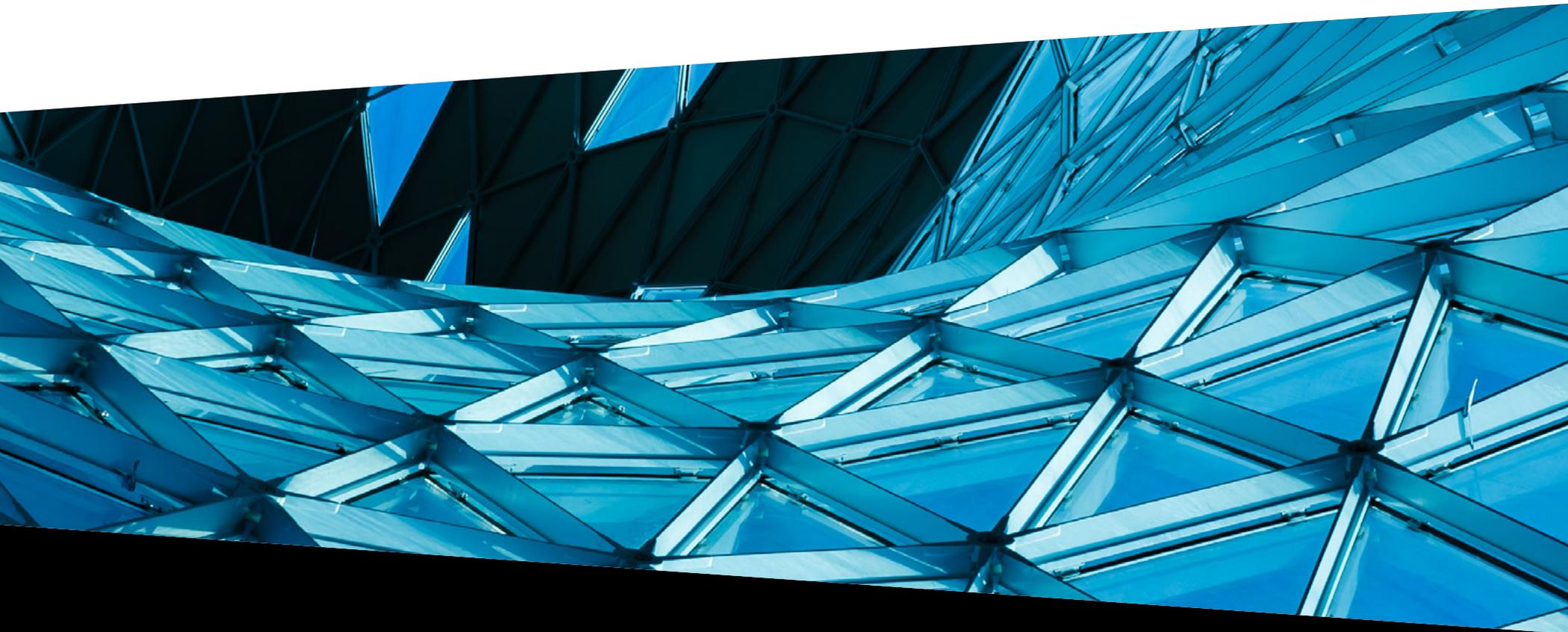


The Right Strategy for Every Market.

Adopt these best practices to design a tailored strategy for each of your cross-border markets.



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Build a blueprint for cross-border growth.

Expanding into new countries is one of the classic ways to grow any business. It's proven to work, and the world's biggest businesses are global. But adding new countries to your business mix can feel risky. You may not have in-house expertise in those markets. You may not know right away exactly how your potential new customer likes to shop and pay. You may be worried about taxes and compliance as well as changing local rules.

But cross-border commerce often seems harder and riskier than it actually is. Consumers everywhere are always looking for novel products, and they're already shopping online. Plus, cross-border transactions are no more likely to be fraudulent than domestic transactions. If you research your new markets carefully, tailor a specific strategy for each market, and choose the right technologies, your business can grow faster than you ever thought possible.

This eBook provides best practices for creating the right strategy for every market and describes how technology can help you execute those strategies while controlling risks and costs.



WHAT TO THINK ABOUT WHEN YOU'RE GOING CROSS-BORDER.

The most important thing to remember is every country is different. As you research each new market, you'll want to consider:

- **How your customers want to see product information**—What kinds of media do they consume? Do they like to see other people interacting with your product? What units of measure, currency, and size are standard?
- **How your customers want to pay**—What are the most popular methods of online payment? Do people in this country pay with credit cards or alternative payment methods?
- **How your customers want products shipped and delivered**—Do your customers care more about speed or price? How would they prefer to be notified of delays and other issues?
- **How you can protect yourself from transaction fraud...without harming conversion rates**—What does fraud look like in this country? What is the least amount of information you need to determine if a transaction is safe? How can you make fraud detection invisible to the customer?
- **How you can comply with regional and local tax regulations**—How are local sales or value-added taxes calculated? How can you make sure you charge your customers the right amount?



A blueprint for adding cross-border markets to your commerce mix.

The three biggest obstacles to cross-border success are not doing enough research on your target market, trying to enter too many markets too fast, and not automating as much as you can. You can avoid these problems by:

- **Starting with data from your domestic commerce site—** If you're unsure which markets to target first, a great place to start is the data from your current web store. If you're mid-sized or larger regional player, chances are you're already making some international sales. If you're already getting substantial traffic from one country, it may be a good choice for your first localized site.
- **Talking to the experts—** Once you've identified some high-priority markets and done as much research as you can on your own, it's time to fill in the gaps. Experts in country-specific marketing, payments, taxes, and other disciplines can validate your plans and add helpful insights.
- **Onboarding one country at a time—** Rather than taking a "big bang" approach, onboarding one country-specific store at a time can help you keep control of your brand. You can evaluate localized messages and marketing, determining if they are working and if customers are enjoying their experience.
- **Choosing a commerce platform with strong cross-border capabilities—** Before you get started with cross-border sales, you should make sure that your commerce platform can support local languages as well as localized product information and payment and shipping options.

Rather than taking a "big bang" approach, onboarding one country-specific store at a time can help you keep control of your brand.

Magento brings today's best cross-border technologies together.

Magento Commerce lets you run as many cross-border stores as you want from a single platform. It supports local languages and payment methods. And it works seamlessly with technologies built by our partners.

Product information management

Instead of multiple spreadsheets or small data marts, you have one source of product data for all your touchpoints. And this data can be customized for each country you target. [Learn more >](#)

Shipping and delivery management

Your shipping partner should be able to give you and your customers real-time visibility into where packages are, everywhere in the world. And they should give your customers the option of receiving automatic delivery status change notifications. [Learn more >](#)

Intelligent fraud detection

With smarter fraud detection, you can avoid saying no to legitimate transactions and improve the checkout experience for all your customers. [Learn more >](#)

Tax and compliance management

Tax collection and data tracking should be automated so you're always in compliance. And your software solution should stay up to date with legislative changes. [Learn more >](#)

Localized payments

By letting customers in each country pay the way they want, you can dramatically increase conversions. And you don't need to add undue complexity. Starting by adding several of the top payment methods in each market is a great way to reap the early benefits of a strong global payments strategy. [Learn more >](#)

How you win.

With Magento Commerce and the cross-border technologies described in this eBook, you can:



Reduce time to market.

You can quickly add the capabilities you need to support each new market.



Give customers a localized customer experience.

When customers can shop in their own language, they're more likely to embrace your brand.



Grow revenues and margins.

A successful cross-border commerce strategy can dramatically grow your customer base, revenues, and margins.



Improve efficiency and control costs.

By automating multiple aspects of cross-border commerce, you can control the costs associated with adding new markets.



Cross-border best practices: product information management

Deliver product information that speaks your customers' language.



Product information is the heart of cross-border commerce. Customers must fall in love with your product before they buy it. And that means they need product information that speaks their local language. They also need units of measurement they understand, local sizes, and prices in their local currency. If customers don't get product information that's relevant and easy for them to understand, they won't buy.

How can you make sure your product information is just right for every country you sell in? Product information management (PIM) solutions help you standardize, enrich, localize, and contextualize product data for all your cross-border markets.

Inadequate product information can kill conversions.

Product information that isn't right for each local market can lead to all kinds of problems. If product information is culturally tone-deaf or doesn't speak the local language, conversion rates will be low. If it's confusing or the sizing or other information is not correct, your returns will be high. Not to mention the local norms and regulations that you have to take into consideration and may have to reflect in your

product descriptions. For best results, you need product information that's not only translated but also tailored to each country in which you have some kind of presence.

If it's confusing or the sizing or other information is not correct, your returns will be high.



Magento & Akeneo:

One source of product information for all your cross-border markets.

With Magento and Akeneo, you can deliver perfectly relevant product information for each of your local markets. Magento lets you create beautiful online product displays in virtually any language. And Akeneo supplies localized content and visuals tailored specifically for each of your local target markets.

With Akeneo, you have one master product catalog for your marketing and eCommerce teams to work with. Using the flexibility and efficiency of Akeneo, marketers can quickly structure, enrich, localize, and provide the appropriate product information and images in context for eCommerce, paper catalogs, points of sale, mobile commerce, marketplaces, and more.

With Akeneo, you have one master product catalog for your marketing and eCommerce teams to work with.



Magento & Akeneo:

How you win.

Improve conversion rates.

CONVERSION RATES

↑ 400%

Product information that speaks your customers' language is one of the keys to cross-border commerce success. PIM can increase conversion rates by 400 percent or more.

Minimize returns.

RETURNS

↓ 40%

When customers get product information they can easily understand, returns go way down. PIM can cut returns by 40 percent or more.

Increase efficiency and productivity.

PRODUCTIVITY

↑ 50%

Without PIM, you may end up managing a different product catalog for every region or country, resulting in high overhead costs and lack of control over your product information. A single product catalog gathering all localized product data is a lot more efficient and scalable. It can boost team productivity by 50 percent or more.

Learn more about [product information management](#) >



Cross-border best practices: shipping

Make cross-border shipping a competitive advantage.



Consumers worldwide expect fast shipping. For more than half of them, fast means overnight. In fact, shipping is such an integral part of the online shopping experience that 45 percent of consumers will abandon their shopping carts if they can't get orders fulfilled and shipped fast enough.¹ Consumers will also abandon their carts if surprised at checkout by higher-than-expected shipping costs—or if they can't find the right delivery option.

What does this mean for your digital business? If you offer multiple shipping options and make shipping information a prominent part of your homepage and core product descriptions, you will appeal to more consumers everywhere you sell.

¹ DHL, 2019.

Consumers care about shipping—sometimes more than they care about your product and prices.

Cross-border eCommerce giants build their businesses on getting global consumers what they want, when they want it. Amazon, for example, always provides customers with clearly stated shipping options, usually including next-day or next-possible-day air, no matter what country they're in. These cross-border consumers now expect fast shipping as a matter of course—and, in general, clear shipping information within easy reach.

Keep in mind that customer-focused shipping is not only available to eCommerce giants; any online business can learn to use this tactic to its advantage.

Remember, too, that no matter how much customers like your product, 83 percent of them will not buy from you again after a poor delivery experience. And that can mean anything from a customs hassle to a delivery delay or an overlooked special request, such as delivery on a specific day or to a redirected location.

Cross-border consumers have been trained to expect fast shipping as a matter of course.



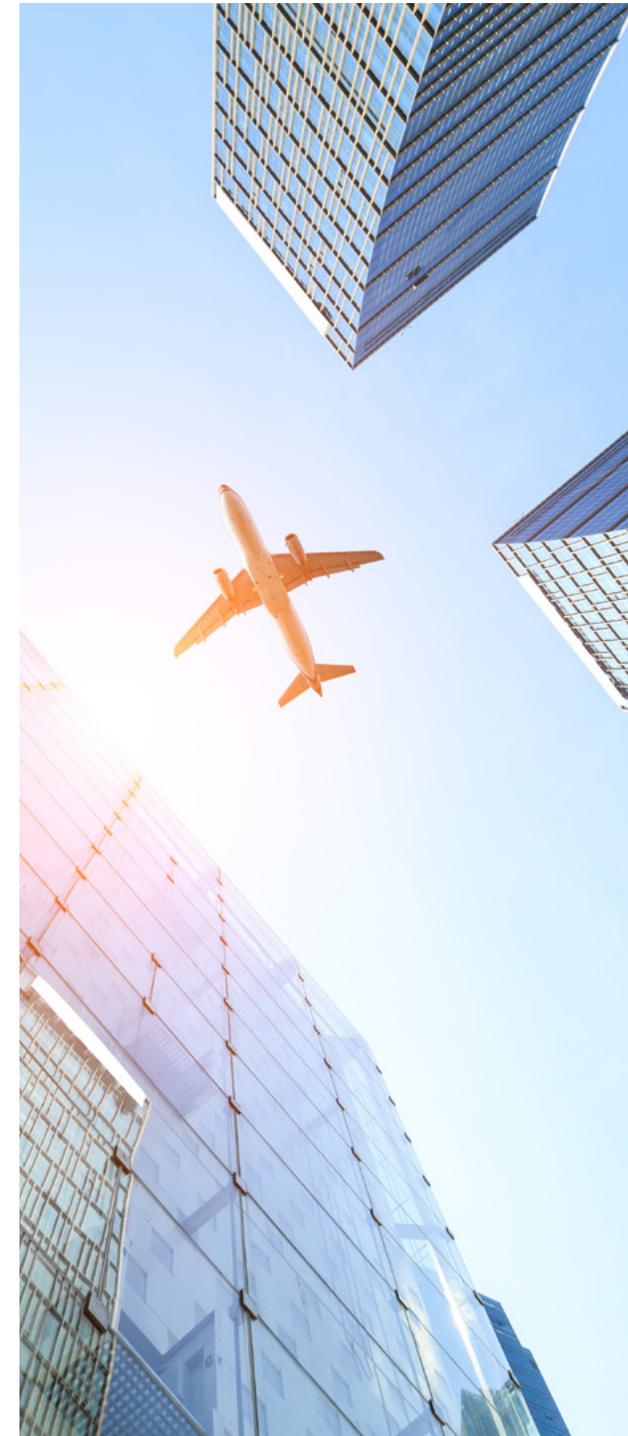
Magento & DHL:

Cross-border shipping that's fast, reliable, and responsive.

With Magento and DHL, you can easily offer fast, flexible, and reliable shipping everywhere you do business. Magento lets you offer the best possible shipping options for each market you sell in. And DHL provides cross-border shipping options that are fast, reliable, and responsive.

DHL's team of international specialists can help your business manage customs requirements to minimize hassles and delays for your customers. They also offer automated delivery notifications that let you and your customers know exactly what's happening in transit, and DHL gives your customers full flexibility to tailor the delivery to their needs via On Demand Delivery.

DHL provides cross-border shipping options that are fast, reliable, and flexible.



Magento & DHL:

How you win.

Open up your business to any country in the world.

COUNTRIES DHL SHIPS TO

220

With DHL you can reach customers in more than 220 countries. No matter where you ship, DHL can get you there and help you navigate customs—speeding delivery to your customers, and opening your business to the world.

Offer more shipping options to grow your business.

MORE DELIVERY OPTIONS



Now that you know the importance of shipping and delivery options, DHL can offer your customers more choices—among them On Demand Delivery, Express International Delivery, Overnight Delivery, and Deferred Shipping options.

Give customers an excellent delivery experience.

"WISMO" CUSTOMER SERVICE CALLS

↓ 30%

DHL's local teams can help you and your customers troubleshoot delivery challenges. Automated notifications will keep you and your customers updated and can reduce your WISMO (where is my order) customer service calls by up to 30%, because your customers will know where every order is at every stage.

Learn more about [cross-border shipping](#) >



Cross-border best practices: fraud protection

Say “yes” more often while protecting your business.



Cross-border commerce can feel like a big step. And many companies worry that adding cross-border commerce to their business mix will make them even more vulnerable to fraud. But this perceived extra risk may be more myth than reality. While rates of fraud may vary among locations, the overall risk of fraud for cross-border transactions is about 0.9 percent, which is similar to the domestic rate in most countries.

In fact, letting the fear of fraud dictate your checkout experience could pose a bigger risk to your cross-border growth than fraud itself.

An important risk to your cross-border business is...fear.

Many businesses operate on the premise that cross-border transactions are inherently risky. They design a clunky checkout experience designed to discourage fraudsters. It may require customers to input lots of additional information, pass one or more CAPTCHAs, and complete extra steps. The more of these gauntlets customers must run, they less likely they are to buy.

An intelligent, data-driven approach to fraud prevention can lower your risk without imposing

a painful checkout process. And it can help you combat the most common types of fraud, including fraud committed with stolen credit card numbers and that committed when a fraudster takes over a consumer's account. It also allows retailers to squelch another cross-border problem: unauthorized cross-sellers who profit through retail arbitrage based on differing prices in different regions of the world.

An intelligent, data-driven approach to fraud prevention can lower your risk without imposing a painful checkout process.



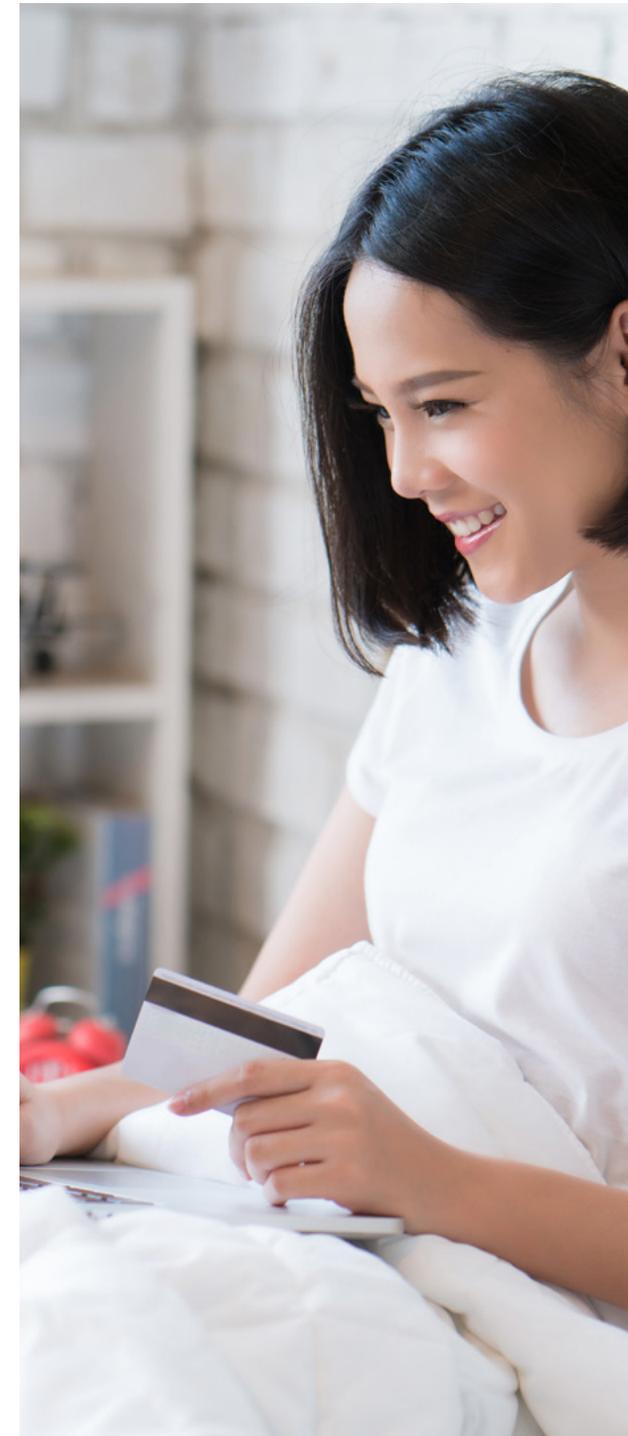
Magento & Signifyd:

Intelligent fraud prevention that supports cross-border growth.

With Magento and Signifyd, you can quickly add advanced fraud protection to your cross-border sales. Magento lets you design a fast and flexible checkout experience that makes it easy for international customers to pay. And Signifyd uses artificial intelligence to flag questionable transactions and suspicious reseller activity.

Signifyd continually refines its fraud detection methods. Every year, its system sifts through billions of transactions. (Last year, the total reached 50 billion.) It's also easy to set up in Magento. You can get started in just a few hours.

Signifyd uses artificial intelligence to flag questionable transactions and suspicious reseller activity.



Magento & Signifyd:

How you win.

Say yes to more transactions.

MORE TRANSACTIONS



With Signifyd's advanced modeling, you can increase your number of transactions without increasing your risk—and boost annual revenues by up to 7 percent.

Shut down fraudulent activity.

SAFER TRANSACTIONS



Signifyd also pinpoints questionable transactions, so you save on fraud-related losses.

Take advantage of Signifyd's accuracy guarantee.

GUARANTEED AGAINST FRAUD



In the rare event that Signifyd approves an order that later turns out to be fraudulent, they cover 100 percent of the cost.

Learn more about [fraud detection and prevention >](#)



Cross-border best practices: taxes and compliance

Collect the right amount of taxes and stay up to date with changing rules.



One of the most challenging parts of cross-border commerce is handling local sales as well as value-added taxes (VAT) and goods and services taxes (GST). Each state in the United States has different rules for sales and use taxes, and requirements for digital merchants are rapidly evolving. Meanwhile, most other countries and regions enforce VATs and GSTs, both of which tax products at each stage of the supply chain from production to point of sale.

What does this mean if you're thinking of expanding your digital business into new countries? First, you need an experienced tax advisor who understands the markets that you will be entering. Second, you need a solution that makes tax collection automatic—and one that is updated continually as rules change.

Don't let tax issues distract you from your core business.

When you're getting started with cross-border commerce, it can be tempting to get to market as fast as you can and worry about the details later. But making mistakes with local taxes can be costly and time-consuming for your growing business. If you're audited by local government agencies, you may end up paying interest and penalties. Even worse, your people will spend time answering requests that would be better spent on your core business.

Also, if you don't have a thorough understanding of the tax situation in each of your markets, you may end up paying more taxes than you should. For example, depending on their supply chain, B2B companies may be able to get a rebate on some of their EU VATs.

If you don't have a thorough understanding of the tax situation in each of your markets, you may end up paying more taxes than you should.



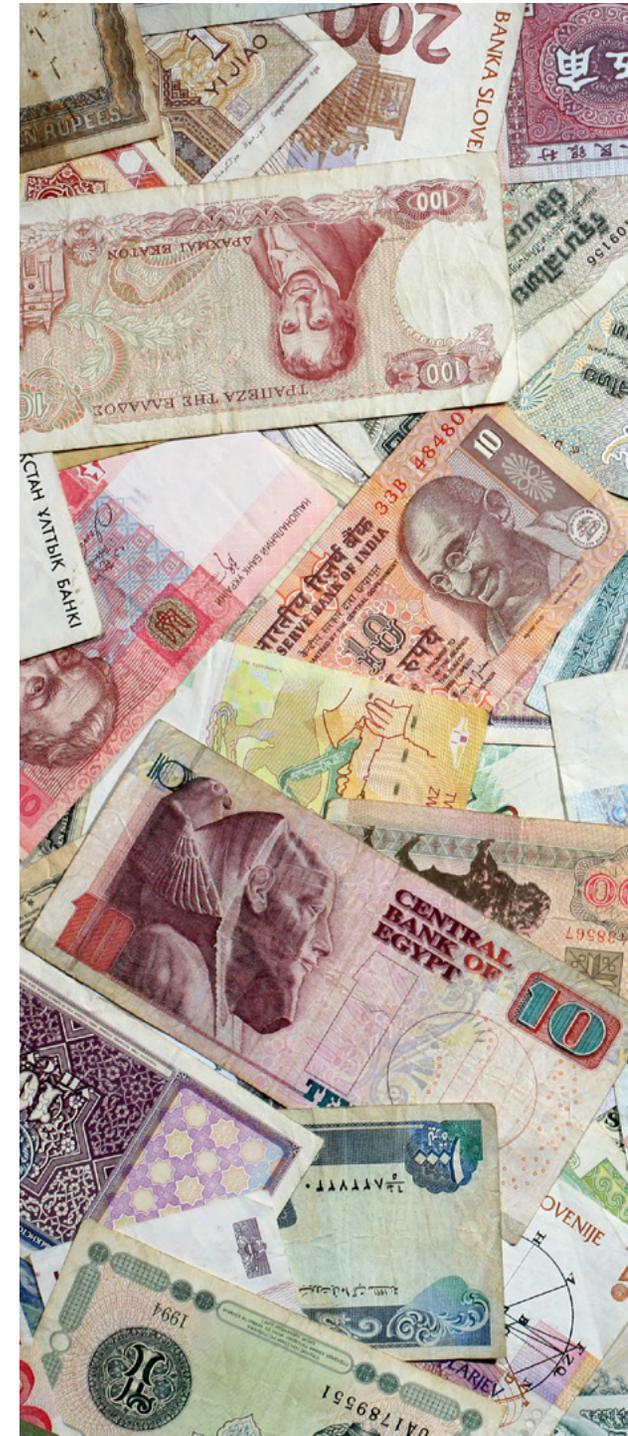
Magento & Vertex:

Automating the collection of cross-border sales and value-added taxes.

With Magento and Vertex, you can automate tax collection and comply with local rules everywhere you do business. Vertex provides an easy-to-use checkout experience that can be customized for different markets. They not only automate tax

collection for countries around the world, but also continually update their software as regulations change.

Vertex automates tax collection for countries around the world and keeps up with changing tax regulations.



Magento & Vertex:

How you win.

Reach more countries.

VERTEX SUPPORTS

17,000 tax jurisdictions

Vertex is currently tracking tax rates and rules for over 17,000 tax jurisdictions across the globe.

Avoid costly audits and fines.

AUDITS LESS LIKELY



Vertex makes accurate tax collection part of your everyday operations, so you're less likely to be audited or to have to pay fines.

Easily manage change.

ALWAYS IN COMPLIANCE



Vertex keeps its software up to date with changing local rules, so you're always in compliance.

Learn more about [cross-border taxes and eCommerce](#) >



Cross-border best practices: global payment strategies

Improve your cross-border payment experience—
and make it more profitable.



When it comes to online payments, every country is different. Credit and debit cards may not always be the most popular option. Alternative payment methods are rapidly gaining market share. Payment options combined with social media functions are growing, too. Consumers expect online merchants to keep up. If you enter a new market and don't offer the most popular options, your conversion rates will be low.

At the same time, your payment pages are an important part of your overall eCommerce experience. The payment pages for all your local markets must look and be easy to use. If the experience isn't localized, secure, and convenient, you'll lose business.

Finally, you have to keep an eye on acceptance rates. Routing all your transactions through banks in your home country often means you decline some valid transactions—and pay more, besides.

A great payments strategy includes local options, engaging payment pages, and intelligent processing.

Setting up a new payment method and user account adds friction to the buying process—and friction isn't good. Of the shoppers who abandon their carts, more than one in four cite a long or complicated checkout process as a reason they didn't buy.²

When you're researching a new market, it's important to find out which payment methods your future customers use every day. Some alternative payment methods flow through content hubs and social channels. That information may even be helpful to your marketing strategy.

It's also critical to take a close look at what's happening on your payment pages. Make sure that fields are easy to complete and set up for security, especially if your customers are shopping in a public environment such as a school or cafe.

And you should consider how your transactions are routed. Routing credit and debit card payments through regional offices means higher acceptance rates and lower costs than using an entity in your home country. The difference to your P&L can be dramatic.

Of the shoppers who abandon their carts, more than 1 in 4 cite a long or complicated checkout process as a reason they didn't buy.²

² PAYMNTS, 2018.

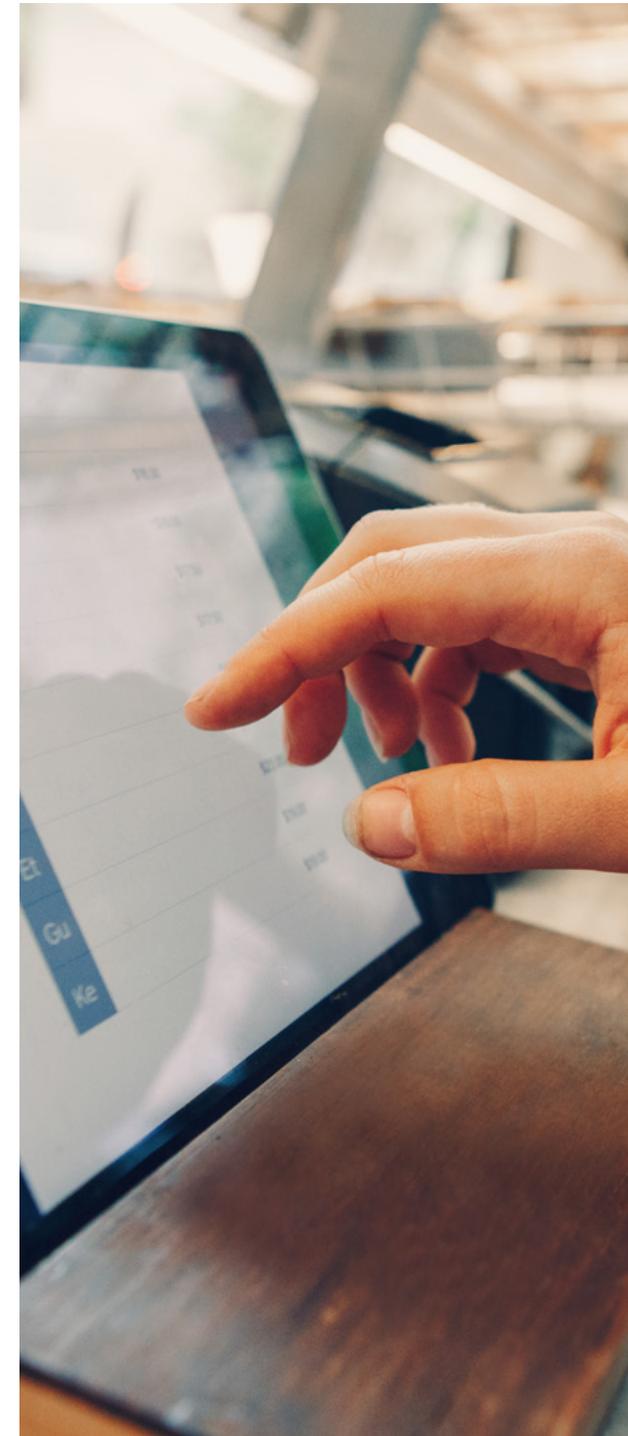


Magento & Worldpay: the right payment strategies for everyplace you sell.

With Magento and Worldpay, you can create a cross-border payments strategy that improves conversion rates and delivers a great customer experience. Magento can support virtually any payment method for all your local markets. Worldpay can help you identify the right payment methods for each country you sell in, improve your payment page experience, and identify the most efficient and profitable ways to process payments.

Worldpay offers intelligent payment data insights from more than 40 billion global transactions per year.

With Worldpay acting as your payment gateway and card acquirer, you have the power of data on your side across all transaction types. This gives you the ability to reconcile across all transactions and optimize card routing, maximizing acceptance rates and reducing the cost of processing—a key component to any eCommerce company's long-term, global payments strategy.



Magento & Worldpay:

How you win.

Reach more countries.

MORE WAYS TO PAY



You can quickly and easily set up payment by more than **300** different methods. In addition, you can offer your customers the ability to pay in **126** different currencies across **146** countries.

Increase conversion.

BETTER PAYMENT PAGES



Payment pages that are secure and easy to use give customers the confidence to buy.

Increase acceptance rates.

LOCAL PROCESSING



Using local entities for card transaction processing will increase acceptance rates and reduce costs.

Learn more about cross-border payment trends by reading Worldpay's 2018 [Global Payments Report](#) >



THANK YOU

This eBook wouldn't have been possible without the expertise and dedication of our valued partners.



ABOUT MAGENTO

Magento, an Adobe company, is a leading provider of commerce innovation to merchants and brands across B2C and B2B industries and was named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider

to the Internet Retailer Top 1000, the B2B 300, and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community, and the Magento Marketplace—the largest eCommerce marketplace for downloadable extensions. More information can be found at

www.magento.com