



YOUR COMPLETE CHECKLIST FOR CROSS BORDER COMMERCE

How to prepare to expand your commerce
operations into new markets



Digital River®

TO REACH GLOBAL AUDIENCES, GO LOCAL

Expanding into new global markets is a complex undertaking. Organizations must consider a range of topics including marketing, fulfillment, payments, taxes and compliance when creating their cross border commerce strategy. It's critical for brands to build a go-to-market plan that focuses on customer experience and includes strong back-end operations. Brands expanding their global reach must also choose partners who can help navigate the nuances of selling globally. To help you on this new endeavor, we've compiled a checklist of what you must include in your global commerce strategy to achieve success. With this checklist as your guide, you'll be on your way to building a profitable cross border business.

Build a macro entry strategy

In addition to customer research in new global markets, make sure you understand local competition, fulfillment channels, supply chain logistics, legal concerns and privacy regulations.

Conduct local marketing analysis

Invest in customer analysis in every new market you enter. Learn about local buyer preferences and characteristics through interviews, surveys, social listening and other market research.

Localize your marketing strategy

Develop original content for each new market in the local language that takes cultural considerations into account. Choose marketing channels commonly used by local customers that are supported by local governments, as data privacy regulations can vary by country.

Create a comprehensive customer data system

Decide early what technology you'll use to organize customer data and how you'll use it. Your system should include the entire customer lifecycle, including sales and shopper support data.

Note: make sure you're complying with local data protection regulations.

Design a local customer acquisition strategy

Ensure that you understand local buying expectations, tactics and channels. Let those insights guide you in building customized acquisition strategies for each new market you enter.

57%
of worldwide online shoppers make purchases from overseas retailers.

Source: [Shopify](#)



Cross border ecommerce sales are estimated to reach \$627B by 2022, a

220%
increase from 2017.

Source: [BigCommerce](#)

OPTIMIZE YOUR PAYMENTS SYSTEM FOR GLOBAL CUSTOMERS

Enhance your cross border payments strategy

Ensure you have the necessary resources to offer local buying experiences, such as preferred currencies, to global customers. Bring all relevant personnel to the table early to maintain an optimized payments system.

Choose the right payment options

Make every effort to provide the payment methods your customers prefer based on localized preferences. Balance what your customers want with what's cost-effective for your business.

Communicate financing options

Include clear messaging about different financing options, like buy now pay later, before customers reach the checkout page. Reduce friction on smaller-ticket items by considering one-touch purchasing.

Partner with a knowledgeable payments expert

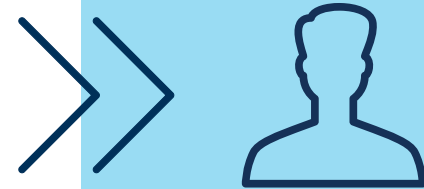
Choose a payments system provider who has experience operating within each new market you want to enter.

Avoid false declines

Route transactions through an in-country processor to avoid costly false credit card declines. Make sure your payments system provider is using machine learning to route transactions intelligently.

Enable dynamic routing and retry logic

Make sure your payments partners are using retry logic to automatically route payments in a way that maximizes the likelihood of authorization. Use retry logic that chooses the best date and time to retry a declined charge to improve the chances of success.



Up to

50%

of customers said that if they had not found their preferred payment method in the online store, they would cancel the purchase.

Source: [Expandeco](#)

False declines are projected to grow to

\$443B

by 2021, far outweighing the impact of credit card fraud.

Source: [PYMNTS.com](#)

KEEP BACK-OFFICE OPERATIONS TOP-OF-MIND

Build a reliable fulfillment infrastructure

Choose a fulfillment partner that can facilitate seamless cross border shipments. Manage customer expectations by maintaining transparency and strong communications about when their products will arrive.

Consider your reverse logistics strategy

Keep customers happy by optimizing your reverse logistics processes. Take tax and regulatory issues into account, and don't forget about repackaging procedures and shipping labels.

Make sure you charge the right taxes

Make taxes an early priority in your go-to-market strategy for each market you enter. It's important that you understand all local tax laws to ensure you're charging the right amount.

Determine whether to outsource compliance expertise

Decide if you want to invest in a robust and experienced in-house compliance team or outsource to external compliance experts. Develop a compliance framework that's tailored to your cross border markets.

Partner with experienced back-office experts

Keep your team focused on your core competencies by finding a partner that can manage cross border complexities such as fulfillment, taxes and compliance when expanding globally. Look for organizations with a global footprint and experience in each of your new markets.

70%

of shoppers are unlikely to make another purchase from a brand following a poor delivery experience.

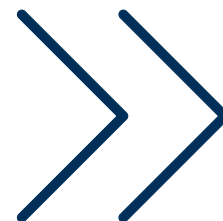
Source: [Convey](#)



43%

of CFO respondents rank taxes on digital services among the top three policies impacting their businesses.

Source: [PwC Survey](#)





Ready to take your brand global?

Go deeper through our library of online resources for organizations embarking on their cross border commerce journey. Check out the accompanying ebook, [“Your Passport to Global Ecommerce”](#) and on-demand episodes from our [Commerce Passport virtual event series](#) to learn more.

For decades, Digital River has helped brands take control of their destiny by powering global commerce. Established and fast-growing brands rely on our flexible, API-powered solutions to sell direct to their customers, whether they live around the corner or around the world. With unbeatable experience, expansive capabilities and strong partnerships in geographies across the globe, we help brands achieve their commerce goals and increase their revenue.

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