

# European Consumer Electronics Brand Leverages Ally's Direct to Consumer Solution to Enter U.S. Market

## Setting the Stage

This European consumer electronics brand is the highest quality sound equipment manufacturer in the world. By 2016, the company's retail eCommerce sales reached \$55.85 billion, with projected sales of over \$97 billion by 2021. The company was ready to expand to the U.S., but with no established retailers there, the team wasn't sure how to handle the tax system across state lines. Their options included:

- 1 building a team and infrastructure in the U.S. -- cost prohibitive and risky
- 2 combining disparate systems and partners to manage different needs including site development, eCommerce solution, warehousing, fulfillment, customer service, and more -- comes with complicated processes and reporting
- 3 work with an eCommerce partner -- allows the brand to focus on their core business

Faced with short-lived product lifespans and rapid price declines, the company determined that their best option was to utilize an eCommerce partner.

## Enter Ally

By choosing Ally Commerce as their partner, the company was able to:

- launch a dedicated US eCommerce site quickly
- enter 3rd party marketplaces and achieve Seller Fulfilled Prime on Amazon
- utilize Ally's customer service team to field inquiries and manage product reviews
- implement site-wide flash sales paired with email and social outreach

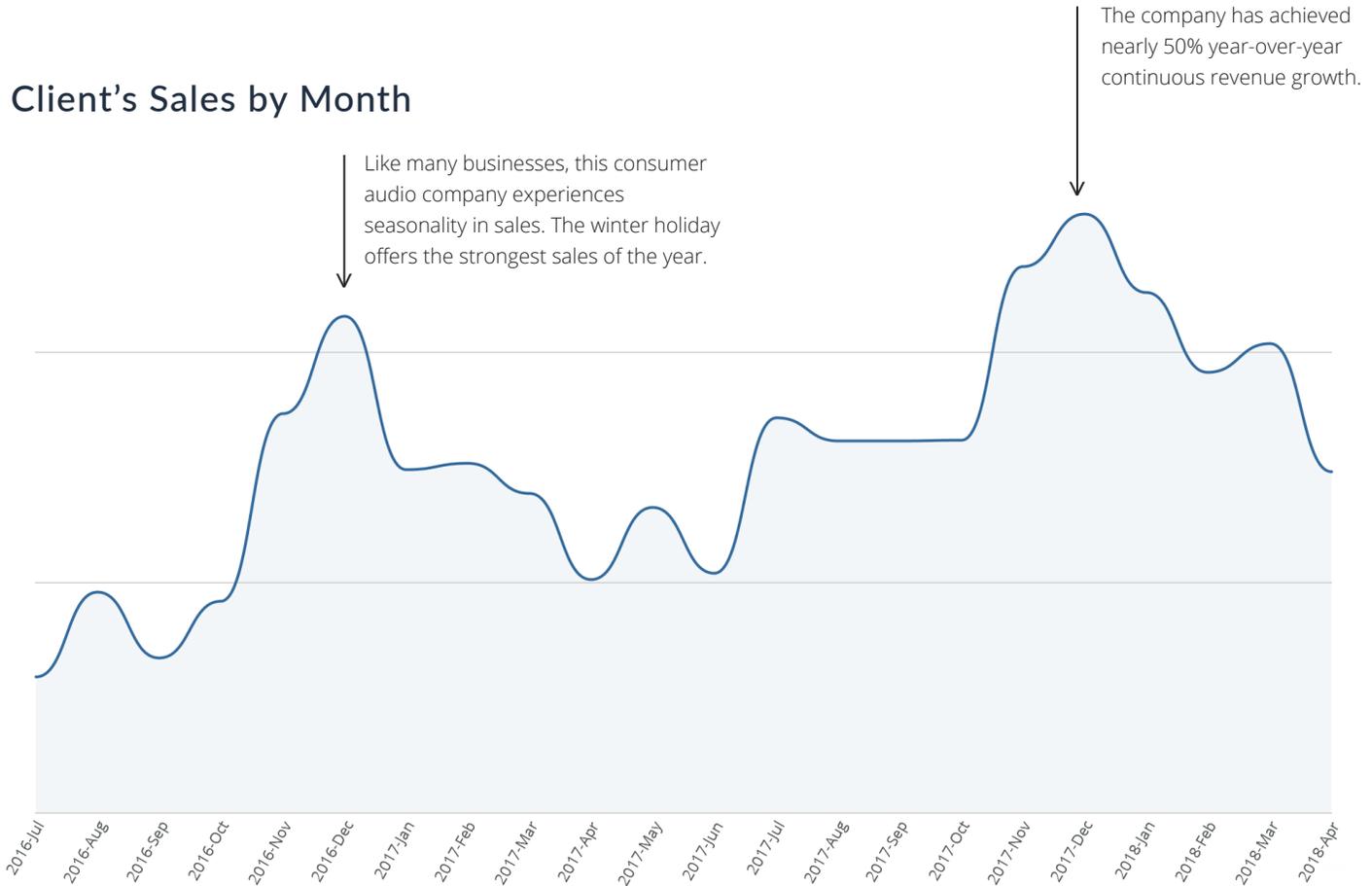
## The Result

After launching their presence in the U.S., the audio brand became profitable within a few months. Two years later, the U.S. is their largest direct to consumer market, and the company has achieved nearly 50% year-over-year continuous revenue growth.

6.4%

of worldwide sales were from the U.S. DTC channel within 1 year of partnering with Ally

## Client's Sales by Month



### What The Client Has to Say

Few online merchants handle everything themselves, so it's important to have good relationships with the vendors that handle your products, especially those involved in the final steps of getting a package to the customer. ””

### What Ally Has to Say

Bringing this brand to the US has been an exciting project and partnership, and we've continued to raise the bar since the initial launch. While they look to us as authority in the DTC space, we habitually collaborate on strategy, celebrate wins together and connect regularly to maintain focus and alignment on KPIs. We value the collaborative environment built on trust. ””