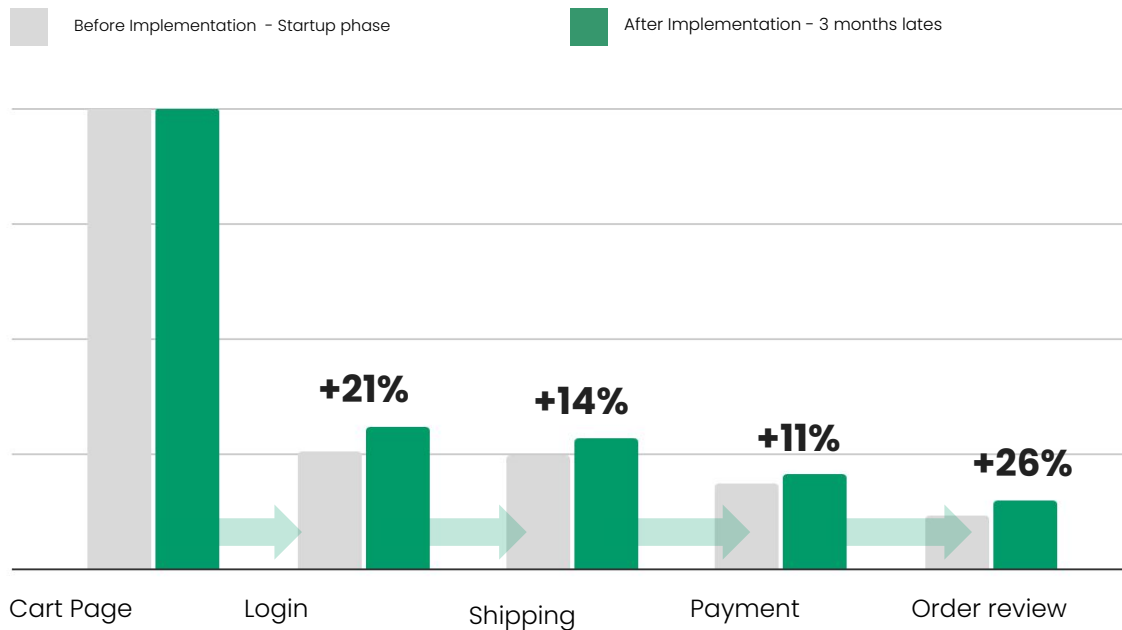
Finding the right  
Partner to go global

# KEY WINS

## France

From the initial phases of implementation, there was an **improvement in the abandonment rate** with a **significant reduction in the loss of users** from the Cart page to the Order Review.

After the optimization phase, there was an **increase of + 21% of users** who pass from the first step to the login page, **up to + 26% of users** who pass from the Payment Page to the Order Review.

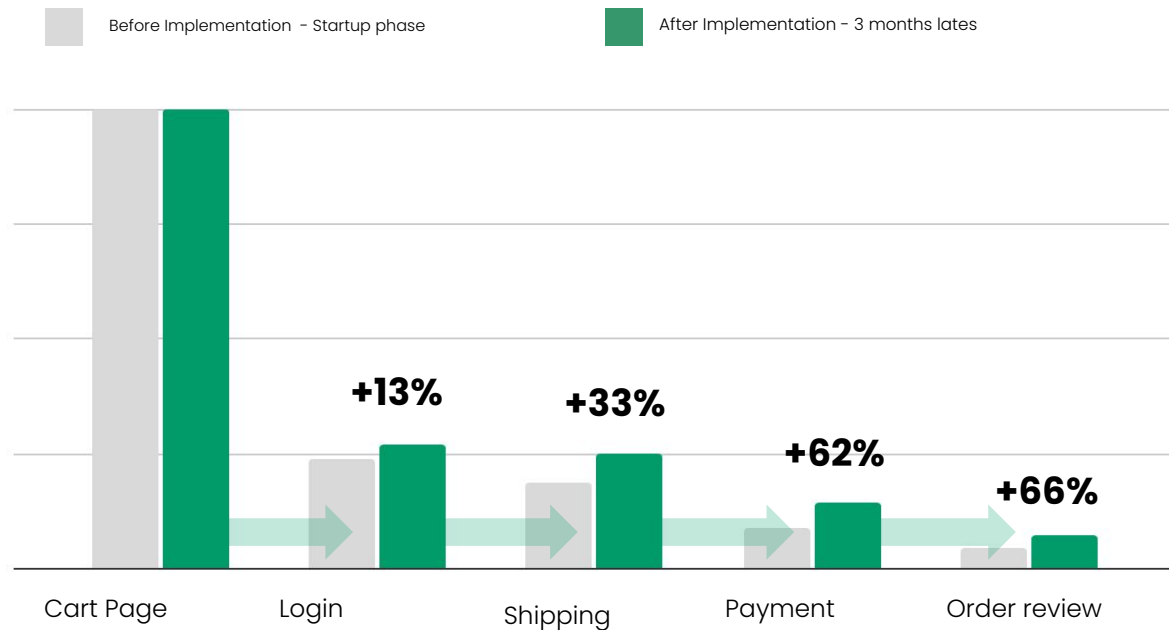


# KEY WINS

## Spain



The Spanish site also saw a **remarkable improvement after the internationalization process.**

Also in this case there is an increase of **+ 13%** of users who switch from the cart page to login, up to **+ 66%** of users who arrive at the order review page.



# KEY WINS

## GOALS

- 1 Support the Victoria's Secret Beauty brand in the digital internationalization process in various areas (from marketing to user experience and localization) 
- 2 Enhance the user's shopping experience on the Victoria's Secret Beauty website in the initial startup phase
- 3 Improve UX on the Spanish and French website by identifying and removing obstacles from the purchasing process 

## RESULTS

Launch of an **internationalization support process** with dedicated services: localization, user experience support, market trends, budget recommendation.

**UX optimization** and improvement in the main areas of the site. **Greater clarity in the contents** and in the product data sheets.

After the first round of implementation, the **rate of user loss** in the checkout phases **has decreased, between 10-20% of users in France and up to 66% in Spain have been recovered.**

**WANT TO  
LEARN MORE?  
LET'S TALK:)**

**SUBSCRIBE TO OUR NEWSLETTER →**

**STOREIS.**

via Carlo Leoni, 7  
35139 Padova (Italy)

 (+39) 049 738 6284

 [info@store.is](mailto:info@store.is)

**store.is**

---

The present document, in its entirety, as well as all the material contained therein or related to it, including logos and trademarks related to the services offered by Storeis S.r.l. (the "Company") and the corresponding graphic elements and images, constitute the intellectual and industrial property of the Company and are protected by law (the "Materials") and must be considered strictly proprietary and confidential. All data and information concerning projects, technical and organizational development plans, security infrastructure, information regarding locations and operational points, customers, employees, and business plans of the Company, as indicated in this document (the "Confidential Information"), must be considered strictly proprietary and confidential. Reproduction, any use in any manner, and the total or partial transfer by any means of the Materials and Confidential Information, as well as the extraction and reuse of all or part thereof or their content, are prohibited without prior written authorization from the Company. Those who wish to use the Materials and Confidential Information may request a license for use from the Company to regulate the terms of use.