

Growth without Borders

INCREASING SALES WITH A STRONGER
CROSS-BORDER STRATEGY

INTERNATIONAL SHIPPING

From
United States

To
London
Brian Mcneill

1-7 DAYS

SHIP



Cross-border opportunities continue for growing enterprises

Did you know about 20% of online sales are cross-border and worth over \$200 USD each? Global cross-border ecommerce continues to see healthy growth, with an estimated market share of **22% of all ecommerce sales** worldwide by 2022.

Global customers are open to purchasing cross-border due to the following:

- ▲ **Lower costs.** Overseas online retailers are offering better pricing for goods than local sellers.
- ▲ **Access to a wider range of products.** High internet penetration paired with more convenient delivery options encourage more buyers to purchase online.
- ▲ **Strong trade agreements.** Friendly trade agreements between certain countries can encourage seamless cross-border opportunities.
- ▲ **Easier to go beyond borders.** In the EU, especially, countries are in close proximity of each other, making ground shipping costs relatively affordable.

Conquering cross-border is key to remaining profitable

Mature ecommerce markets have yet to take full advantage of global cross-border opportunities. Having a strategic plan to expand internationally is key to increasing revenues as enterprises continue to face challenges from competition at home.

In the US, cross-border selling is in a nascent stage, with only **36% of US ecommerce merchants** making efforts to expand internationally.

About **50% of UK e-commerce merchants** currently sell cross-border, although a looming Brexit threatens to lessen these numbers.

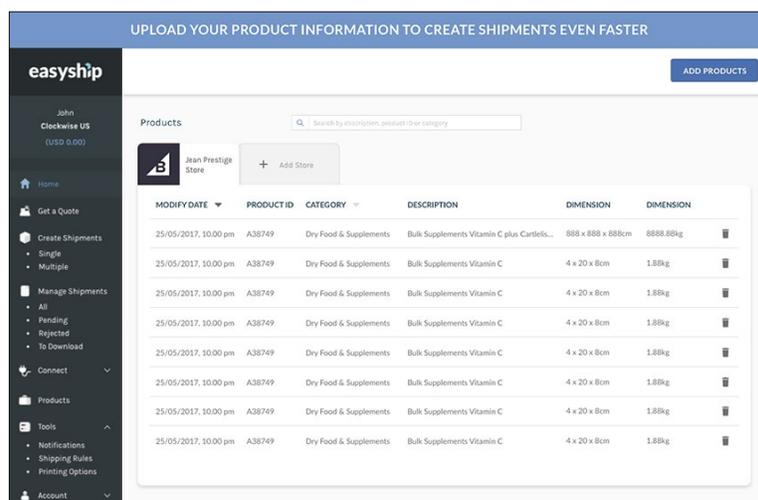
Australia Post claims **99.9% of global online spend is outside Australia**. To increase revenues, Australian sellers should prioritize developing a cross-border strategy.



Addressing cross-border challenges

Statista reports that the **majority of challenges** that merchants face in cross-border ecommerce are related to logistics, specifically:

- ▶ Navigating customs compliance: 51%
- ▶ Tracking deliveries across borders: 46%
- ▶ Managing delivery expectations: 43%
- ▶ Cross-border logistics: 30%
- ▶ Cross-border returns: 24%



Here are some best practices to help avoid cross-border complications.

- ▶ **Fill out your commercial invoices properly.** Incomplete or inaccurate commercial invoices can cause your parcel to get held up in customs, causing delays in delivery to the final destination.
- ▶ **Choose a solution with frequent or regular tracking.** Using a reliable delivery service builds trust with international customers. It also increases the chances of being able to find a parcel should it go missing, potentially preventing lost revenues.
- ▶ **Display delivery time frames at checkout.** Using a plug-in like **Easyship** allows you to provide full visibility to customers by showing pertinent information such as tax and duty amounts, additional handling times, and delivery times based on the recipient's location.



Going global in practice

These brands are making international expansion look effortless.

August McGregor – Effectively managing delivery expectations

Shipping

We can ship to virtually any address in the world. Note that there are restrictions on some products, and some products cannot be shipped to international destinations.

When you place an order, we will estimate shipping and delivery dates for you based on the availability of your items and the shipping options you choose. Depending on the shipping provider you choose, shipping date estimates may appear on the shipping quotes page. **For international shipping, all import duties and taxes are calculated at checkout and these costs are included in the final purchase price. You will not need to pay additional customs charges on arrival of your package.**

Please also note that the shipping rates for many items we sell are weight-based. The weight of any such item can be found on its detail page. To reflect the policies of the shipping companies we use, all weights will be rounded up to the next full pound.

Please note, failed deliveries and unsuccessful attempts made by all carrier service will result in the order being returned to our warehouse. If this occurs, the item will be refunded minus incurred shipping costs and you will be notified and able to reorder at your choosing. This often occurs, especially with international shipping, when the carrier is unable to enter a building, a property gate is locked, or if a signature is required and no one is available, etc.

[August McGregor](#)'s shipping policy immediately builds trust with international buyers by highlighting that import duties and taxes are automatically calculated at checkout and included in the final purchase price.

This makes delivery smoother as additional customs charges won't need to be paid once the parcel arrives in the destination country.

Sophie & Toffee – Free international shipping at the right threshold

Sophie & Toffee encourages higher average order values by offering free international shipping for orders over \$150USD. To sweeten the deal, they even offer free express shipping if the order is over \$200USD.

To protect themselves from potentially high shipping costs to remote destinations, they do cap their shipping costs by mentioning the customer will be responsible for the remainder of the shipping fees after a certain amount.

JM Turbo Coopers – Flexible delivery through multiple carriers

JM Turbo Coopers give international visitors flexibility by showing two different carrier options at checkout: USPS for an economical solution, and UPS for an express solution.

Offering multiple shipping solutions allow you to appeal to a wide variety of customers with different delivery expectations, increasing chances for conversions.

Enhance your checkout experience

Increase conversions from international customers by enhancing your checkout in the following ways:

- ▲ **Allow a guest checkout option.** Removing barriers such as creating a new account encourages visitors to complete their purchase quicker.
- ▲ **Make newsletter sign up optional.** EU customers are protected by GDPR regulations; stay compliant by easily allowing your customers to opt-out of your email list.
- ▲ **Show the 3 best shipping solutions based on location.** Promote delivery flexibility by offering the cheapest, fastest, and best value services.
- ▲ **Share your shipping policy with the world.** Don't be shy – shout out your cross-border shipping policy and restrictions on your FAQ's, shipping and returns page, and product pages. [Download your free shipping policy here.](#)

Achieving cross-border success

Inefficient systems and prohibitive costs are barriers to cross-border success. Enterprises can [find support](#) for their international expansion by leveraging the deep logistics expertise of BigCommerce Shipping and Easyship to overcome these barriers.

Easyship was built for merchants focused on cross-border, with over 250 discounted pre-negotiated courier solutions available at sign up. For merchants with a significant focus on cross-border, who fulfill from the US, Australia, Canada, Hong Kong, and Singapore we recommend to Easyship's BigCommerce integration.

Easyship helps automate lengthy processes such as filling in commercial invoices, tax and duty calculations, and getting insurance coverage. Ensure a frictionless shipping experience by avoiding issues such as a parcel stuck in customs, unexpected delivery costs, or inventory shrinkage.

If your primary focus is on domestic shipping with a small proportion of cross-border fulfillment, we recommend BigCommerce Shipping. BigCommerce Shipping offers discounted rates with DHL, a trusted global leader in cross-border fulfillment.

