

MVMT™

CASE STUDY

MVMT

Driving International Conversion with Flow

"Flow allows us to continually optimize the customer experience for our top international markets."

- Alicia Radabaugh, Director of E-commerce, MVMT

Founded in 2014, MVMT has grown into one of the top digitally native fashion brands. It creates beautiful timepieces and accessories with impeccable attention to detail. A strong international social media following drove traffic to the site, but international conversion significantly lagged domestic conversion. MVMT identified this issue as a significant revenue opportunity.

The Challenges

MVMT was not able to provide localized customer experiences internationally, and as a result the domestic market outperformed the international market by a significant margin. Customers were doing their own tax and duty calculations and were also responsible for remitting these fees to the appropriate local authorities. It was taking up to three weeks to fulfill customer orders.

// We leverage the user-friendly platform to test localized pricing displays, additional payment methods, and shipping options while maintaining full visibility through delivery and customer service. //



20% Saved On Payment Processing **30% Saved** On Shipping Costs

\$20 Million+ International Revenue

PROBLEM

- Significant international traffic to site, but poor international conversion
- Suboptimal customer experience with little to no localization of the site identified as the root cause
- Legacy solutions do not offer control of and visibility into the entire customer experience

SOLUTION

- Fully localized checkout in 200 countries from day 1
- Flexible, easy to use console provides full control over pricing strategy, taxes and duties, payment methods and shipping
- Full-stack A/B testing to continuously iterate on and optimize the international customer experience



As MVMT sought out an international growth partner, Flow was a ‘no brainer’ because of its unique focus on the customer experience and ability to address each of the challenges MVMT faced. Flow was certainly the only solution that offered the full suite of capabilities MVMT needed - a fully localized front end, pricing controls, accurate duty & tax, many payment methods and cheap international shipping. Flow enabled MVMT to offer a consistent site and service experience for all customers, whether domestic or international.

The Solution

Onboarding, Service and Support

Implementation was a quick and simple process, just two and a half weeks from start to first order. After onboarding, Flow’s Client Success team has continued to work closely with MVMT in order to help the company achieve its ambitious international growth targets.

Tailored Checkout Experience

From day one, MVMT launched with local currency in 200 countries. Flow’s console helped the company easily manage exchange rates, set rounding functions, apply the correct taxes and duties, and give the customer multiple payment and shipping options.

Payment Options

Flow boosted international sales by offering new payment methods. MVMT progressed from only offering credit cards like Visa and Mastercard to being able to take over 60 local payment methods, often the only way international customers were able to pay. Wechatpay, Alipay are now among the top payment methods. Beyond the sales growth attributable to new payment methods, MVMT was able to reduce its processing costs by 20% using Flow.

Shipping and Logistics

The Flow open-platform made it possible for MVMT to choose its own shipping carriers out of dozens of international shipping providers. MVMT’s customer service team is able to track customer orders and answer questions about shipping in Flow’s customer service module. As a result of Flow’s exclusive shipping rate cards, MVMT saved 30% on shipping.

A/B Testing

The opportunity to A/B test the whole experience from price rounding to taxes and duties display to new payment options to different shipping tiers enables MVMT to adopt a data driven approach to testing and improving the customer experience - continuously. Through constant testing, MVMT has been able to continuously work on optimizing conversion across all of its international markets.

Now, nearly half of MVMT’s sales come from international markets.

About Flow



Your brand, your sale. Globally.

Founded in 2016, Flow is the world’s most advanced SaaS solution for merchants seeking to scale their brands globally. By leveraging Flow, merchants can create a truly localized customer. With seamless integration of local pricing, tax and duty capabilities, 100+ payment methods and dozens of shipping options, Flow offers the perfect solution for painless international expansion. Flow is backed by Bain Capital Ventures, Forerunner Ventures and Fung Capital, the venture arm of Li & Fung.