



i-parcel™

Road map for success: Key takeaways

27% of the Top 500 web merchants in North America use a global e-commerce solution such as UPS i-parcel to enable global e-commerce sales.

Source: Top500Guide.com, 2015



- 1. Shoppers want a simple online experience.** Localize online stores with language translation, currency conversion, duty and tax displayed at checkout and offer international payment options.
- 2. Online shoppers worldwide clearly aren't inhibited by cross-border e-commerce,** and many prefer buying direct from international websites, especially from merchants based in the U.S.
- 3. Successful presentation of a website or product** in one market might look very different in another market.
- 4. Show prices in local currency,** and only products that are sold in that market.
- 5. Use local creative teams in each country** to accurately communicate product and style information, while taking into account language, culture, currency and payment forms.
- 6. Partnering with a commercial service** such as UPS i-parcel allows a retailer to concentrate more on other areas, such as marketing and merchandising.
- 7. Successful cross-border e-commerce requires serious research and investigation** to truly understand a local market.

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