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Global eCommerce Strategies in Key Local Markets

for Software and SaaS Companies

V 1.0

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1 Synopsis

This whitepaper is designed to provide insight into globalization requirements, starting with clarifying some common misconceptions. The best markets to target, both developed and emerging, are scrutinized, along with the importance of local payment methods. A set of best practices for your localization strategy is provided in concert with additional details related to issues such as taxation and local support. In the last part, the document lists the localization requirements along with considerations on how to take your business globally.

2 The global ecommerce puzzle, one local piece at a time

Done right, globalization will build on existing success, expanding your customer base worldwide, helping your business grow, gain additional market share and increase revenue. But expanding globally beyond comfortable core markets is not synonymous with achieving global coverage. There are not-so-subtle critical differentiators in terms of the expansion mindset as well as the strategic planning and execution. Approaching worldwide markets with a universal tactic and segmenting the potential global audience into individual localization targets based on their fundamental characteristics are certainly not the same.

Pivotal to a global reach for businesses selling software and services is a multifaceted localization strategy designed to solve the complex puzzle of languages, cultures, currencies, taxes, user behavior particularities, device and form factor preferences, payment options usage predilection, etc. Scrap one-size-fits all approaches to ensure a higher degree of success for investments in internationalizing offerings, aiming for success across local markets.

Fast forward 18 years since first ecommerce transaction and Internet users are mushrooming worldwide, especially in emerging markets such as China, Brazil, Russia, etc., each a reachable shopper, only at a distance of a few clicks away.

Localization requires investing tremendous resources and building an infrastructure to support your multi-market.

> *Key to a global reach for businesses selling software and services is a multifaceted localization strategy designed to solve the complex puzzle of languages, cultures, currencies, taxes, user behavior particularities, devices preferences, payment options, etc., and ensure that investments in internationalizing offerings result in success both globally across local markets.*

Unless you're trully prepared to navigate localization complexities in-house your best choice is to embrace an ecommerce platform that accelerates your plans to expand globally.

2.1 Why should I do it? Don't all websites offer access to international customers?

Yes. But it's easy to mistakenly think that achieving global reach requires no more investments and efforts than launching a website and enjoying the by-products of SEO (search engine optimization) campaigns. Even more so, when traffic analytics tools show users crowding to your site from various markets around the world.

Shopping experiences are easier to scale when supported by a single platform streamlining management and centralizing control over your global inventory of offerings.

Lack of localization is a severe disadvantage to potential customers who think, live and ultimately shop very differently than the shoppers in your core markets. The language barrier might prove impassable to some, but there are additional drawback such as lack of currency and payment methods support, cultural incompatibilities, taxation and regulation issues, all factors contributing to increasing shopping cart abandonment rates and shopper frustration with your brand.

Strong brands and products can act as user magnets, but in the absence of localization, monetization of traffic could prove very unlikely. While a site might attract traffic, it also might in fact drive away customers.

2.2 How should I approach it? Localization is not just language and currency deep

Translating content and making sure that prices are displayed in local currencies are excellent first steps, vital to a healthy localization approach. But that's all they are. Part of the initial stages of localizing your offerings.

Go deeper. Treat a new local market the same as you would one of your core markets. This means understanding local preferences and particularities. What are the preferred form factors in each locale? What are the preferred payment methods? Do you have know-how of local legislation and regulatory factors? What about of local/regional taxes? Have you tailored the pricing strategy to reflect the state of the local economy?

2.3 Smart localization via a global platform

Websites and shopping experiences should be supported by a single ecommerce platform streamlining management and centralizing control over your global inventory of offerings. Before embarking on an internationalization journey with an ecommerce provider, ask yourself these questions:

1. Is the ecommerce platform capable of supporting and nurturing your globalization plans?

2. Are there multiple countries, languages and payment methods at your disposal out of the box? What about taxation and regulatory know-how?

3. Is it flexible enough to enable you to target specific locales with tailored strategies?

4. Does it offer visibility and control across all processes?

5. Does it offer full configurability and customization of customer experiences and purchase flows?

6. Will it be able to scale as your business grows?

7. Does it come with support of multiple channels, such as for networks of partners and mature affiliates both per-market and globally?

8. Do you have the means to differentiate your business from competitors using the same platform? Can you build custom ecommerce solutions by taking advantage of an API, for example?

9. Can you fine tune everything from pricing to marketing efforts, but also offer support in local markets?

10. Will you have access to business intelligence and reporting tools to understand your evolution on a global scale as well as on specific markets?

11. Will you have tools to support local shoppers, including local email and phone numbers?

12. Is the platform offering a short enough time to market? You want your ecommerce provider to accelerate your business not to impede it. The longer the wait before you start selling, the larger the size of the lost business and opportunity.

3   Localization targets

How do you decide on what new markets to enter? **One tactic to prioritize entering new markets is to follow the traffic your websites attract and the origin country of your current customer database**. Website visits from foreign markets are nothing more than unexplored monetization opportunities. A considerable percentage of clients from a certain market is also an opportunity for conversion optimization. It's up to you whether to attempt to convert "digital window shoppers" into actual customers or lose on the additional revenue they could bring, but definitively, localization is the best strategy to go about doing so. Of course, keep in mind that following traffic need not be done blindly.

Entering new markets can be a key aspect of your company's expansion strategy, in which case, additional opportunities beyond the need to monetize traffic can justify the move. Gaining a competitive advantage or **keeping up with rivals can also catalyze an expansion into new territories**.

But whatever the reason, when creating your localization strategy, always try to take into account the "quality" of the new consumer base that you're tapping into. Mature shoppers in developed markets traditionally spend more money than new shoppers in emerging markets, however, there are also already many businesses fighting over them. Less mature shoppers, ecommerce-wise, might underspend, but cannot be ignored when considering long term strategies, especially if their potential of becoming mature shoppers is high.

The US continues to be the largest ecommerce economy worldwide, but the fact is that up and coming markets in Europe and Asia have yet to peak. Besides the US**, additional large ecommerce markets**, considering the **number of online shoppers**, include Japan, South Korea, Germany, France, the UK, Australia, the Netherlands and Sweden.

When looking at the number of orders in the Avangate platform, US shoppers are indeed the top buyers, followed at quite a distance by those in the United Kingdom (UK). Avangate merchants are also seeing a lot of activity from markets such as Canada, Germany, and Australia. Ranking is based on 2012 statistics until June 2012.

Top countries by number of orders in the Avangate system
- 2009
- 2010
- 2011
- 2012 (Jan to present)
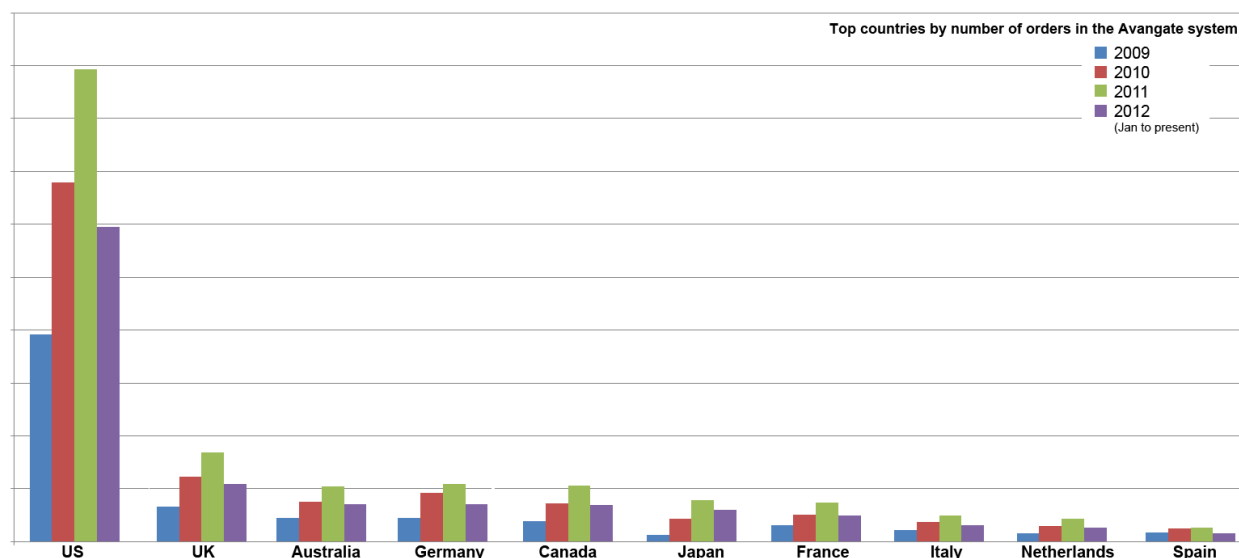
Size-wise, markets with shoppers that have yet to reach ecommerce maturity include: Metropolitan China, Metropolitan Brazil, Metropolitan Mexico, Metropolitan India and Hong Kong. The chart below illustrates a comparison of volume of orders over the past three years for 10 emerging markets. Ranking is based on 2012 statistics until June 2012.

Emerging markets by number of orders in the Avangate system
- 2009
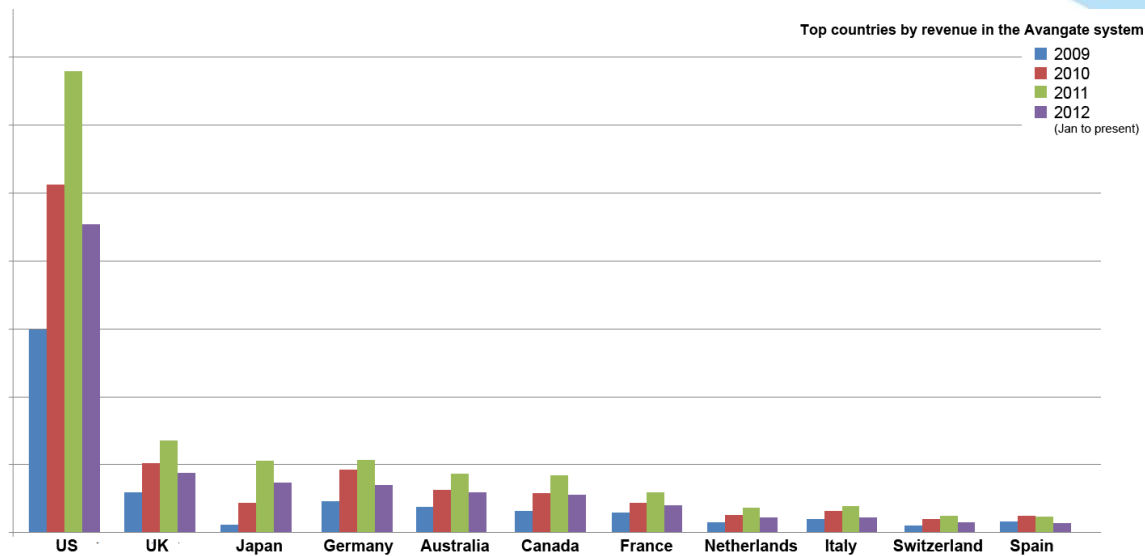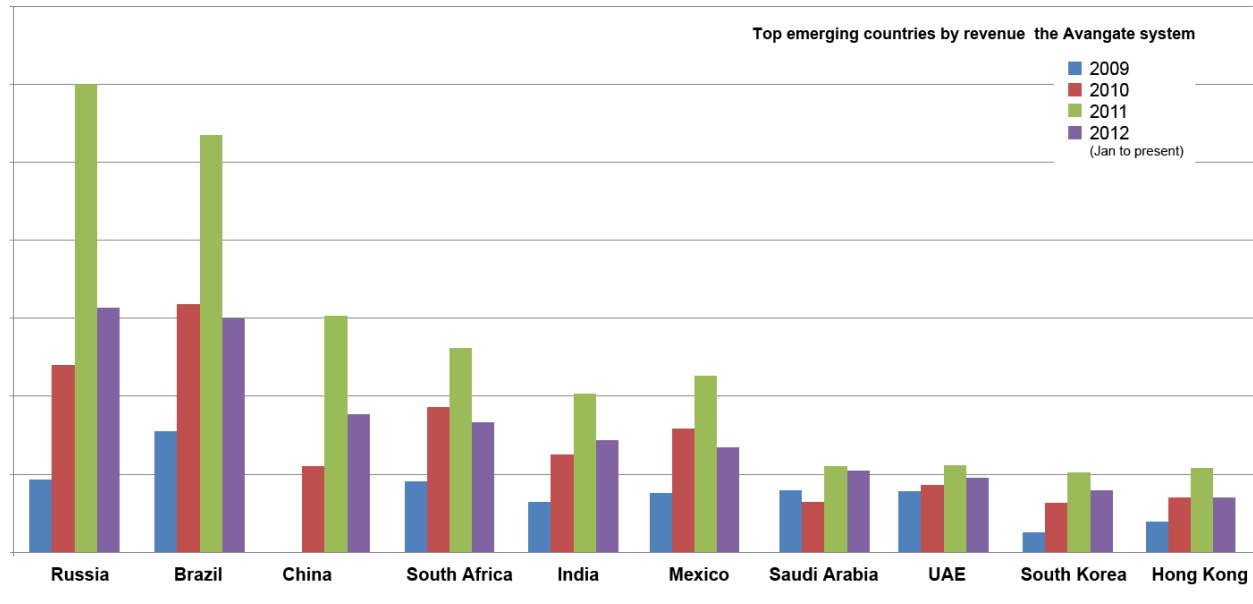- 2010
- 2011
- 2012 (Jan to present)
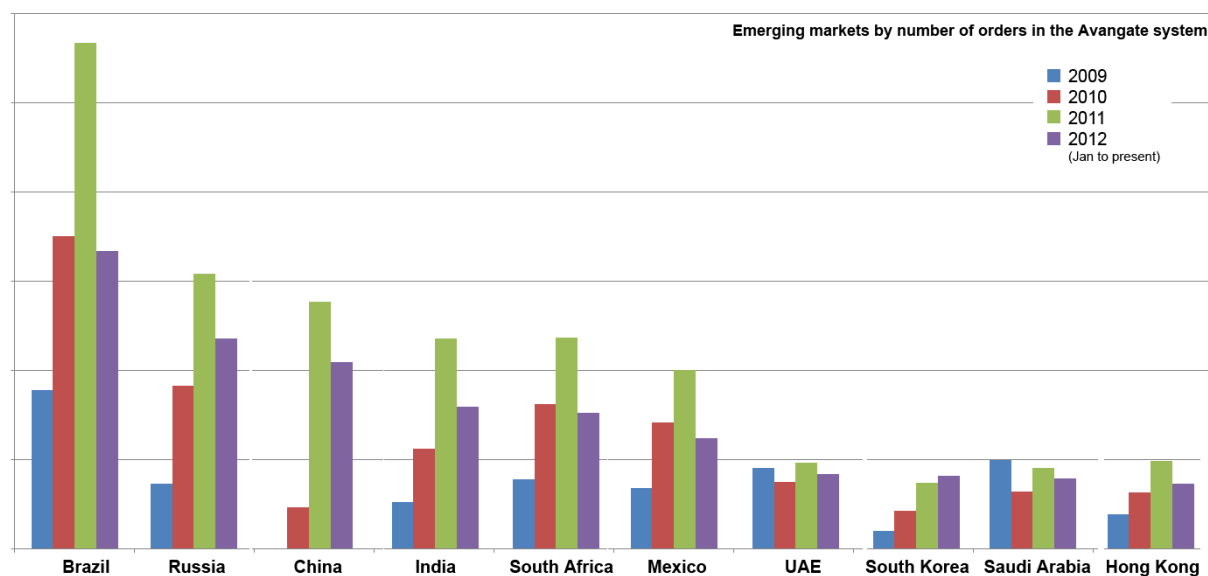
Top Countries by Orders - Takeaways:

1. US remain the undisputed leading market in ecommerce.

2. The top 5 countries have not changed over the past three years: US, UK, Germany, Canada and Australia.

3. Although the top 5 countries are the same, their actual order is not set in stone, as of 2012. For example, Australia has climbed to the number 3 spot, after it had dropped to no. 5 last year following the previous two years when it occupied the fourth position.

4. The number of sales in Australia has been on the increase throughout 2012, outpacing those in Germany and Canada.

5. The number of orders in China increased considerably, surpassing volumes in India.

6. The volume of orders in South Korea in the first half of 2012 already surpassed 2011 statistics entirely. In fact, if South Korea continues on its current ascendant trend, it will have generated more than double the volume of sales 2012 compared to 2011 and potentially break into the top 30 markets in the Avangate platform.

7. BRIC countries have been evolving extremely well over the past three years. Brazil overtook Spain when considering the volume of orders placed in Avangate starting with 2011, a trend which seems to be continuing.

Looking at **average online spending**, businesses need to target primarily US, UK, Japan, Canada, Germany and Australia. Australia is outpacing Canada in terms of both number of sales and revenue generated in 2012 by merchants using the Avangate platform, as illustrated in the chart below. Germany continues to be the second largest market in Europe following the UK. Ranking is based on 2012 Avangate statistics.

Top countries by revenue in the Avangate system

US, UK, Japan, Germany, Australia, Canada, France, Netherlands, Italy, Switzerland, Spain

When considering spending, there's a noticeable change of the top emerging market. The chart that follows offers a view of the evolution of spending for Avangate merchants over the last three years. Ranking is based on 2012 statistics.

Top emerging countries by revenue the Avangate system

Russia, Brazil, China, South Africa, India, Mexico, Saudi Arabia, UAE, South Korea, Hong Kong

Top Countries by Volumes - Takeaways:

1. US are ecommerce market leader in terms of revenue as well as of volumes.

2. The UK sits in a comfortable number two position.

3. Considering 2012 statistics in the Avangate system, Japan follows UK as the market responsible for the third largest total revenue. Japan revenue in the first half of 2012 outpaced that in Germany, Australia and Canada.

4. Australians might buy more products, but they're actually spending less than Germans.

5. Spain trends reflect the harsh economic climate of this market.

6. No emerging markets managed to make it into the top ten, although Russian and Brazil are extremely close to Spain, spending-wise.

7. Brazilians might be buying larger quantities than Russians, but the latter are out-spending them.

8. Chinese spending exploded between 2010 and 2011, almost tripling and outpacing India, Mexico and South Africa in a single year.

4 Preferred payment options in tandem with local currencies

Perhaps the main reason why one-size-fits all approaches fail is that shoppers in different markets shop differently, from the moment when they decide to make a purchase, down to how they pay for orders. In tandem with displaying localized prices in their currency, supporting their preferred payment method can prove critical to reducing ecommerce friction and fostering conversions.

By understanding local markets culture, you can very easily meet the payment preferences of visitors to your website, increase shopper comfort and thus boost your conversion rates. Preferred online payment methods vary dramatically from market to market, and that each locale is impacted by fragmentation issues and particularities.

Preferred eCommerce payment methods in Europe:

- The vast majority of ecommerce payments are made with credit/debit cards;

- Alternative payment options, such as PayPal, Webmoney, Giropay, and iDeal are responsible for more than a quarter of transactions;

- Another quarter of payments involve bank/credit transfer.

1. **iDeal** – over **40% of shoppers in The Netherlands** prefer to use iDeal, a standardized online banking-based payment method. In excess of 5 million transactions each month by Dutch customers rely on iDeal, making very hard for any localization strategy not to classify this payment method as a must-have in terms of support. iDeal has support from banks such as ABN AMRO, ASN Bank, Fortis, Friesland Bank, ING, Rabobank, SNS Bank, SNS Regio Bank or Triodos Bank, making it possible to reach nearly 97% of Dutch consumers. It's worth to underline that approximately 75% account holders at these banks use Internet banking.

2. **Direct Debit** – Citing statistics from the European Central Bank (ECB) Blue Book, EuropeanPaymentsCouncil reveals that 8,424 million direct debits were processed in the euro area in Germany in 2009, with an additional 841 million in Austria. A total of 17,656 million direct debit transactions were made in 2009 across European markets. The total value of direct debit transactions in Germany increased from $4.19 trillion in 2005 to $15.82 trillion in 2009, according to Gfmag. Direct Debit was no #1 payment method in Germany for several years(until 2011, however, the situation in Germany has changed, and now PayPal is the preferred payment method for German shoppers, with a market share of over 40%, with major credit cards in second place with approximately 39%, followed by wire transfer with approximately 8%.

3. **Alipay** - designed to reduce transaction risk for online transactions, Alipay is the dominant online payment platform in **China**, accounting for a share of **approximately 50% of the market.** Over 600 million Chinese use Alipay to generate more than 11 million transactions daily, according to Alipay. Avangate also supports a wide range of local pre-paid cards popular in China, in addition to more traditional payment methods such as major credit and debit cards and PayPal.

4. **Boleto Bancario** – as many as 30% of all online payments made by Brazilian shoppers are processed through the Boleto Bancario system.

5. **Konbini** - no less than a quarter of Japanese ecommerce transactions involve ATM payments at local convenience stores, such as 7-11 Japan, across the country. Approximately 17% of Japanese visit convenience store daily, with some 33% doing so 2-3 times per week. Konbini payments total as much as 18% of ecommerce transactions in Japan. With over 55 million JCB cards used in Japan, JCB's market share of the Japanese credit card industry is over 40%, making this payment method a must-have when selling to Japanese customers. Japanese shoppers also rely on Pay-Easy and Internet banking when making online payments.

6. **CashU** – supports Internet payments for customers in the Middle East and North Africa, although CashU's reach has expanded beyond these markets. In this regard, CashU is focused on catering to the needs of Arabic online shoppers.

7. **WebMoney** - is among the top three preferred payment methods by Russian customers according to statistics from the Avangate system. WebMoney Transfer reveals that no less than 14 million people have registered to use its online payment service. According to estimates, WebMoney accounts for a share of approximately 25-30% out of Russian online payments.

5 Taxation

Tax handling is also a facet of ordering localization needs. Localizing prices also implies adapting to the taxation characteristics of local markets. When targeting customers in the US, taxes need not be included in the prices displayed, since this is a local, common practice. Shoppers in Europe and in other countries however, are accustomed to having taxes included in the prices, and not added during the purchase process.

European shoppers will need to pay VAT for every transaction they make, even if they're acquiring offerings from a non-EU market, per the European Union legislation. US-based shoppers on the other hand don't pay VAT but sales tax, and they need to be located in the same state as the merchant in order for the extra tax to even apply.

Avangate collects taxes for electronic delivery from customers in Europe and the United States, when taxes apply, and seamlessly pays them to local fiscal authorities.

When the ecommerce platform provider acts as the **Merchant of Record model (Reseller)**, it essentially does all the heavy lifting on your behalf, dealing with all the aspects of financial transactions for shopper payments and providing you with your proceeds, hassle-free. The **Service Provider model (Direct)** model means that you need to handle payment processing yourself and interact directly with shoppers and payment processors. Obviously, working with an ecommerce platform provider that supports the **Merchant of Record** model is a great advantage when expanding globally, since all your business needs to start is already in place.

5.1 VAT in Europe

Shoppers in the European Union pay Value Added TAX, or VAT, for their purchases, including software and services. Customers based in non-EU markets are not charged VAT. The United States offer some exceptions detailed below.

	VAT		
	Consumers	**Businesses**	
		Valid VAT ID	No VAT ID or invalid
The Netherlands	☑	☑	☑
Europe	☑	☒	☑
EU shoppers buying from the US	☑ (pays country's VAT)	☒	☑ (pays country's VAT)
Worldwide	☒	☒	☒

5.2 Sales tax in the US

Sales tax is somewhat similar to the European VAT, but is not a nation-wide tax. In fact, sales tax can vary not only from state to state, but also from city to city. Shoppers in California, Georgia and Minnesota pay sales tax for software and services in specific conditions.

	Sales tax			
	Consumers		**Businesses**	
	Order **with** Backup Media	Order **without** Backup Media	Order **with** Backup Media	Order **without** Backup Media
	Payments are made using Discover/Novus or VISA, MasterCard and AMEX for vendors with Intelligent Payment Routing (local payment processing for the US).			
Minnesota	☑ (for the full value of the order)	☑ (for the full value of the order)	☑ (for the full value of the order)	☑ (for the full value of the order)
California	☑ (for the full value of the order)	☒	☑ (for the full value of the order)	☒
Georgia	☑ (for the value of Backup Media)	☒	☑ (for the value of Backup Media)	☒
US (except the states above)	☒	☒	☒	☒

6   Localized pricing best practices

No localization strategy is complete without product pricing. The majority of shoppers abandoned carts due to excessively high shipping and handling costs, but there are additional reasons, such as price comparison, or the perception that the price was too steep. It's vital that you keep cost relevancy in mind when creating your pricing strategy, and subsequently, when localizing it.

6.1   Local currency support

Offer shoppers the possibility to purchase products by using not only their preferred payment method but also the local currency in their country. As a rule of thumb, keep in mind the fact that most customers are used to thinking in a single currency when purchasing, and using anything else would cut into the comfort level that contributes to fuel successful orders. Optimize the cart to avoid displaying foreign currencies to help increase conversion rates. The pricing capabilities of an ecommerce platform need to enable you to select not only a currency, but also to define the specific price for a locale.

6.2   Fluctuating exchange rates

Showing shoppers localized prices based on their geographical location is somewhat of a compromise between the display currency and the currency in which the transfer is actually made when fluctuating exchange rates are used. You need to take into account the fact that when configuring pricing only for a single currency and have it display to shoppers in their local currency based on a floating exchange rate, price variations might negatively impact conversion rates.

6.3 Tailor prices to local markets

Identifying potential and fostering it will help you boost your conversion rates. Once you tailored your offerings to the linguistics preferences of your visitors, it's time to also offer prices in their local currencies.

Pricing can be a real deal breaker for customers, but this issue is easily solvable by turning to localization. Keep in mind that embracing local currencies should also be accompanied by efforts to tailor prices to match the specifics of the new markets in which you're trying to sell your software and services. Consider putting together pricing strategies that reflect the economic reality of international markets.

In the end, optimizing regional prices will help attract new shoppers and fresh revenue. For example, the Avangate platform can be used to get your prices to "speak" the local language of your customers, wherever in the world they might be located. This tactic involves a manifold approach, which includes the translation of details, mainly text, for your shoppers, as well as localizing the actual prices for a specific region. Not only will shoppers be able to see prices in the currency they're most comfortable spending in, but customers in different markets can be offered different pricing, independent of one another.

6.4 Automatize price display

While flexible carts come with country, language and currency selectors proving shoppers with the option to change them as they see fit, it's best to automatize the display of such details through the use of GeoIP location technology. Ensuring that the geographical details of shoppers are detected automatically means they don't need to concern themselves with selecting their country, language and currency, increasing purchase flow efficiency and conversion rate.

Reduce self-selection actions and cut interstitial stages of the ordering process to avoid shopper fatigue. At the same time you need to be ready for exceptions. In those few instances when shoppers' location cannot be detected or is detected erroneously, but also when customers are purposely hiding their location, by using a proxy for example, you need to have a comprehensive system in place for users to select settings such as language and currency. Consider using drop down menus listing all supported languages, countries, currencies, for example.

6.5 Preserve the initial localized price throughout the lifetime of the subscription

Regardless of what happens to the shopper geographical location, you need to make sure that the initial price of a subscription is preserved throughout the lifetime of the offering purchased by shoppers.

For example, let's assume that you're selling a subscription for the same service in the US and China, among other markets. Shoppers in the US can purchase the subscription at $99, while Chinese customers pay a special price of just 300 CNY (approx. $47). You wouldn't want US customers travelling to China to all of a sudden start paying 300 CNY for their subscription, or vice versa, Chinese users being charged more than double because they're in the United States when the subscription is renewed.

6.6   Odd and round pricing

Psychological pricing principles can help you create user-friendly prices. In fact, it's recommended to use odd and round prices as a psychological catalyst designed to dive better conversion rates. Authors of the "The Widespread Use of Odd Pricing in the Retail Sector" research paper reveal that approximately 97% of prices end in 0, 5, or 9.

7   Localized pricing works

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Avangate Case Study: AVS4YOU

Avangate Helps Boost AVS4You Western European Software Sales by 40%
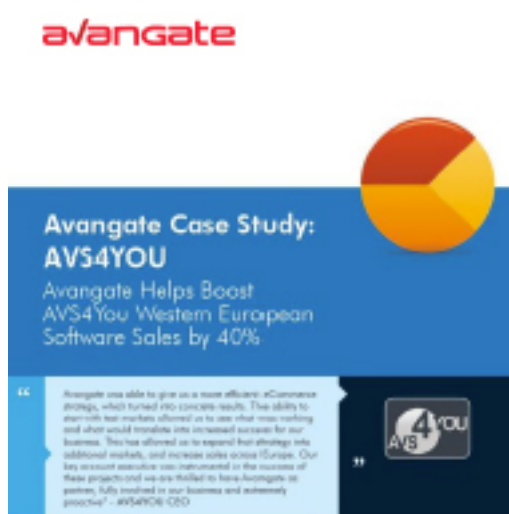
We know localization works because we've experienced its success first-hand. Online Media Technologies, an Avangate client, witnessed a boost in sales by no less than 40% in Western Europe thanks mainly **to price localization** and **shopping cart optimization.**

All it took was simplifying the ordering flow and providing prices in local currencies and tailoring user experience by using Avangate's geo-location capabilities.
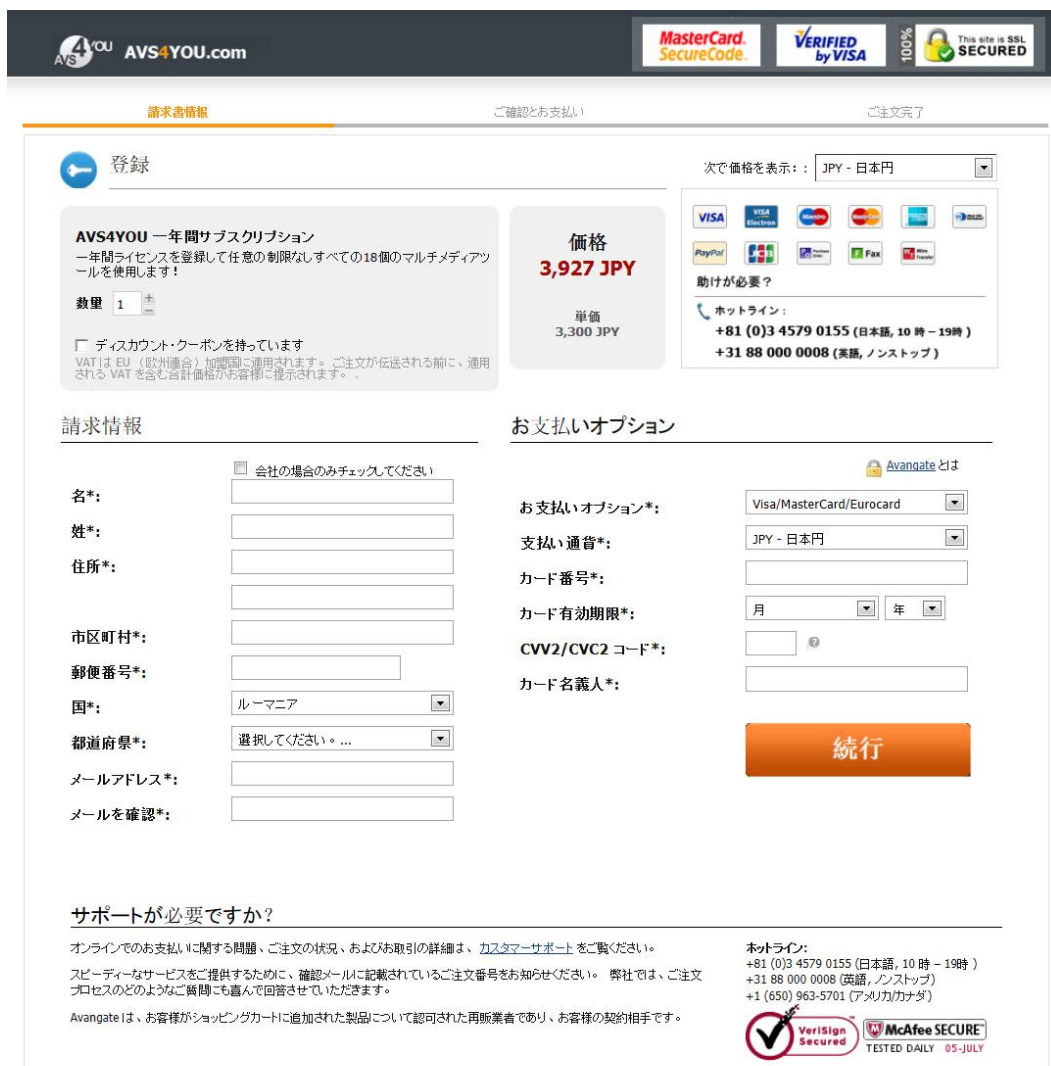
In just one month (Oct 2011), the number of orders from French customers increased by a staggering 44%, resulting in an increase of 40% in sales volumes (price slightly adjusted from USD to EUR, i.e. from USD 59 (=EUR 44) to EUR 39. The pilot project was extended to Germany, with results of 20% + increase in sales. Avangate helped boost AVS4You Western European sales by 40%. Download Avangate Case Study: AVS4YOU.

8 Localized support

Localized currencies and payment methods as well as content translation are bound to drive your sales up in markets around the world, but always keep in mind that you also need to invest in customer loyalty. Provide local phone numbers and contacts, and make sure that shoppers get support in their own language.

AVS4YOU uses localized phone numbers displayed clearly in the

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KASPERSKY

☎ DESTEK: **+90 850 252 6311**
(Online ödeme ile ilgili konular için İngilizce 24/7 telefon desteği)

| Fatura Bilgileri | Onay ve Ödeme | Tamamla |

Dil: Türkçe ▾

Fiyatları şu para biriminde göster: TRY - Türk Lirası ▾

Alışveriş sepetinizdeki ürünler

ADET		TESLIMAT	DEĞER	
1	Kaspersky ONE (1 Yil, 5 cihaz) Farkli Seçenekle: (düzenle) Otomatik Yenileme Servisi Kapali (detaylar)	ELEKTRONIK	120.27 TRY	🗑
	İndirim (-30% OFF)		-36.08 TRY	

☐ Bir indirim kuponum var

TOPLAM FIYAT: 84.19 TRY

Kaspersky Lab para iade garantisi su durumlarda geçerlidir:
- Kaspersky E-storedan yapilan satin alimlarda, alim tarihinden itibaren 14 güne kadar

VeriSign Secured

Fatura Bilgileri

Lisans sahibi:: ⦿ Kişi ○ Şirket

İsim*:

Soyisim*:

Adres*:

Şehir*:

Posta Kodu*:

Ülke*: Türkiye ▾

Bölge:

E-posta*:

E-postayı doğrulayın*:

Ödeme seçenekleri

Ödemeniz, ortağımız Avangate tarafından güvenli bir şekilde işleme konulmuştur.
🔒 Avangate kimdir?

Ödeme seçenekleri*: ⦿ VISA ○ Wire Transfer ○ PayPal ○ cashU

Faturalandırma para birimi*: TRY - Türk Lirası ▾

Kart numarası*:

Kart son kullanma tarihi*: Ay ▾ Yıl ▾

CVV2/CVC2 kodu*:

Kart sahibinin adı*:

14-DAY MONEY-BACK GUARANTEE! Satin alimdan sonraki ilk 14 güne kadar para iadesi garantisi

Devam et »

Yardıma mı ihtiyacınız var?

Ödemelerle ilgili konular, sipariş durumları ve işlemler hakkında daha fazla bilgi için Müşteri Hizmetlerimizi kontrol edin. Hızlı hizmet için, lütfen sipariş onay e-postasında belirtilen sipariş referans numaranızı veriniz. İşlem süreci ile ilgili tüm sorularınıza cevap vermekten memnuniyet duyarız.
Avangate, alışveriş sepetinizde bulunan ürünlerin yetkili satıcısı ve sözleşme partnerinizdir.

☎ **+90 850 252 6311**(Türkiye)
(Online ödeme ile ilgili konular için İngilizce 24/7 telefon desteği)

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Avangate, alışveriş sepetinize eklediğiniz ürünleri yetkili satıcısı ve sizin sözleşmeli iş ortağınızdır.

Gizlilik İlkeleri | Yasal bildirim | Şartlar ve Koşullar

Local phone numbers for support are prominent in Kaspersky's cart.

9 Culture, design and usability

The process of adapting your business to a specific market is by no means limited to speaking the native language of the shoppers. Localization automatically implies tailoring every aspect of your business model to the cultural, linguistic, currency, geographical, and legislative particularities of markets worldwide.

If you have ever visited an Arabic, Chinese or Japanese website, you might have noticed (note the tongue in cheek use of "might") that the design was completely different than European or US sites. User experiences perfect for European or American shoppers need to be redesigned and adapted to customers interacting in a different manner with online properties.

10 Platform-level localization support

Skin deep is not a standard by which your localization efforts should be measured. It's vital that website, shopping cart, checkout, and purchase process localization be supported by mature capabilities of the underlying ecommerce platform. Instead of being forced to stop half way, you should be able to localize all elements of the shopping experience, including text, labels, messages, and hints, the date and time, phone numbers, prices and currencies, graphics and images, formatting and punctuation, addresses, etc.

It's critical to focus your localization strategy on adapting not only your offerings, but also websites/shopping hubs and technical support to local countries/markets. Shopper support should involve a local phone number, localized emails (sent in local languages and during business hours), and even a toll free number. Additionally, email follow-ups, order recovery, lead management, marketing messages, etc. all need to be localized as well.

11 Avangate: Any channel. Any model. Globally.

By now, there should be little doubt left in your mind that when it comes to localization, one-size-fits-all approaches need to be avoided. Avangate's take on globalization strategies is to work alongside you and tailor your business to the specificities of markets worldwide, and create a comfortable international experience for local shoppers.

Take advantage of a comprehensive collection of localization capabilities available out of the box with the Avangate ecommerce platform, which is designed to help you hit the ground running, and start selling immediately around the world, offering support for:

- **Localized pricing** – offer customers in specific markets tailored prices, currencies and product options. Per-offering prices, currencies and product options can vary from country to country, adapted to developed and emerging markets, for example.

- **Localized pricing details** – localize the information displayed to shoppers alongside the prices for your products or services;

- **Localized shopping cart templates**
  - o a growing collection of fully customizable shopping cart templates is available out of the box (Read the Shopping cart best practices whitepaper);
  - o the Avangate Ordering API allows you to control every aspect of the shopping cart;

❯ **Different purchase flows** – you can choose from a number of flows available to tailor the purchase process to the preferences of shoppers in different locales;

❯ **31+ languages:** Arabic, Greek, Hungarian, Turkish, Bulgarian, Thai, Slovak, Farsi, Danish, Dutch, Traditional Chinese, Korean, Finish, Norwegian, Swedish, Polish, Brazilian Portuguese, Portuguese, Japanese, Spanish, Romanian, Russian, Chinese, German, French, Czech, Italian, Hindi, Slovenian, Croatian and English;

❯ **Localized shopper communications**
  o   For payment confirmations, receipts and invoices;
  o   Electronic delivery;
  o   Lead management for unfinished payments and abandoned carts;
  o   Subscription renewals and trials;

❯ **Multilanguage product details** - Localize the details for your products or services in a range of languages when targeting customers in different geographies;

❯ **Geo-location capabilities** –Geo-location is used to determine the shopper's country, and provide location-aware content, adapting the language and currency of the cart accordingly. When a country is auto-selected, the correct taxes, if applicable, are calculated as well.

- **130+ billing currencies:** a selection: EUR, US dollar, GBP, RON, AUD, CAD, CHF, DKK, JPY, MOK, PLN, SEK, RUB, HKD, KRW, TWD, BRL, INR, TRY, ZAR, EGP, SGD, RMB/CNY, AED, ILS, SYP, QAR, SAR.

- **Localized prices for partners** – create localized product price lists for your partners, depending on their location. With Avangate, the same subscription/product can cost $99 in the US, 70 Euro for European shoppers, but only 199 Chinese Yuan in China;

- **Back-up CD and Box Delivery** - Shipping Fees for physical deliveries are calculated automatically based on the specific delivery zones of shoppers;

- **Localized shopper portals** – Provide customers with customizable Avangate myAccount shopper portals tailored to their locale.

- **Localized customer support** - Avangate "Customer support center" is available 24/7 and provides your clients with complete answers to questions about order, payment and product delivery processes in 9 languages, more being added periodically.

The end goal is to make shoppers sufficiently comfortable to shop. Do it by breaking down the barriers that stand between your products and a successful purchase. Foreign currencies, unfamiliar linguistics, untailored UIs, unfriendly purchase flow can all contribute to alienating potential customers, losing you money.

12 Conclusion

There's a right way to approach localization. As the Internet shortens drastically the distance between you and customers around the world to only a few clicks, internationalization strategies should focus on all of ecommerce facets starting with the shopping hub, and continuing with marketing campaigns, tailored offerings, regional pricing, local currencies, preferred payment methods, adapted shopping cart design and purchase flow, and support in the native language of your customers. Ideally, there should be no difference between your localized strategy and the approach a local competitor would take.

13 About Avangate

Avangate is the agile eCommerce solutions provider trusted by Software and SaaS companies to grow their business worldwide through any channel, any model.

Specifically designed for software markets, Avangate's scalable and integrated solution includes a full-featured, modular and secure eCommerce platform, a partner order and revenue management system, as well as a constantly expanding worldwide affiliate network.

Avangate's market-proven eCommerce solution enables software companies to rapidly embrace industry shifts, reach customers effectively, and adopt new business models with a view to optimizing profitable revenue across online and offline channels.

More information can be found on www.avangate.com

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