BEST PRACTICES FOR CROSS-BORDER COMMERCE

Are you ready to multiply your sales by going global?

Cross-border commerce is exploding

57% of global shoppers have bought online from international brands

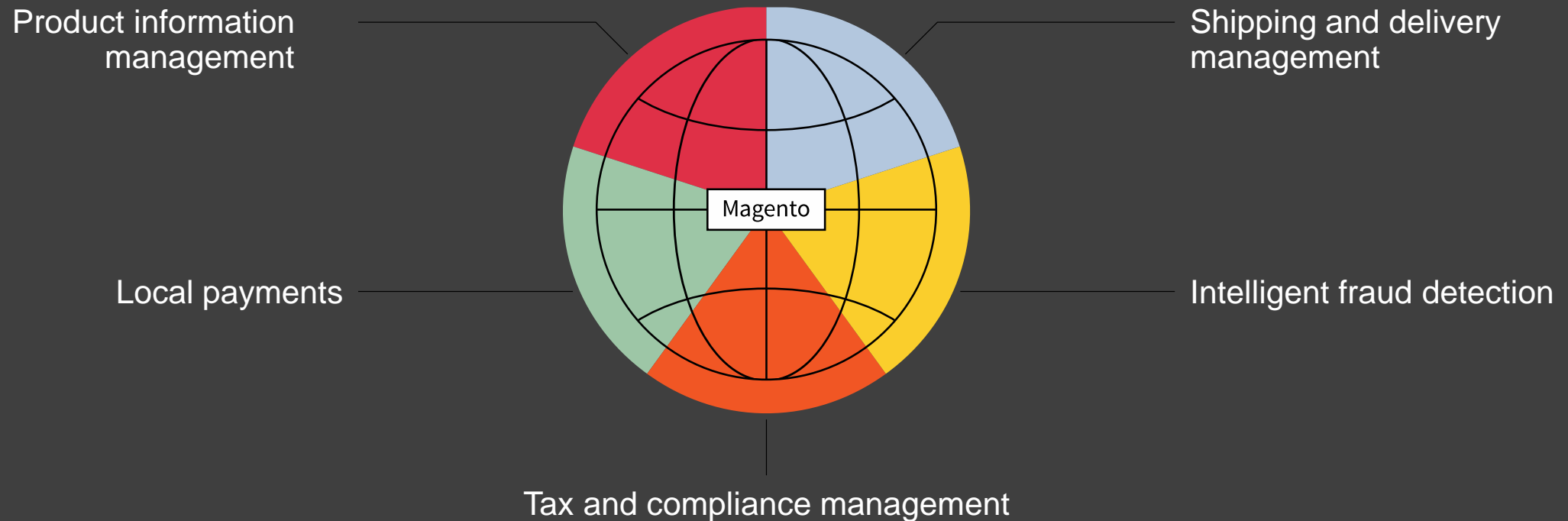**20%** of all worldwide eCommerce in 2022 will be cross-border purchases

But many merchants avoid cross-border

- They believe cross-border commerce is riskier than domestic
- They don't initiate enough research
- They enter too many markets too fast
- They don't take advantage of automation

Tip #1: leverage data from your domestic commerce site

Tip #2: know the technologies your cross-border platform must support

Product information management

Shipping and delivery management

Local payments

Intelligent fraud detection

Magento

Tax and compliance management

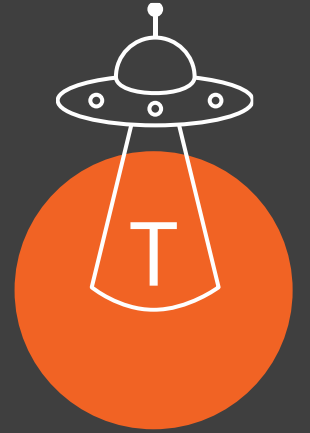# Tip #3: talk to the experts

PIM

Payments

Shipping

Tax & Compliance

eCommerce & Data

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Director, Commerce Strategy

Adobe (#506)

@magento

Ryan Hunter

Vice President of Global Customers

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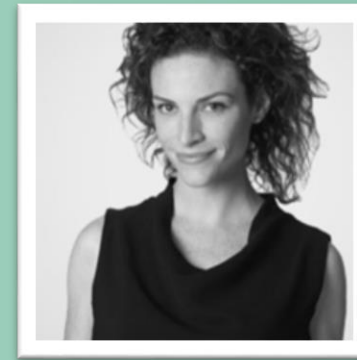
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CEO & Co-Founder

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Claudia Summers

VP, Business Development

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Mark Sieczkowski

Product Suite Owner

Vertex (#414)

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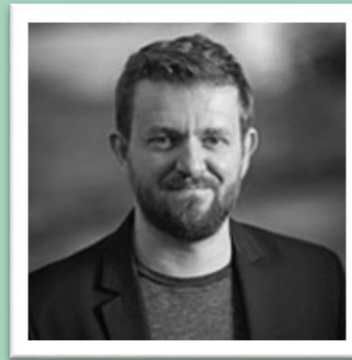Director, Commerce Strategy

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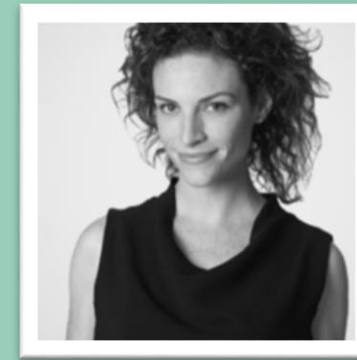
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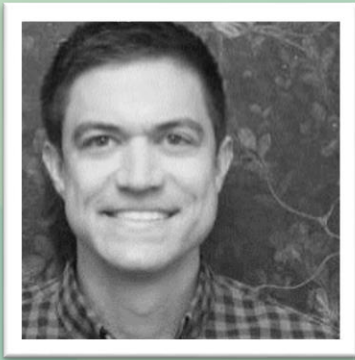
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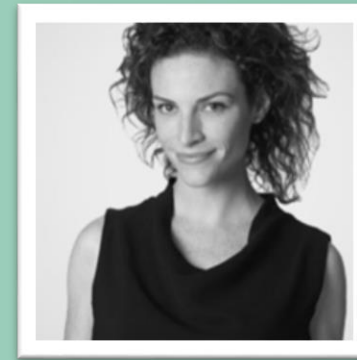Vice President of Global Customers

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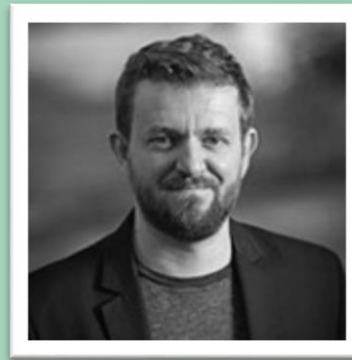Director, Commerce
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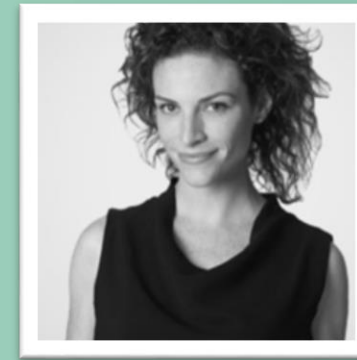Global Customers

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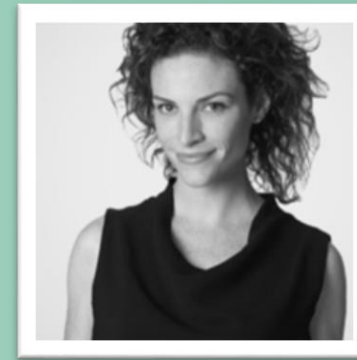Global Customers

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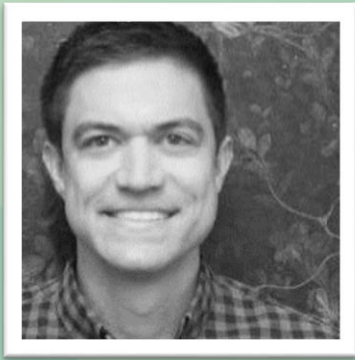(Instagram)*

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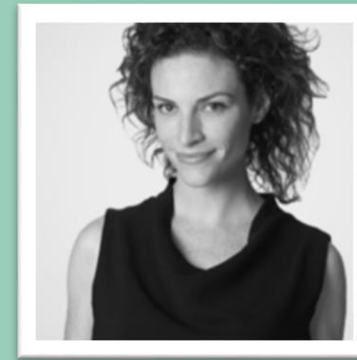Vice President of Global Customers

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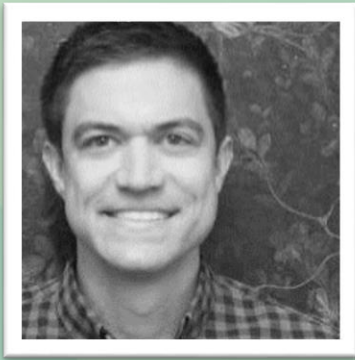*@thisisborn*

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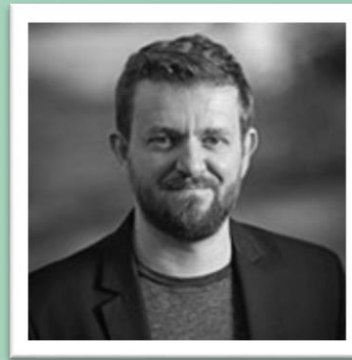Adobe (#506)

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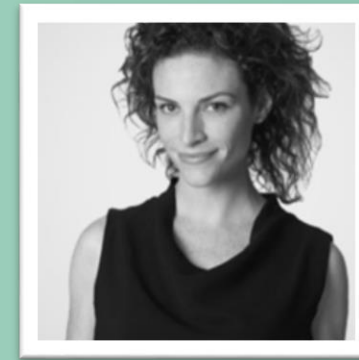Global Customers

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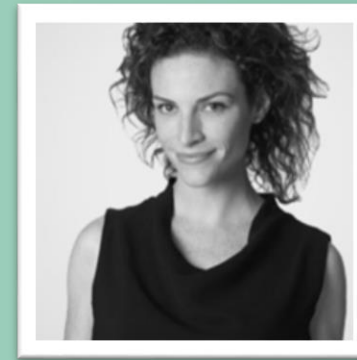Vice President of Global Customers

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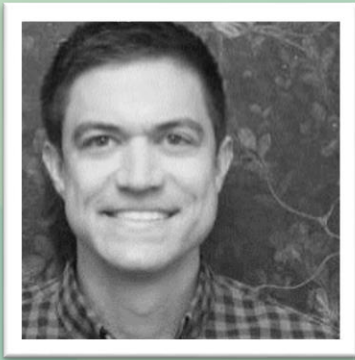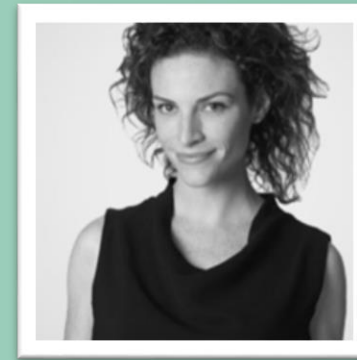*@claudesummers (Instagram)*

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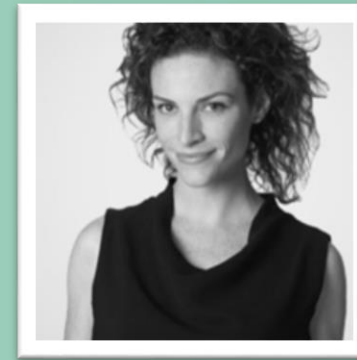
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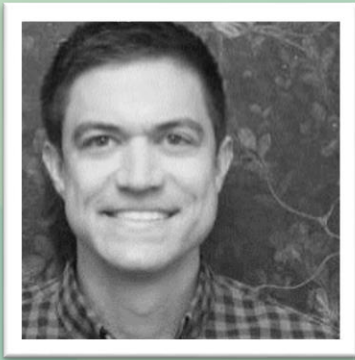
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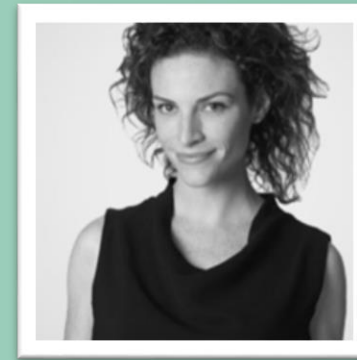
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Bottom line: cross-border commerce is probably easier than you think…
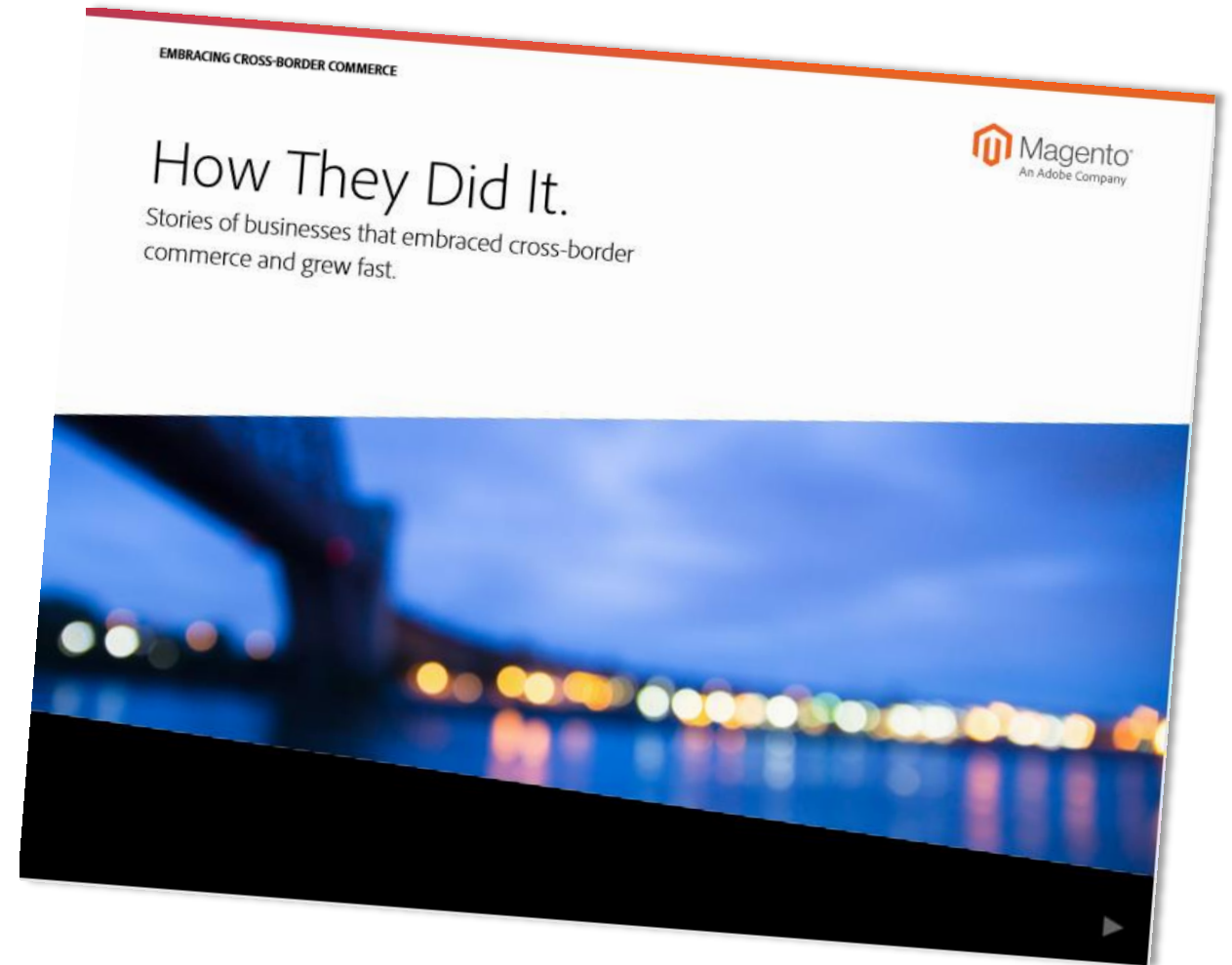
With the right technologies, you can:

• Deliver a localized experience in every market

• Use flexible shipping options (and great service) to stand out

• Let customers pay the way they're used to

• Protect against fraud without a clunky checkout experience

• Stay in compliance with local tax rules

…And it's one of the most reliable ways to grow

Q&A

Grab a copy of our Cross-Border eBook at one of these booths:

- Akeneo   407
- BORN   405
- DHL   312
- Vertex   414
- Worldpay   102

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