

Is Your Cross-Border Consumer Journey BROKEN?

Recognize the Pitfalls to Improve Your Customers' International Shopping Experience.

Discovery (First 5 seconds on site)

No localized language

75% of shoppers prefer not to shop on non-native language sites.

Browsing (Product search/evaluation)

No auto-direct to localized site

Utilize geo-detection to adjust the browsing experience for each visitor.

Pricing not in localized currency

13% of shoppers will abandon their carts because of foreign currencies.

Be careful with extreme foreign exchange markups!

No localized product information (i.e. shoe sizes)

Identifying product restrictions in certain countries is crucial! Do not overlook details like apparel sizes and choice of language also.

Checkout (Ready to purchase)

No delivery lead times shown on product listings

Guaranteed delivery days are impossible in cross-border, but do provide accurate delivery ranges.

Irrelevant delivery details requested

Asking for details that do not apply in a shopper's country, such as zip codes and states for non-US destinations, causes confusion and may lead to failed deliveries.

No localized payment option

59% of shoppers will not purchase without their preferred payment method in place.

Third-party redirects for payment

International shoppers blocked from non-localized promotions

Consumers can be put off if promotions, loyalty programs and samples are not available in their country.

An unclear international returns policy

Shipping costs are high, not clearly stated, or on a per-quote basis

73% want free shipping.

44% of shoppers will not purchase if shipping costs are high.

After the sale (Last mile/follow-up)

Taxes and duties not included in shopping cart totals

56% of shoppers abandon their carts due to unexpected costs during checkout.

No localized returns policy

No tracking capabilities

Sources: BlueSnap, TrueShip

Does Your Website Attract International Customers?

Take our Cross-Border Grader to Find Out.

www.crossbordergrader.com