

How WOLFpak Gained an International Following

KEY METRICS



+33%
Gross Sales Abroad



5x
Language Translations



+20%
Clicks and Impressions

Growing a brand internationally is a fairytale for most businesses and one they typically don't hold their breath over. Beyond the hurdles of currency exchange and foreign taxes, native market knowledge and language barriers can make it too intimidating to tackle. Here's how we helped WOLFpak expand beyond its borders to find international success.

ABOUT WOLFPAK

WOLFpak sells tactical gym bags in a variety of bold colors and styles. After finding success in the United States, WOLFpak wanted to grow its brand internationally and become a household name in the fitness industry. Logical Position's primary objective was to expand WOLFpak into new markets with profitable returns while maintaining brand growth domestically.



GOALS

- 2x ROAS
- 25 units per month
- Increased site traffic
- International expansion

Sac à dos 45L Timber Wolf...	Sac à dos 35L Timber Wolf...	Sac à dos 45L Timber Wolf...	Sac à dos 35L Timber Wolf...	Sac à dos 25L Timber Wolf...	Sac à dos 35L Timber Wolf...	35L Backpack Timber Wolf...	Sac à dos 25L Timber Wolf...
€102.05 + tax...	€95.59 + tax...	€102.05 + tax...	€136.57 + tax...	€80.74 + tax...	€136.57 + tax...	€95.30 + tax...	€80.74 + tax...
\$110.56 + tax	\$103.56 + tax	\$110.56 + tax	\$147.95 + tax	\$87.47 + tax	\$147.95 + tax	\$103.25 + tax	\$87.47 + tax
WOLFpak	WOLFpak	WOLFpak	WOLFpak	WOLFpak	WOLFpak	WOLFpak	WOLFpak
★★★★★ (95)	★★★★★ (3k+)	★★★★★ (11)	★★★★★ (3k+)	★★★★★ (56)	★★★★★ (3k+)	★★★★★ (3k+)	★★★★★ (7)
Free shipping	Free shipping	Free shipping	Free shipping	Free shipping	Free shipping	Free shipping	Free shipping

NEW TERRITORY

To successfully launch WOLFpak internationally, we identified foreign markets with high search intent and low competition. To do this, we used Google's Market Explorer tool to determine market viability in Germany, Australia, France, Italy, UK, Mexico, and Canada. We kicked these campaigns off in early 2024 with a combination of PMax, broad match, and value-based bidding to target the most relevant users and lay the groundwork for future expansion overseas.

LAND AND EXPAND

Think Global Act Local

We started by localizing keyword targeting, ad copy, and shopping feeds to reach the respective market. We focused on brand awareness to inform the historical data and account learning in the campaigns before adjusting our ROAS targets to be more aggressive. Google's International team assisted our localization efforts by rebuilding the WOLFpak product feed into German, Spanish, French, Italian, and Portuguese languages to ensure ad relevance.

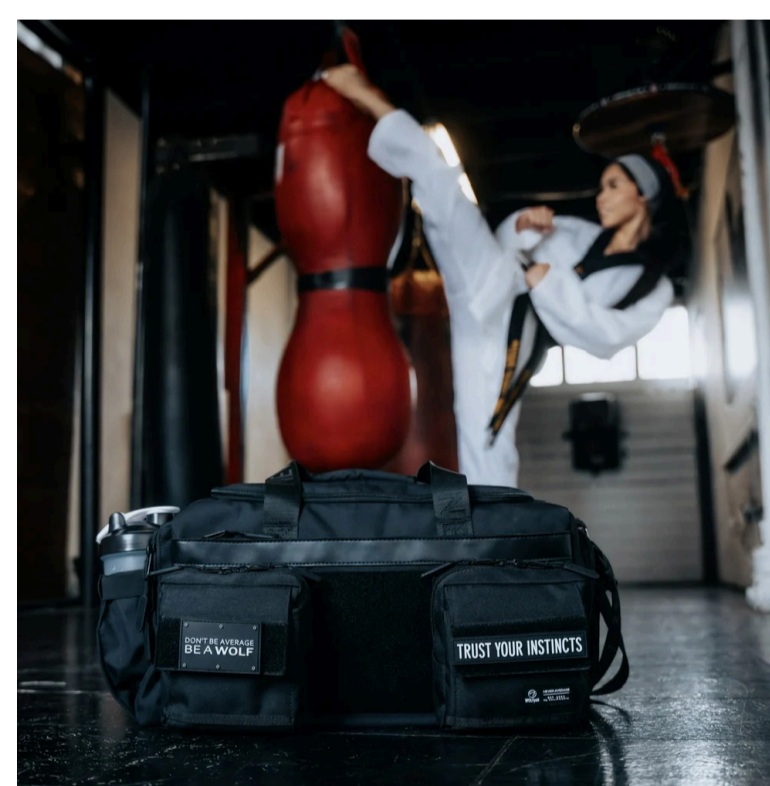


Native Tone

After implementing a few guardrails to safeguard the account, our team leveraged native algorithms through Google's AI to optimize creative assets and audience targeting to ensure ad deliverables were as effective locally as they were in the U.S. Google's International Growth Acceleration Program (IGAP) provided critical services, such as keyword and ad copy translation, which helped us more accurately target potential customers.

Upping the Ante

Once launched, we raised budgets as search volume grew and built out additional campaign segments to target keywords based on demand. As search trends differed between markets, we occasionally leveraged Search Trends in Performance Max to ensure our translated keyword builds captured all core search demand.



POWER IN NUMBERS

WOLFpak has exceeded initial sales targets by 10x, with over 300 units sold monthly to foreign buyers, quickly assuming more than 20% of the current gross revenue for the rucksack manufacturer.

These results prove how effective Google's AI-enabled tools are when they're deployed by a partner that understands how to implement them strategically:

- International sales increased from under 15% to over 20% within a year.
- 326 sales came from international campaigns over the last 30 days.
- Backlogged U.S. inventory can be launched as new products overseas.
- WOLFpak established a new creative studio to produce localized content.
- New SKUs are being created, including country-specific bag variations and personality patches.
- Amazon approached WOLFpak about expanding fulfillment in Canada and Mexico.

DON'T ROAM ALONE

Through our work with WOLFpak, we learned that the AI revolution has made the world smaller than ever before. Algorithms have quickly filled the void in cultural barriers to level-set marketing efforts. Now, brands can present themselves in new marketplaces to generate demand with shoppers who simply didn't know they existed.

Tips For Achieving Similar Results

- The snowball effect:** Businesses must understand the value of revenue earned outside their local market. This compounding revenue potential can reach a magnitude that can redefine a product, company, or brand.
- Run with the wind:** Take advantage of cheaper cost-per-clicks internationally to build brand awareness and historical account data while establishing a market presence and evaluating growth potential.
- Think locally, act globally:** Always start with the lowest-hanging fruit by returning that profit to the local advertising account. If that journey takes you abroad, embrace the tradewinds.
- It makes cents:** Cost-per-click is often much less expensive internationally, which provides our clients more value when expanding into other countries.

Is your business tired of hunting alone? If so, contact LP today and let our pack of wolves handle the heavy lifting.

[Learn More](#)