

P D Paola

Reaching new markets worldwide with Facebook's cross-border business solutions & partnerships

The Spanish jewelry brand increased its average conversion rate by 30% after localizing its online buying experience through Facebook's cross-border business solutions and partnerships.

FACEBOOK



Their Story

Jewelry for women across borders

In 2014, siblings Paola and Humbert founded P D Paola on Instagram with the goal of designing jewelry that empowered women worldwide. P D Paola aimed to reach new markets to become a globally recognized brand with an international footprint.



Localizing the shopping experience

P D Paola partnered with [Global-e](#), a full-service global expansion partner, to improve its conversion rates by:



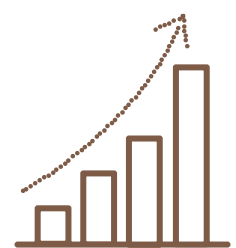
Accepting a wider range of payment methods, including over 150 local and alternative options



Offering pricing in 95 currencies



Calculating local duty and tax and allowing shoppers to prepay all fees at checkout



Improving shipping proposition with a multi-carrier approach adjusted per market



Establishing best-in-class fraud management

Generating Sales

With Facebook's cross-border advertising solutions, P D Paola was able to better connect with people around the world by:



Finding the most relevant international audience using Worldwide/Regional Targeting



Connecting with people in their own language using Dynamic Language Optimization

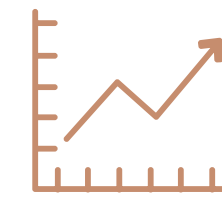


Reaching new high potential audiences using Multi-Country Lookalike



Their Success

Achieving global growth



30%

lift in conversions in
partner-operated countries



880%

increase in
sales transactions



10%

increase in international
revenue share in just
one month

Empowered by its success, P D Paola is opening in 23 more countries with plans for its business to sparkle all over the globe.

Visit our [Cross-Border website](#) to learn more about expanding your business internationally.