



Reaching new heights

Elevator shoe specialist Masaltos.com is rising fast in the global market

Masaltos.com is a popular online destination for men worldwide, thanks to its range of formal and casual elevator shoes that enable wearers to gain up to 7cm in height. As one of Spain's fastest growing brands, it serves customers in more than 90 countries, with 65% of its revenue coming from overseas.

Its successes haven't gone unnoticed; last year, the Seville-based company garnered a Silver for "Best Cross-Border Strategy" at the prestigious eCommerce Awards Spain, which recognises the best digital marketing companies in the country. Finalists in this category had to earn more than 60% of their turnover abroad and demonstrate a continued growth trajectory, both in sales and in expansion efforts to new international markets.

"Without a doubt, the most interesting thing about our company is that we help men achieve their dream to be taller"



Masaltos.com came out tops thanks to its innovative global marketing strategies. For instance, the retailer recently launched a Facebook store – which works synergistically with other digital platforms like Twitter, Instagram, Pinterest and WhatsApp – that enables it to interact with customers directly.

"Our recognition at the eCommerce Awards gives us the confidence to boost our international activity and launch new products, while we build our customer base," shares Masalto's CEO Antonio Fagundo, who was also named one of the best digital CEOs in Spain at the awards ceremony.

Order online using the promotional code BRUSA for €5 off your purchase.

masaltos.com