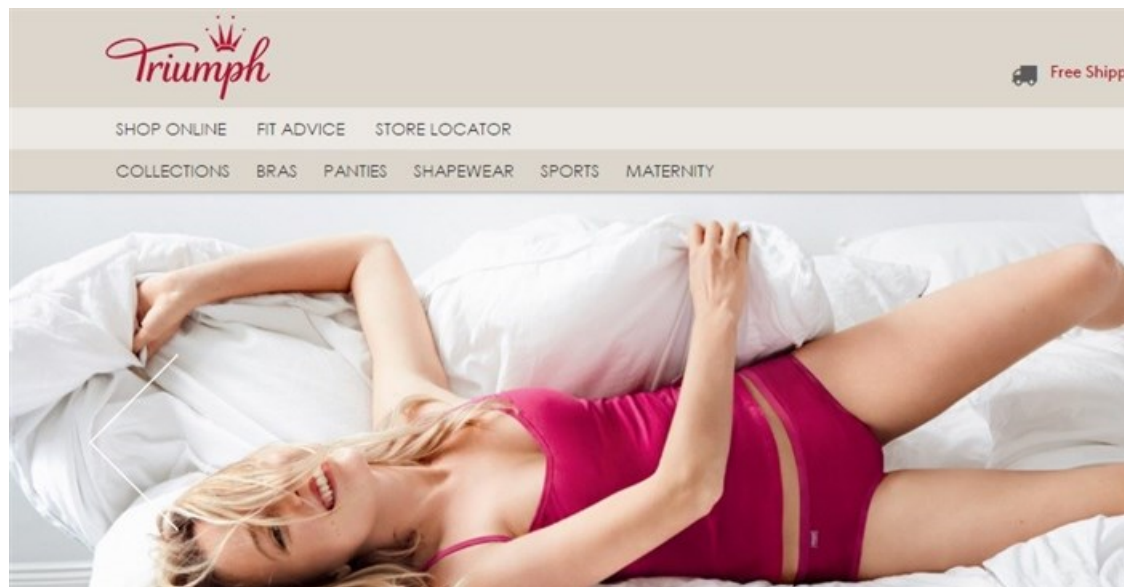


Triumph International's turnover up 40%

After sales consolidation of the first three quarters of 2015, Triumph International, Bad Zurzach has reported a 40% year-to-date turnover growth of sales via electronic sales platforms (own e-commerce and e-tailers) in Europe.



Triumph.com

The entire distance retailing channel (including own e-commerce, e-tailers, and mail order business) was up 10% compared to the previous year. Soaring sales via electronic platforms have over compensated the continued decline of the traditional mail order business, which is considerable across the entire European region and particularly significant in the French market.

Triumph's altogether nine European owned and operated online shops drove sales with a 57% turnover growth compared to previous year. Provided that sales via Triumph's own online shops in the last quarter 2015 continue to grow with the same ratio as in the first three quarters, the company expects to close with a double digit million Swiss Francs result by the end of the year.

The company has invested in improving service and usability levels in its own e-commerce. In the spring of this year, the European online shops of Triumph integrated responsive design, providing the consumer with an optimised online shopping experience across all devices. This resulted in a 160% increase in order entries over cellphones compared to the previous year, and a 75% increase over tablet computers.

Raised brand awareness

In addition, the TV campaign 'Find the One' raised brand awareness and drove traffic onto e-commerce and stockist search platforms. There, consumers found the right offer across all channels, with Triumph's innovative 'Magic Wire' series proving to be an instant best seller. Finally, service optimisations in several countries, such as Trusted Shop integration, new carriers and new payment methods as well as filter optimisations, contributed also to the sales growth and convenient user experience.

"The investment in the responsive development of our online shop has paid off even faster than any best-case scenario we dared to hope for," said Tilman Galler, Triumph's head of e-commerce. "The figures confirm that responsive was the right decision and we are planning to expand the mobile approach further in 2016." Going forward, the company will drive its ambitious omni-channel strategy, providing consumers with a seamless brand experience across all offline - such as traditional wholesale and branded retail - and online channels.

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