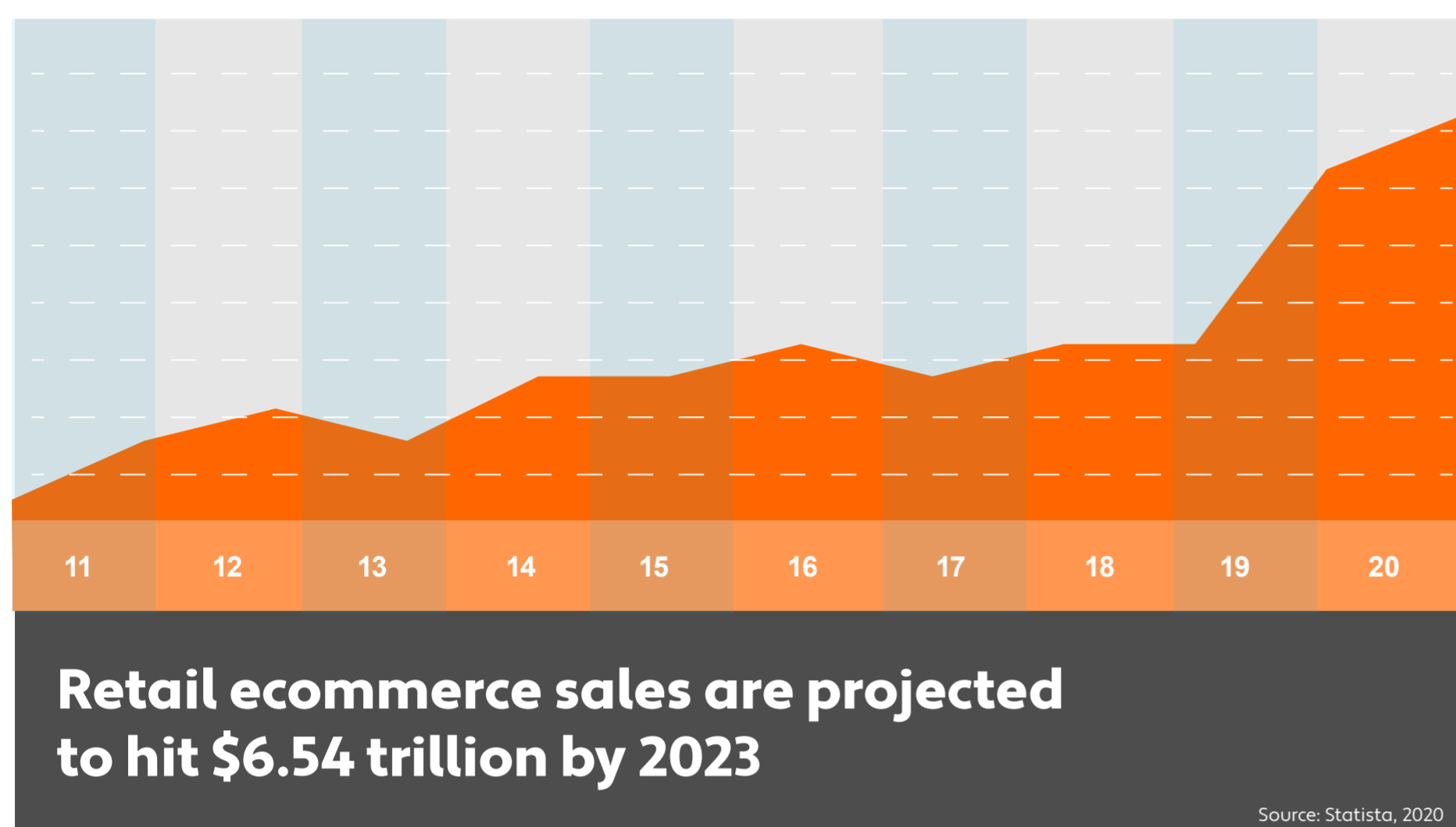


Ready to take your potential customer base from *millions* to *billions*?

Consumers are growing more interested in company values, shopping experiences, and convenience, and less concerned about where their products ship from. As ecommerce grows, the lines between borders become fuzzier.



All the complexity of taking your business global may make you wonder if it's worth it. The short answer is, "Absolutely." Cross-border selling is looking more and more inevitable, and here are a few reasons why:



That's a huge number, but limiting your business to domestic sales narrows your slice of the pie:



85% of the world's purchasing power is outside the United States.

And 57% of global shoppers make purchases from retailers in other countries.

Source: Shopify, 2019.

As a side note, ecommerce is how a lot of high-value customers shop:

48%

of higher income individuals shop online.

Source: GWI Coronavirus Research March 2020.

The pandemic also had an effect: Cross-border online sales worldwide increased by 21% from January 1 to June 14, year over year.

Source: Digital Commerce 360, 2020.

Overall, global ecommerce companies are growing 1.3 times faster than companies that only sell domestically.

Source: International E-commerce: A Comprehensive Guide, Flow, 2016-2020.

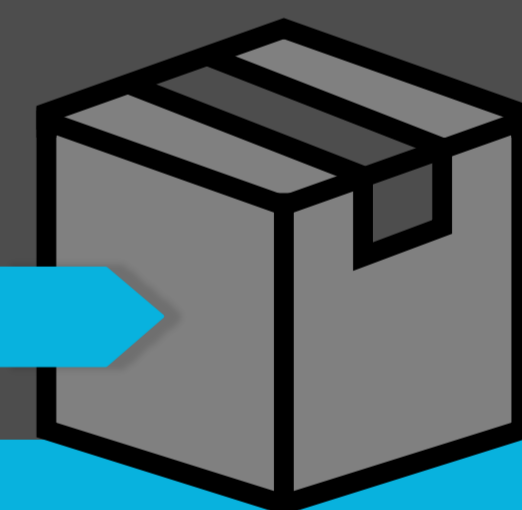
Perhaps the most complicated parts of selling globally: **duties and taxes**. Charging the right rates is key. Too high, and your customer abandons their cart or rejects the shipment. Too low, and you lose money on the sale.

Ignore prepurchase rate calculation at your own peril.

95% of buyers expect to see all shipping fees and taxes totaled before they complete a purchase.



Source: 2019 UPS Pulse of the Online Shopper.



And if customers complete the purchase, only to get hit with surprise fees, they probably won't come back.

80% of customers will take their business elsewhere after a poor shopping experience.

Source: Hubspot, 2018-2020.

"In order to serve an international audience of customers, inspire confidence, and ensure there are no hidden costs as a purchase crosses borders to get to customers' front door, retailers need to have an intelligent suite of transaction solutions in place to enable consistent rates in addition to accuracy, transparency and security."

Source: Digital Commerce Playbook. PSFK and Avalara, 2020.

If you're thinking of taking your business global, check out Avalara's cross-border solution. It handles item classification and calculates customs duties and import taxes, at the point of purchase.

Learn about Avalara's cross-border solution at avalara.com/goglobal

