



CASE STUDY

Turning International Demand Into **International Revenue**

How Fenity Fashion combined reliable fulfillment, guaranteed landed costs, and localized pricing to increase international gross sales by 450%.

Fenity Fashion had global shoppers but a checkout that wasn't converting as well as it could. International customers faced unexpected duty fees at delivery, eroding trust and driving returns. Even at checkout, the true all-in cost wasn't visible. Working through ShipBob's fulfillment network and FlavorCloud's cross-border platform, Fenity fixed both in six weeks.

"We had the international demand. What we needed was a checkout where the price a customer saw was the price they actually paid. No surprises at the door. FlavorCloud made that possible."

Vlera Shkodra
Fenity Fashion

Guaranteed DDP Removed the Surprise From International Delivery

Fenity was splitting international orders across both DDU and DDP, leaving a portion of customers to face unexpected duty bills at the door. Returns climbed. Repeat purchase intent dropped. The fix was to consolidate everything onto guaranteed Delivery Duty Paid (DDP), making the landed cost final and accurate at checkout. Fenity's international shoppers now had the same confidence a domestic buyer expects.

Within one month, shipment volume grew 114.25% and international gross merchandise value rose 235.59%.

+ 114.25%

Shipment volume, month
over month

+ 235.59%

International GMV, month
over month

FENITY

INDUSTRY

Apparel

PRODUCTS

Guaranteed DDP
Pricing Intelligence

INTERNATIONAL MARKETS

United Kingdom
Germany
Canada
Switzerland
France
Spain
Ireland

UK Checkout Conversion More Than Doubled in 30 Days

With fulfillment settled, Fenity turned to the revenue sitting inside its own traffic. Starting April 2026, Fenity used FlavorCloud's Pricing Intelligence to fold duties and taxes directly into the displayed product price. UK shoppers saw a single, all-in price at checkout: no separate fees, no bills arriving at the door. In the following 30 days checkout conversion increased from 5.80% to 11.92%.

11.92%	+ 264%	+ 50%	+ 450%
Checkout conversion (from 5.80%)	Orders	Average order value	UK gross sales

"What made this work was the combination of reliable fulfillment and predictable landed costs. ShipBob handled the fulfillment side so inventory was moving reliably across markets, and FlavorCloud eliminated the pricing surprises at the door. When both pieces are working together, international expansion stops feeling like a risk and starts feeling like a growth lever."

Jahnvi Kumari

Merchant Success Manager, ShipBob

What's Next

Based on the UK results, Fenity activated Pricing Intelligence in Germany on May 5 and in Canada, Switzerland, France, Spain, and Ireland on May 14. FlavorCloud's White Space Report surfaced meaningful untapped demand across those markets, and FlavorCloud is now helping Fenity unlock that additional revenue. The playbook, guaranteed DDP paired with Pricing Intelligence, is now running in seven countries.



Find The Revenue Gap in your Data

FREE WHITESPACE REPORT