

Bodyguard Apotheke works with Azoya for its expansion in The China Market

Ray Huang, China (2016/05/18) - Azoya, a leading turnkey solutions provider and services investor in cross-border E-commerce to China, has partnered with Bodyguard Apotheke earlier this year to help its expansion in Chinese market.

Before entering, Bodyguard Apotheke made an investment to grow its brand image in China by acquiring the domain name ba.de. This premium domain was previously owned by British Airways. Bodyguard Apotheke purchased this domain even it costs a considerable amount of money.

This major investment is well worth it. Bodyguard Apotheke's business grows fast in China after it partnered with Azoya and started to sell its products directly to Chinese customers through cross-border eCommerce. However, a problem emerges as the sales climbs. Bodyguard Apotheke's original name is too long to remember and too hard to pronounce for Chinese customers. It's not a good idea to uphold the brand recognition by sticking to the long name. So, Azoya uses BA as a substitute name in China for promotional and marketing use.

Now, with a dedicated ba.de domain name, Chinese customers can easily access the Chinese site by direct visit! That adds a major advantage to BA's operation in China. A short and neat name gives an impression of professionalism and authenticity, which is extremely important under cross-border online shopping scenario.

Previously, Chinese customers mainly come from the various marketing channels that Azoya focuses on. Now, as the regular customers can easily remember the domain name, it takes less marketing efforts to retain customers and attract more customers.

This has provided some inspiration for overseas business. Adopting a domain name dedicated to Chinese consumer's needs will save a lot of marketing effort and retains customers easily.

About Azoya

Azoya is a leading turnkey e-commerce solutions provider, which endeavors to help overseas retailers break into China via cross-border e-commerce. The company prides itself as being the e-commerce leader that has signed exclusive agreements with the largest number of overseas retailers in China. With its all-encompassing services and dedicated specialist team, the company has won trust from more than 35 overseas retailers in 11 countries, such as La Redoute, the largest online retailer of women's apparel in France; and Feelunique, the largest online premium beauty retailer in Europe. For more details, visit <http://www.azoyagroup.com/>
