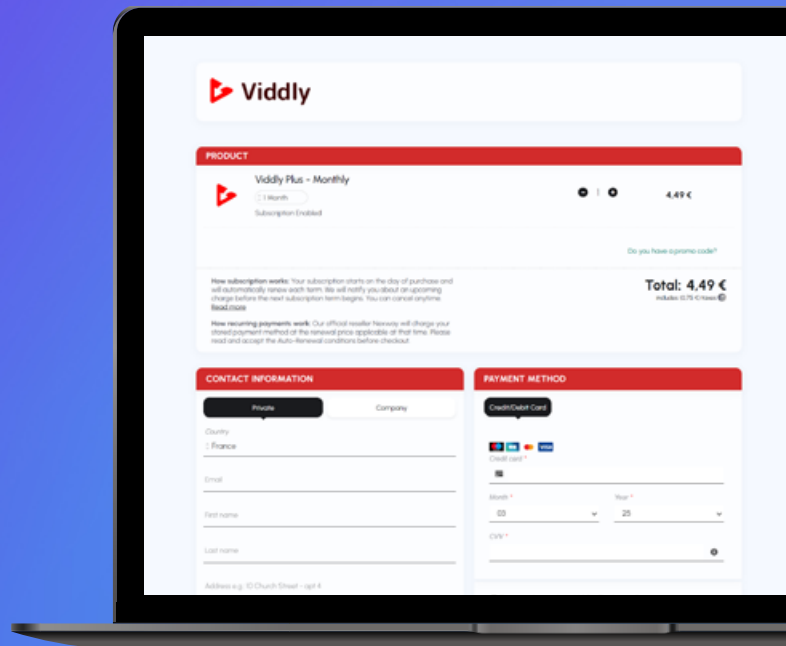


Nexway and Vitzo: Conversion growth through tailored approach

When a business is growing, its needs are evolving and the data may indicate that a quick change is necessary. In this case it is impeccable to have a reliable partner like Nexway that will support any initiative to maximize the company's revenue.





Objective

Allow a quickly growing business to start selling in the new, previously unavailable, markets.



Solution

Nexway offered quick onboarding and instant access to over 200 countries for Vitzo, making global sales a breeze. The business was able to instantly sell in established markets, such as the US and Europe, as well as in the emerging ones, such as Brazil, India, and Japan.



Delivered Results

Vitzo's products are now available across the globe and can be purchased in numerous currencies depending on the buyer's location.

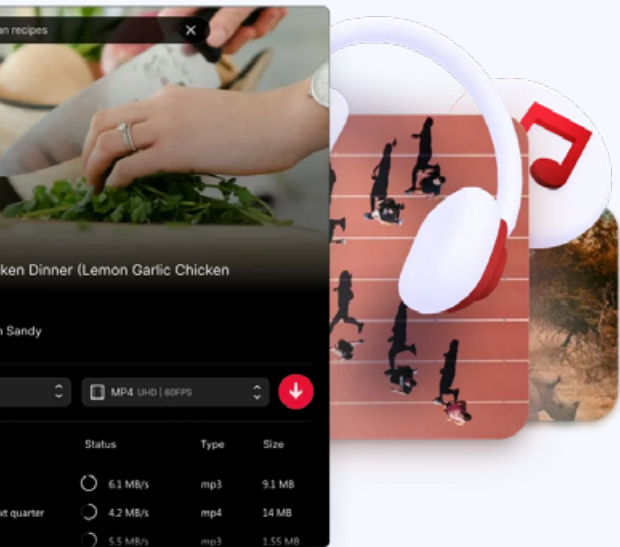
Challenge 1

Empower Global Sales



Challenge 2

Reduce Friction



Objective

Develop a new checkout process that will eliminate unnecessary steps and reduce customer waiting time.



Solution

Nexway developed a special cart design that was implemented as an iFrame to reduce friction at checkout. Instead of having to wait for a cart redirect and scrolling down to finalize the purchase, Vitzo's customers now enjoy a compact solution that allows them to checkout much faster.



Delivered Results

Once this checkout process was in place, Vitzo saw an improvement in conversion rate, all thanks to Nexway's quick and tailored support at the right time.



Objective

Enable management of sales, order data, catalogue, marketing campaigns, and other eCommerce essentials of different brands within one console.



Solution

Nexway's platform allows managing multiple carts with different designs and products sold within one console. This approach allows companies to save time and resources by streamlining their sales management with one solution.

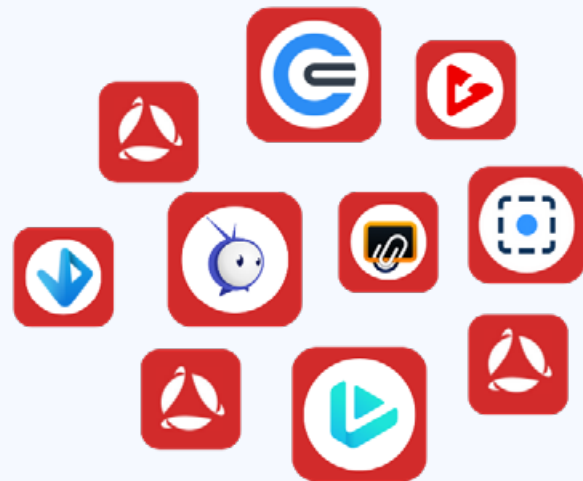


Delivered Results

Vitzo is able to sell different brands throughout the world with Nexway, and have a global overview within one platform. At the same time, Vitzo's team members that are responsible for different brands received different levels of permissions on the platform, restricting their access to data related to the products they are not a part of.

Challenge 3

Manage Multiple Brands



Nexway's solutions and features employed



Merchant of Record

Nexway acts as a [Merchant of Record](#) which provides a lot of benefits to businesses like Vitzo that want to sell their products globally. Nexway provides access to over 230+ countries, significantly reducing the resources needed to run global sales thanks to an all-inclusive package of tax management, compliance, and fraud prevention measures.



eCommerce platform

Nexway offers a 360° view of an online business thanks to its powerful platform. Vitzo benefitted from the ability to manage all of the business essentials in one place, which was very important given that there are multiple brands within one business. Features like order management, advanced marketing tools, catalogue management, and others helped Vitzo grow and quickly adapt to the constantly evolving market dynamics.



Custom eCommerce Solutions

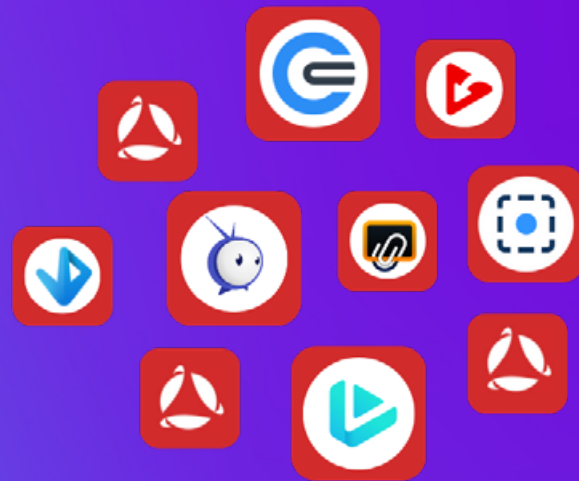
Every business is unique in their needs and expectations, but very few eCommerce providers can offer a tailored approach to specific problems. One of the biggest strengths of Nexway is its close-knitted relationship with the customers, offering tailored solutions to individual needs and constant improvement of existing products.

Grow your business with Nexway

When aiming for a global presence, you need a reliable partner who can support you throughout your journey to success.

Get in touch with our sales team today to see how we can empower your growth in over 230+ countries.

[CONTACT US TODAY](#)



About Nexway

Transform and scale your online business with [Nexway](#), a global ecommerce and payment solutions leader.

With over 20 years of expertise, [Nexway](#) optimises every aspect of digital monetisation for medium to large enterprises.

From global payment acceptance to subscription management and tax compliance, our 360-degree approach ensures streamlined operations and global market expansion.



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