

scandiweb

Going international with eCommerce in 2023

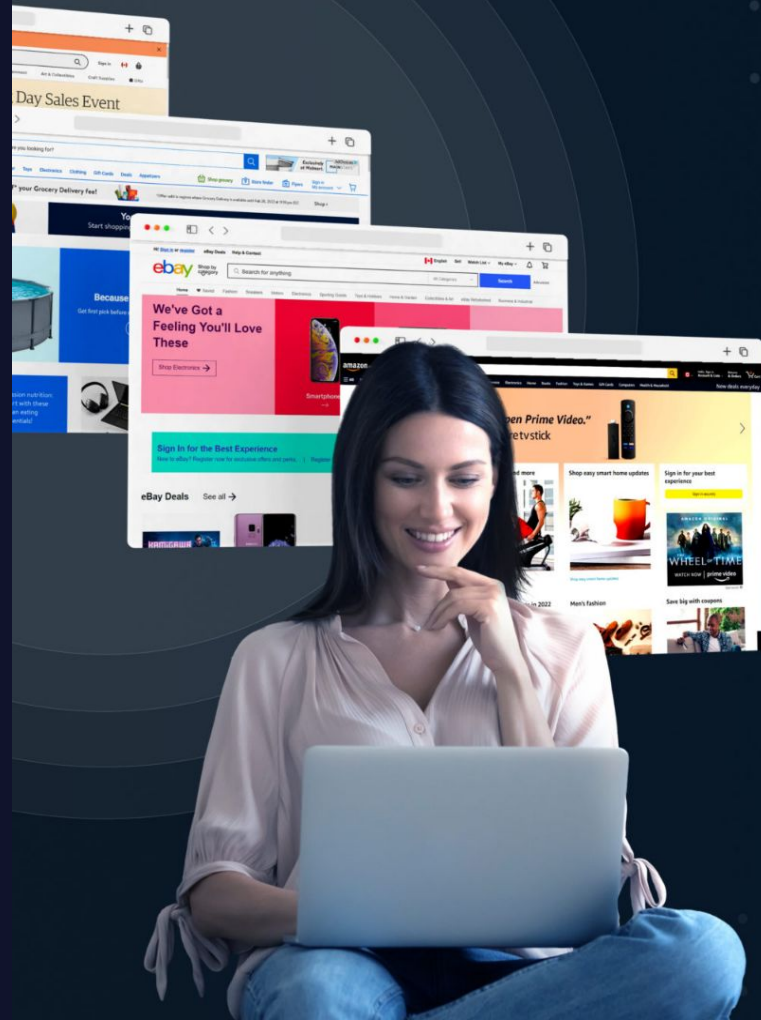


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Executive summary



Executive summary

- While consumers may want the products or experiences on an English-language site, most still rather think, act, and buy in their own language:

40% of consumers will not buy from websites in non-local languages

23% of consumers will search for other alternatives in the market due to inaccurate cultural references or content on a brand's website

- Therefore, internationalization is especially important today. According to Shopify data, 35% of all Shopify traffic comes from international visitors and 92% of those visitors want to buy products in their own currency.
- **Internationalization is more than just translation, it's about cross-border purchasing behaviors.** Privacy, payment options, delivery, and customs procedures are major components of the internationalization strategy and can affect the customer online experience.
- **Internationalization is a time-consuming, complex, and multi-layered process.** Companies often run into such challenges as expansion, legal issues, cultural differences, lack of time and money, and old infrastructure. **But most of these problems can easily be solved with the right approach.**

Main aspects to localize in an eCommerce store:

- Product details & descriptions
- Keywords & SEO
- Multimedia & branding
- User reviews
- Payments & currency
- Customer support



Internationalization in eCommerce

Internationalization in eCommerce

What is eCommerce internationalization?

- **Internationalization (i18n) is a major step toward the expansion of brands in different countries, including the preparation of products, services and internal operations for entry into global markets.** The main objective of eCommerce internationalization is for the established design of a brand and its software product to be able to support multiple languages, regional preferences, and cultural norms without significant changes to the code.
- Although initially, internationalization is not related to any actual translation, most companies need to translate their content into other languages for international markets (website localization).
- **Localization (l10n) is the actual process of adapting a previously internationalized product to a certain culture.** The main objective of localization is to get an end product that feels local to the target market. In contrast to simple translation, localization takes a broader approach that also includes cultural adaptation.



Importance of internationalization

According to a study by Frost & Sullivan, more than 70% of customers spend most of their time on websites in their own language and every dollar invested by a business in a localization strategy generates \$25 in profits.

What are the benefits of eCommerce internationalization?

Easier maintenance

with each iteration of your product, you will inevitably be faced with bug fixes and enhancements, so the software will be updated more quickly after each release

Increased market share

for 47% of online shoppers, the presence of the brand in the local market is important

International search presence

increase your chances of appearing at the top of search engine results pages, attract new customers, and boost ROI

Less cart abandonments

customers see all prices in their own currency, eliminating the friction caused by the need for foreign currency conversion

Faster delivery

regionalizing inventory allows you to deliver products from your warehouse to the customer's address in as little time as possible

Easier personalization

on average, personalized eCommerce websites have up to 10-15% higher conversion rates and up to 20% higher customer satisfaction

Improved conversion rate

increase your engagement and website traffic, and get a much wider reach within your customer base

Faster growth

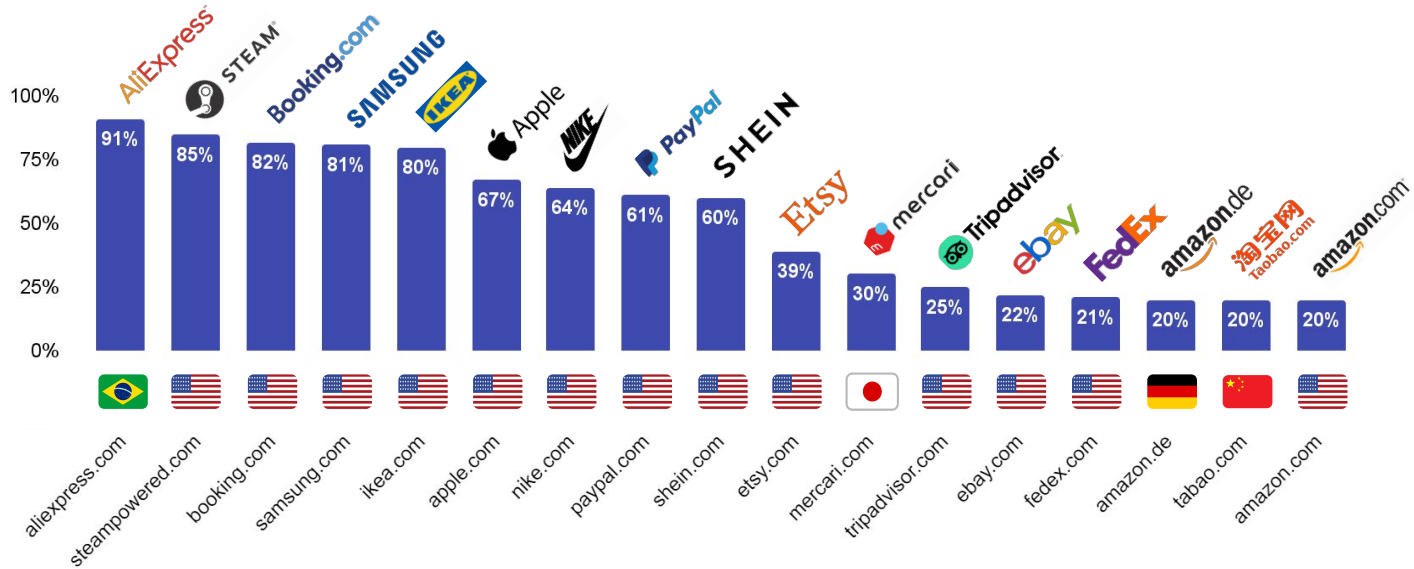
companies with a greater focus on localization are growing faster; price localization in particular can boost a company's growth by over 30%

Sources: [Phrase](#), [Global App Testing](#), [Shopify](#), [ProfitWell](#)

Local eCommerce websites become global

BLEND, a globalization platform, has analyzed SimilarWeb's July 2021 data report and identified the top 50 eCommerce websites worldwide: **46% of these websites offer more than four language options** for their overall audience and **16 of the top 50 brands attract more than 20% of website traffic from external countries.**

Top eCommerce websites localization, by % of traffic out of country

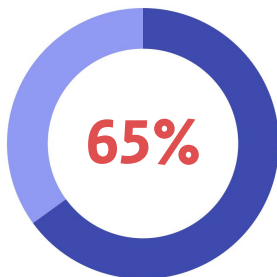


Source: [BLEND](#)

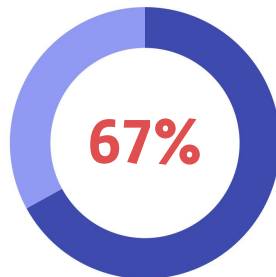
Consumer expectations



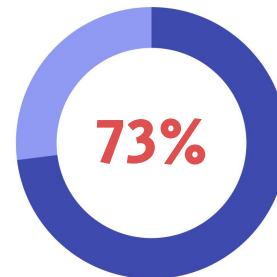
Why localize your online store?



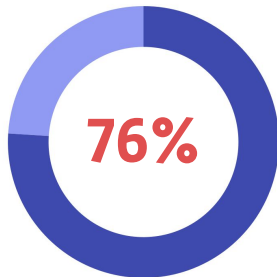
of consumers prefer content in their language, even if it's of poor quality



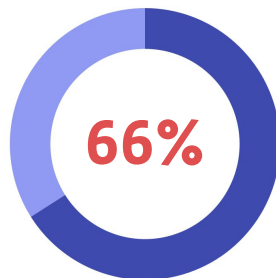
of consumers tolerate mixed languages on a website



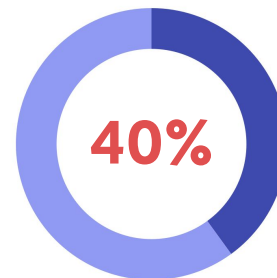
of consumers want product reviews in their language, if nothing else



of consumers prefer products with information in their own language



of consumers use online machine translation



of consumers will not buy from websites in other languages

Consumer expectations

Impact of language on consumer behavior

In 2020, CSA Research surveyed 8,709 consumers worldwide from 29 countries in Europe, Asia, North and South America and provided reliable data to make the ROI case for delivering localized content throughout the customer journey. According to the study results:

1) Local language support strengthens customer relationships

75% of respondents are more likely to buy the same brand again if customer care is available in their language. Not surprisingly, this preference is highest among those who are less competent in English, but even 60% of respondents who are confident in English want service in their own language.

2) Consumers are more likely to buy products with information in their own language

76% of respondents, when choosing between buying two similar products, will purchase the one with information in their language. That number increases to 89% of consumers with no English-language competence.

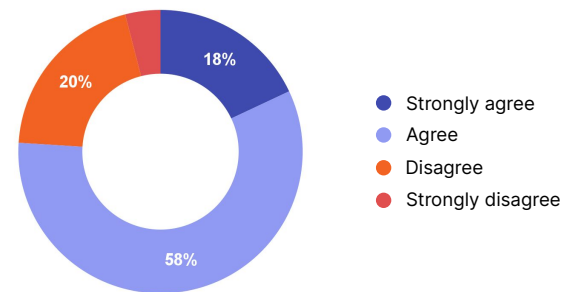
3) Price is more important than language, but not for everyone

66% of consumers, when choosing between two similar products, will purchase the one that is cheaper, even if it doesn't have information in their language. However, this % decreases according to their knowledge of English, 48% of those with no English-language competence will trade understanding for price.

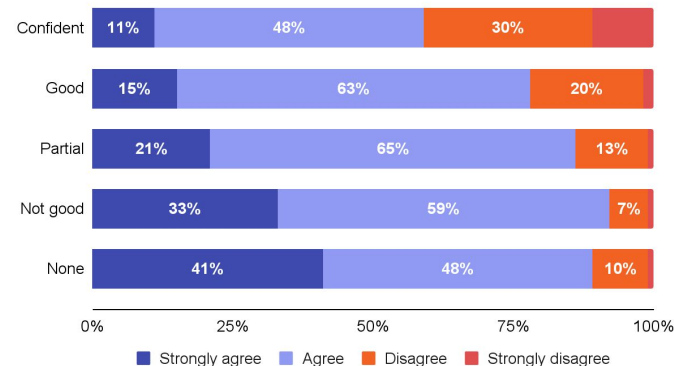
4) A strong global brand inspires consumer trust

69% of global consumers would prefer large to middle-sized brands with information in their own language.

When faced with the choice of buying two similar products, I'm more likely to purchase the one that has product information in my native language



Confidence in English-language reading ability



Consumer expectations

Impact of language on consumer behavior

In 2022, Croud surveyed 1,600 consumers from China, France, Germany, and Japan to explore the realities of brand localization. According to the study results:

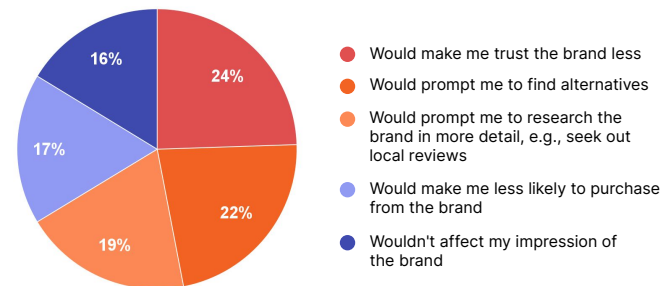
- Across all markets, 57% of respondents had experienced or noticed language or cultural issues with using international websites. There was also a correlation between the quality of website translation and the level of purchase from the brand; **26% of respondents were less likely to buy a brand's products if they saw an untranslated, or badly translated copy, on a website.**
- For 24% of respondents, inaccurate cultural references or content on a brand's website can significantly undermine their trust in the brand, and **for 23%, it can lead them to search for other alternatives in the market.**
- **Most consumers believe that testimonials and reviews from people in their local market, and/or their native language, are important.** Interestingly, the Asian market is more interested in testimonials and reviews: 51% and 41% of respondents in China and Japan in contrast to France (38%) and Germany (36%).
- Price is not just a number: **26% of respondents across all markets would be less likely to purchase from a brand that uses non-local currency on their website.**
- Another important factor is video content localization: **69% of respondents want international brands to localize their video and imagery to the local market.**

Source: [Croud. International localisation report 2022](#)

Positive responses by market to: have you ever experienced or noticed any language or cultural issues with using international websites

Germany	China	France	Japan
55%	56%	59%	57%

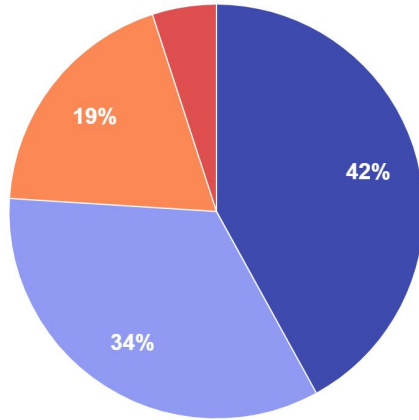
How would finding inaccurate cultural references or content on a brand's website affect your impression of that brand?



Consumer expectations

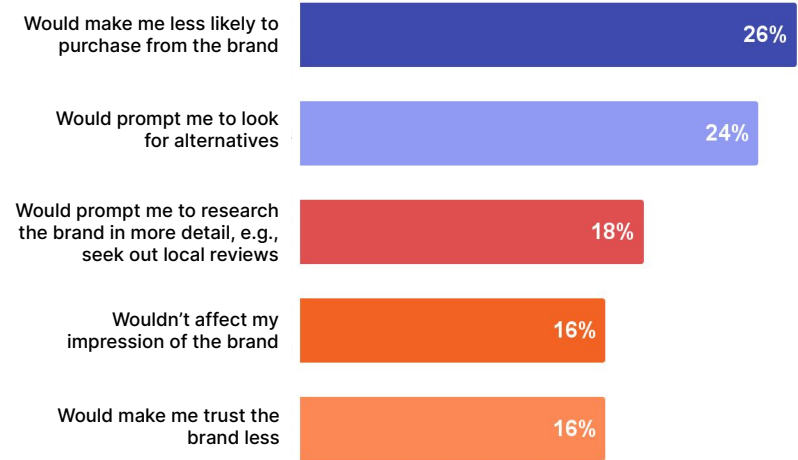
Impact of language on consumer behavior

How important are testimonials/reviews from people in your local market and/or in your native language on a website?



● Very important ● Slightly important ● Important ● Not important

How would finding that a brand's website was using non-local currency affect your impression of that brand?



Source: [Croud. International localisation report 2022](#)

Consumer expectations

Would you pay more for a localized product?

It's not just the localized website that matters to consumers but also the localization of the product as a whole, according to CSA Research, which surveyed B2B buyers of technology products and B2C respondents who were quizzed on more than 20 purchases—from household commodities to sophisticated financial services.

More than 60% of business users stated they'd pay up to 30% more for a localized product in contrast to more than 30% of B2C consumers.

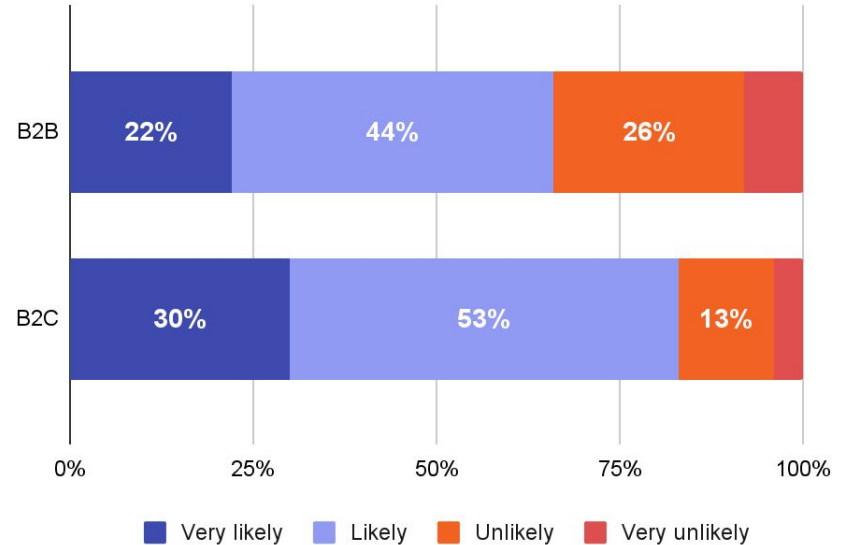
Why do business buyers prefer localized high-tech products?

1. B2B buyers expect high-tech products and services to demonstrate a long-term return on investment (ROI), be fit for use and purpose, connect and work with other solutions, and have accessible user interfaces and customer support.

2. Companies need assurance that products and services will scale across all their external applications, regardless of location or language. Also, since in most cases these products and services are mostly non-refundable, B2B cannot tolerate product failure.

3. Localized interfaces with systematic help, detailed product documentation, and customer support can remove some problems with high-tech gear when going beyond basic functionality.

Source: [Can't Read, Won't Buy – B2B](#)





Internationalization strategy 2023

Main steps of strong strategy

Internationalization implementation milestones



Competitor analysis and market research

1) Research international markets using tools such as Google Trends, Google Search Console, and Google Analytics to pull data and analyze your target audience and customers.

- Companies usually start the international expansion with their strongest markets, where they already have a defined audience. Information about the current audience, such as where they are situated and which languages they browse in the company's website (if the website has already been localized into many languages), may help companies to develop an appropriate growth strategy. **Also understanding the most effective markets can help to narrow the focus.** Depending on how large and diverse the target market is, different localization strategies **may need to be planned, taking into account different languages of communication and regional differences.**

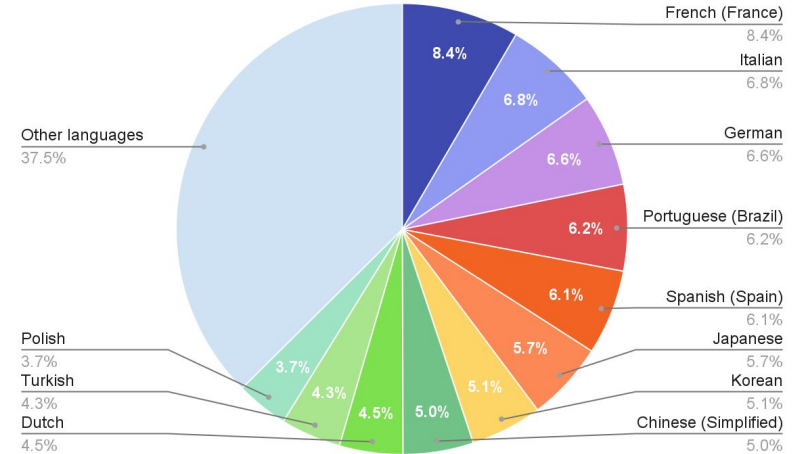
2) Explore the websites of your key competitors to see if they have translated their web pages into additional languages. Conduct an eCommerce analysis of your competitors using tools such as Ahrefs and Similarweb.

A CSA Research states that in 2017, it took 14 languages to reach 90% of internet users, and by 2027, those 14 languages will only represent 76%. Therefore, companies should offer more languages on their websites to keep reaching more and more people.

- In 2021, FIGS languages (French, Italian, German, and Spanish) were still among the top 5 languages for localization from English.

Sources: [Alconost](#), [TranslateDay](#)

Most popular target languages for orders with English as the source language

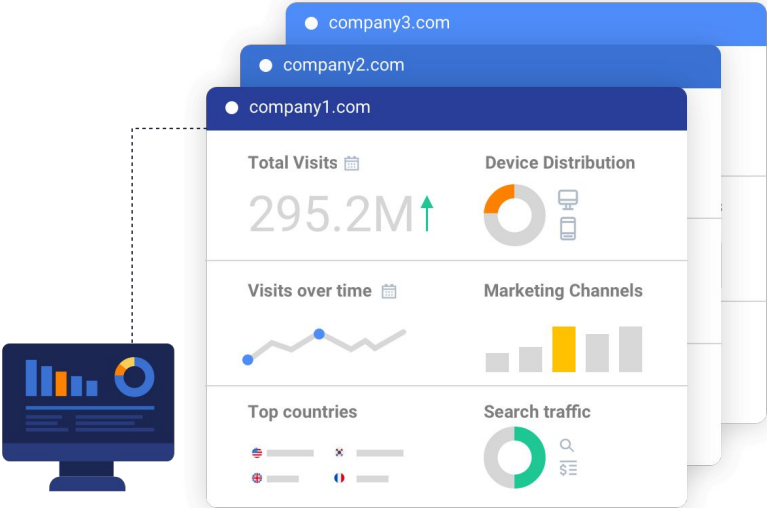


Free market research tools that will help you

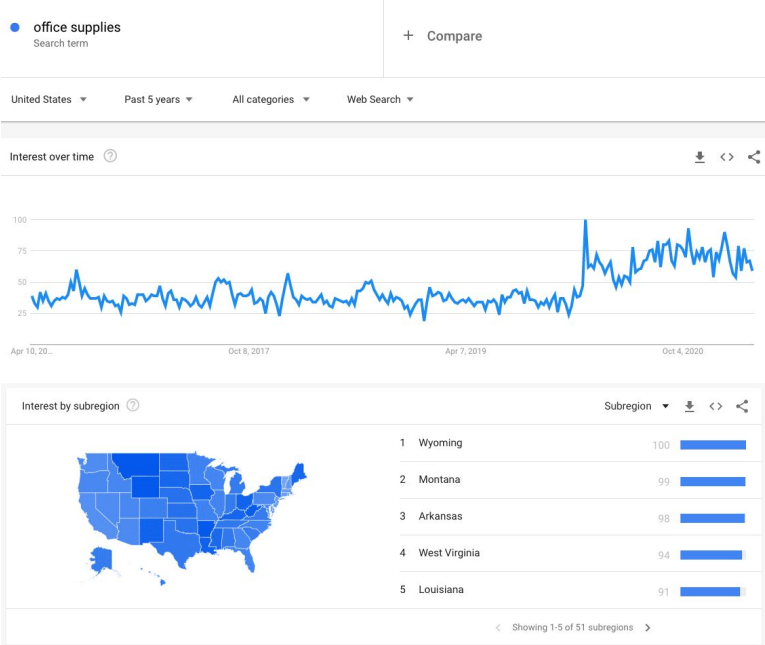
“ Instead of flying blind, conduct research on your products to make sure that countries are worth the investment.

David Zheng ”

Similarweb



Google Trends



Technical implementation

For an international websites, it makes the most sense to use URLs based on the same generic top-level domain (gTLD) in order to share the authority provided by international networking and PR campaigns. However, this largely depends on the more or less sector-specific competition in the target market, the local implementation strategy, financial, technical, and human resources of the specific company. **Some brands use a combination of solutions, for example, with a subdomain indicating the country and a subdirectory indicating the target language. In countries with more than one official language (e.g., Belgium, Switzerland, Canada) it may also be efficient to use a combination of new top-level domains (nTLDs) + subdirectories.**

URL structure for international websites		✓ PROS	✗ CONS
Country-specific (ccTLD)	mysite.pt	<ul style="list-style-type: none"> • Clear targeting • Server location irrelevant • Easy separation of sites 	<ul style="list-style-type: none"> • Expensive (can have limited availability) • Strict ccTLDs requirements (sometimes) • Split link authority (SEO)
Subdomains with gTLDs	pt.mysite.com	<ul style="list-style-type: none"> • Easy to set up • Can use Search Console geotargeting • Allow different server locations • Easy separation of sites 	<ul style="list-style-type: none"> • Geotargeting ambiguity (is "pt" the language or country?) • Much weaker geotargeting signal to search engines than ccTLDs
Subdirectories with gTLDs (.com, .org, .net, etc.)	mysite.com/pt	<ul style="list-style-type: none"> • Easy to set up • Can use Search Console geotargeting • Low maintenance • Share link authority (SEO) 	<ul style="list-style-type: none"> • Geotargeting ambiguity • Single server location • Separation of sites harder • Much weaker geotargeting signal than ccTLDs
URL parameters	mysite.com/&lang=pt	<ul style="list-style-type: none"> • NOT RECOMMENDED 	<ul style="list-style-type: none"> • URL-based segmentation is difficult • Geotargeting ambiguity (URL) • Geotargeting in Search Console is not possible



Although .com is used by more than 37% of all domains, some international shoppers have more trust in brands with a top-level domain that's specifically for their country

92% of online shoppers have concerns about purchasing from unfamiliar websites



Localizing our Shopify store with a ccTLD has **helped improve conversion. It has given visitors a boost of confidence**, since they recognize the address to be local and feel it's easier to complete a transaction in their local region, language and currency.



Anthony Atkins, Marketing manager of High Fidelity



Internationalization strategy 2023

Content translation & localization

1) Prioritize content based on your business goals

Focus on content that will give the highest ROI on your eCommerce expansion efforts, e.g., high-visibility product descriptions and marketing texts that could rank high in search results.

2) Maintain at least one social media page in the local language

A better understanding of a brand leads to better engagement. According to research, 41% of well-known brands run at least one local country page, and local Facebook pages have 50% higher engagement rates.

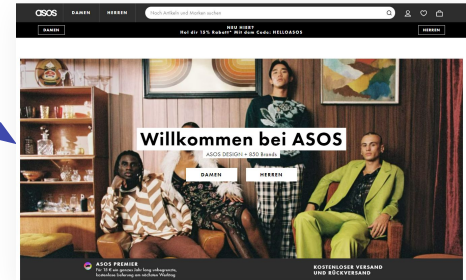
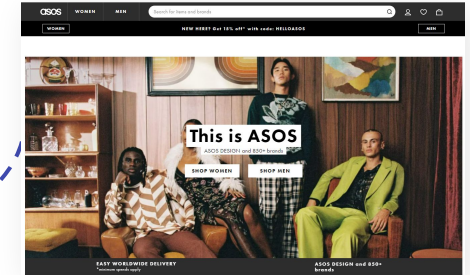
3) Localize the many elements of your business

Branding – the nuances of a brand image are dependent on cultural norms and localization helps you find the sweet spot; an interesting note: the concept of a brand is not that strong in China, so Chinese companies need to build a reputation and brand recognition from the ground up if they want to expand to American and European markets.

Pictures, videos, graphics, product descriptions, SEO – all pictures and videos need to have certain colors, style, and concept according to the tastes and preferences of the target market. It is also important to tailor the product descriptions to the local market and use the right words **optimized for the right search engines**.

Marketing – localized information performs substantially better; for example, a comparison of two Facebook campaigns revealed that ads with localized copy had 22% higher click-through rates among women and 87% higher click-through rates among men (AdParlor).

Customer support – 72% of consumers are more likely to buy when they're offered additional help or information in their own language.



Best practices

- Use as little text as possible in images
- Separate code from the translation process
- Check different ways of pluralizing words
- Make sure that layout can support longer or shorter text
- Set character encoding to UTF-8
- Do not hard-code strings
- Consider color connotations in different countries
- Use the right localization translation service



Leading localization and translation management platforms

Localise

The screenshot shows the Localise website homepage. At the top, there is a navigation menu with links for Product, Solutions, Developers, Resources, Pricing, and Careers. A 'Log in' button and a 'Try it free' button are also visible. The main heading reads 'The localization platform built for growth'. Below this, a paragraph states: 'Reach a whole new audience of app users, online shoppers, web browsers, and game players by providing local experiences, in their language, no matter where in the world they are.' A central graphic features the Localise logo and icons representing various users and devices. A testimonial from Edward Cooper, Chief Mobile Officer at Revolut, is included: 'It probably takes longer for Apple to review the app than for us to roll out a new language with Localise.' At the bottom, there are buttons for 'Sign up with Google' and 'Sign up with email', along with a note that 'Try all features for 14 days - No credit card required' and a 'Get a demo' link.

Smartling

The screenshot shows the Smartling website homepage. The navigation menu includes Features, Pricing, Integrations, and How it works. A 'Log in' button and a 'Sign up' button are present. The main heading is 'The localization management platform that's easy to use'. Below this, a sub-heading reads: 'Localize software efficiently using a powerful yet friendly localization platform and translation management system.' A central graphic shows a 'Book a demo for free' button. Below that, there are three screenshots of the Smartling interface showing project management and translation progress. At the bottom, four statistics are displayed: '200k+ Active Projects', '270+ Supported Languages', '4000+ Active Clients', and '350k+ Active Users'.

POEditor

The screenshot shows the POEditor website homepage. The navigation menu includes Software, Services, Plans, Use Cases, and Company. There are 'DEMO' and 'LOGIN' buttons. The main heading is 'eCommerce Localization and Translation'. Below this, a paragraph states: 'Smartling's eCommerce localization and translation management platform helps retailers deliver a 360 degree experience for customers in any language.' A central graphic features a shopping bag icon surrounded by various symbols representing localization and translation. At the bottom, there is a 'BOOK A DEMO' button.

Internationalization strategy 2023

Localized mobile app

With 230 billion mobile apps downloaded to connected devices worldwide in 2021, mobile purchases are on the rise. Research by Distomo showed that localizing the text for iPhone app resulted in significantly more downloads—128% more per country. Brands that want to increase international sales need to consider launching a mobile app and localizing it.

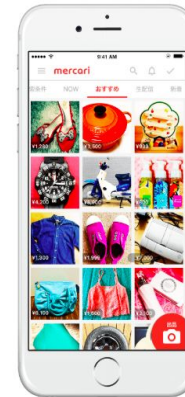
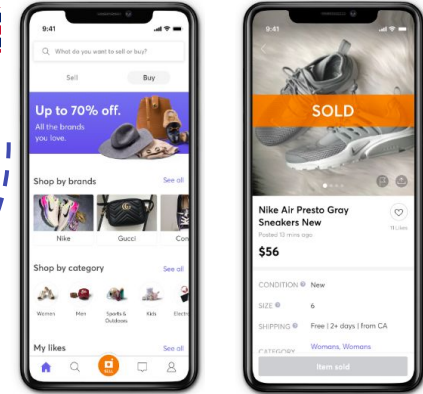
There are two main types of app localization:

1) Minimum viable localization (MVL) – localization focused only on an app's key features or content, app store descriptions, and app store metadata. Since this type of localization requires less effort and resources than full localization, MVL is best suited **for brands that are launching applications in the early stages.**

2) Full app localization – localization aimed at adapting each element of the application for each target market. This type of localization is relevant **for global companies that want to launch a fully localized application** and maximize the reach of their application, user base, revenue opportunities, and return on investment. Full application localization fosters more engagement and customer experience when using such an application.

Main benefits of using an app localization platform:

- Streamlining project operations and enabling it overall glance from a single dashboard
- Centralizing information for more efficient project management
- Ensuring cross-team collaboration
- Maintaining consistency
- Guaranteeing post-release app updates are localized as well
- Facilitating budget and schedule planning and ROI tracking



Local UX/POS considerations

1) Explore legal requirements

- Each country has laws governing eCommerce. Taxes and duties vary from one place to another, as do data privacy laws, and even site accessibility standards. Localization ensures that your website is compliant everywhere and that taxes are correctly calculated.

2) Calculate your duties and taxes

- Calculate customs duties and taxes in real time automatically on all your online shops for more than 100 countries with such tools as [Avalara](#) and [Transiteo](#).

3) Showcase shipping, duty, and import taxes

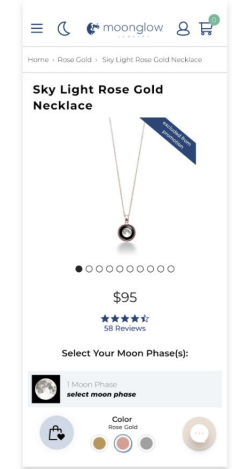
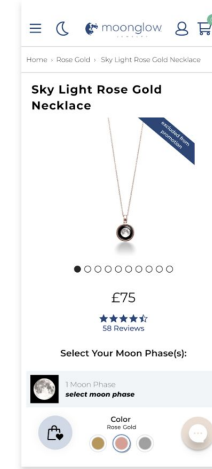
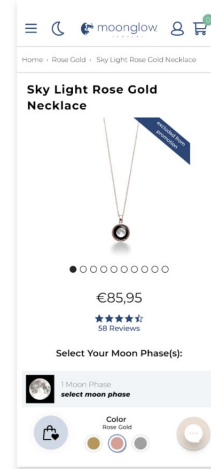
- Almost half of online shoppers abandon their online cart even though they're purchasing products through localized websites due to sellers' failure to disclose extra costs upfront.

4) Set up appropriate currencies and payment methods

- Customers are more likely to make a purchase if prices are quoted in the local currency, but it is equally important to offer local payment options that allow for one-click ordering. According to Shopify, eCommerce websites that localize currencies on product pages have a 40% increase in conversion rates. Also, eCommerce brands can automate this process with payment gateways such as [Checkout.com](#).

5) Localize inventory

- Distribute your inventory more closely to your customers, offering fast delivery at no extra cost, and increase supply chain sustainability with regionalizing inventory.



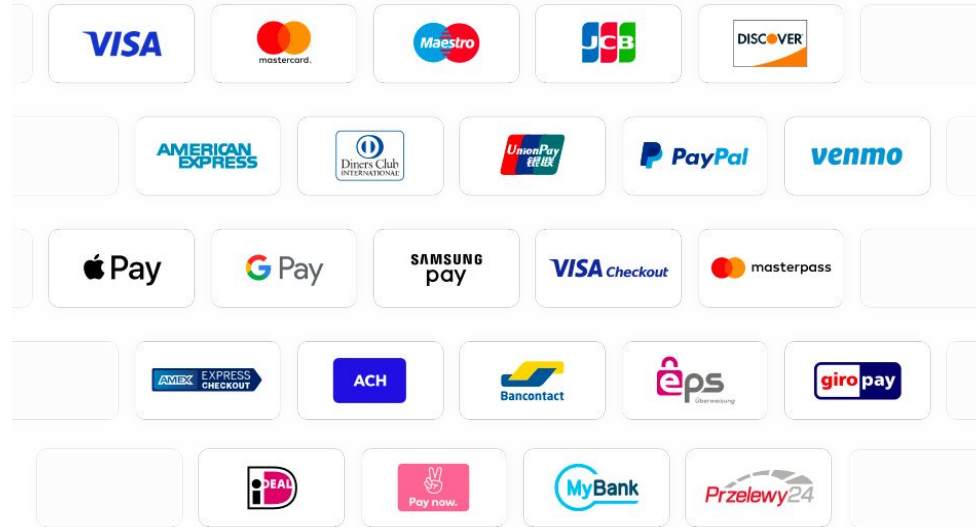
Sellers boost their payment localization efforts



In 2022, payment method localization was one of the top priorities for online merchants as many of them have intensified cross-border efforts during the pandemic.

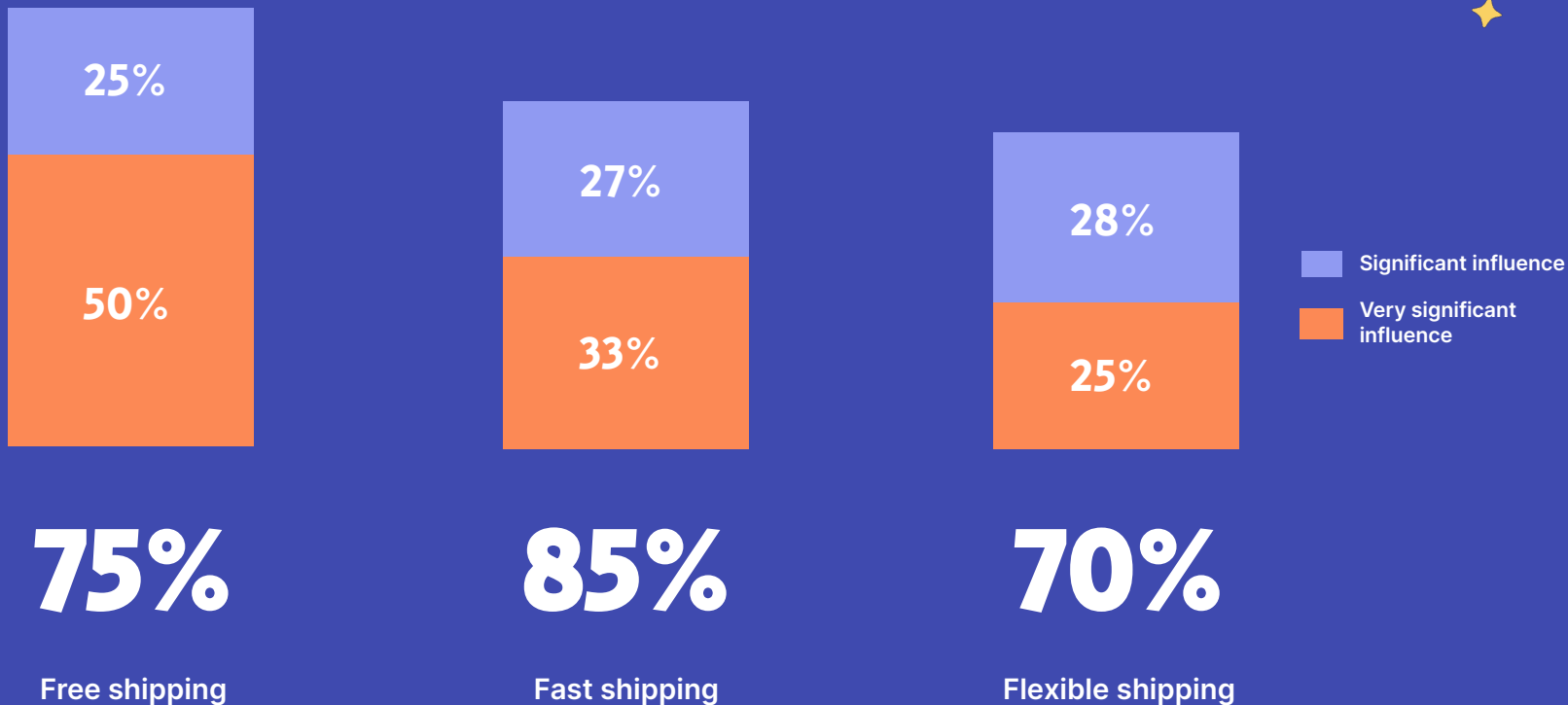
52% of online merchants struggled with localization in 2022, in contrast to 19% in 2020.

Also, 16% of sellers consider global compliance as an important challenge to be tackled next years.



Source: [GlobeNewswire](#)

★ Influence of shipping speed and cost on shoppers' decision to order online



Shipping options

As customers expect fast and hassle-free delivery and companies try to optimize and reduce the cost of product delivery, delivery is the most challenging part of internationalizing an online business.

1. You can use the services of shipping companies such as DHL, UPS, and DPD, but with this option, it is difficult to predict the costs of shipping goods to different countries, depending on the size of the parcel and the current rates.
2. You can handle logistics with the help of a third-party logistics (3PL) company. 3PL companies help eCommerce sellers manage their supply chain. Common 3PL services include warehouse and inventory management, order fulfillment, shipping coordination, retail distribution, exchanges, and returns. **Partnering with a 3PL allows the merchant to focus on other aspects of their business.**



How 3PL works



Pros & cons of sending goods from:

Internal warehouse

- + Low cost for periodic orders
- + Full control over process
- + Specialized skills and equipment for your product
- + Fast tracking of inventory

- Distance from customer
- Inferior local knowledge
- Operating costs and planning time

Fulfillment service

- + Reduced workload
- + Reduced delivery time
- + Security and insurance
- + Easy to handle international returns
- + Minimize shipping costs for frequent orders
- + Various locations
- + Organized picking and receiving processes
- + Understanding of local market

- Need great order value to be cost-effective
- Difficult to modify orders
- Distance from stock
- Storage fees when products are not selling

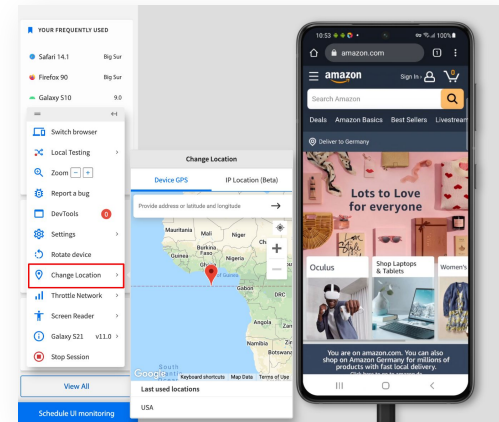
Internationalization strategy 2023

Testing the process

Key points for testing eCommerce website internationalization and localization:

- Testing should be done on the frontend, so the focus should be on the user interface and external interface elements such as images, dialog boxes, toolbar, and menu.
- Internationalization and localization should be performed for language-specific properties such as number systems, writing directions, address display, spelling variants, and the like.
- UI testing should also include checking for linguistic errors and resource attributes, typographical errors, systems adherence to the input and display environment standards, cultural appropriateness of UI.
- Region awareness testing should be conducted for the product, taking into account factors such as colors, images, government numbers (SSN, passport, etc.), distance and weight. In addition, factors such as measures, postcode, telephone number and other factors that vary by region should be considered.
- Testing should check differences for important dates and events, such as calendar types, numerical formats, data & time formats.
- Localization testing before launch should cover such functional elements as forms, shopping cards, payment processing, loading time, and downloads.

Popular tools:





eCommerce platforms for global commerce



**Popular platforms for
launching global eCommerce**



eCommerce platforms for global commerce

Shopware 6

- **Country and language:** languages and countries can be added for each sales channel separately in a special admin panel; multisite structure with a main shop and sub-shops that can be configured.
- **Order and product management:** PIM-like section of the admin panel with the configuration of categories, attributes, products, and media assets; managers have total control over the publication of products in each country/region; need to add and edit orders manually; easy to sell products and manage orders even without ERP system integration.

No possibility to set sort products to sales channels automatically, it has to be done manually

- **Customer and groups management:** user data can be manually edited from the admin panel, possible to automate some actions like gross price display or promotion activation; customer groups can be assigned to specific shops / sub-shops.

Shopware 6 can't group users in complex segments without a plugin or custom development

- **Pricing, taxes, and currencies:** adding tax rates and assigning them to countries, product categories and other factors like postal codes; prices can be set for each sales channel independently; currencies can be bound to countries; currency recalculation.
- **Payment and shipping:** basic payment and shipping methods, it's easy to configure plenty of payments and shipment combinations.

Shopware 6 is a modern and not complicated solution for small and middle-sized companies that are not sure want to become international.



eCommerce platforms for global commerce

Magento 2

- **Country and language:** countries and states within countries can be set up for each store through settings/configuration; one country is selected by default and a list of available countries that can be reconfigured is available; a lot of elements to set up; three-level structure for the sharing of carts and customer accounts between stores.
- **Order and product management:** users can manage attribute sets, attributes, products, categories, product relations, and media; products can only be displayed in selected store views; multi-store inventory; some elements can be automated; if the company has an ERP or OMS system, it's better to integrate it with Magento to process orders and returns in an external app.

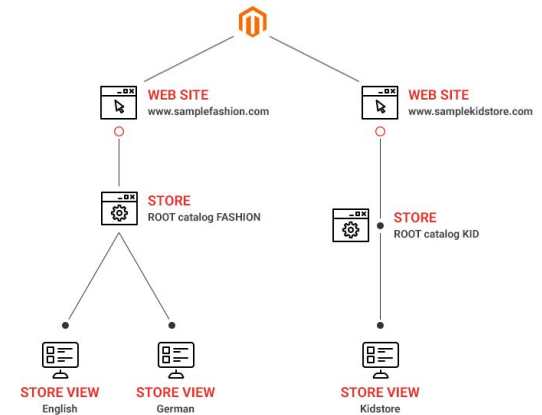
Strict rules and statuses in order management that cannot be edited without development work

- **Customer and groups management:** easy to add groups, assign one or many customers to the group or groups, and edit customer data from the admin panel; registration forms can be modified; possible to add custom fields in billing/shipping addresses; users can create dedicated stores for a closed group of customers.
- **Pricing, taxes, and currencies:** managers can set prices for each product as well as for product variants in different stores; taxes can be set for each country or region via postal codes.

No possibility to set up different prices for external sales channels out of the box

- **Payment and shipping:** mainly payment and shipping methods require additional modules; core payment methods included are bank transfers, checks, PayPal, Braintree, Amazon Pay, Klarna, and cash on delivery (COD).

Magento 2 is a platform for large and mid-sized businesses, one of the most popular international eCommerce engines, although more difficult and slightly more expensive to develop than Shopware 6.



eCommerce platforms for global commerce

Spryker Commerce

- **Country and language:** multi-store structure that can be configured from the admin panel as in Magento 2 and Shopware 6; each store can have its own language and currencies; two levels of management in Spryker instance; project level and store level; possible to have a few companies inside one instance; appropriate for creating separate B2B and B2C websites.
- **Order and product management:** possible to create single or configurable products; order management can be done via API; a simple order manager included in the admin panel; some features that are not available in Shopware or Magento, such as alternative products, discontinued products, or a barcode generator.

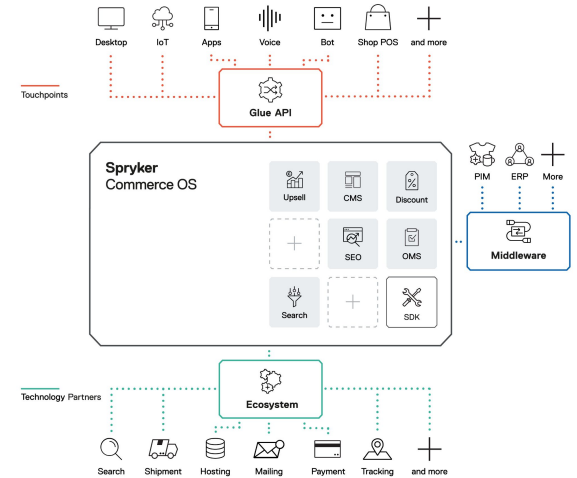
Some custom development will be needed for managing orders in Spryker

- **Customer and groups management:** administrators and managers can add, edit, and delete customers. Available grouping and managing permission options; for B2B - Customer access section where possible to hide some information from users who are not logged in.

Spryker doesn't support customer management automation in the core version

- **Pricing, taxes, and currencies:** taxes can be set for products and shipments in the admin panel; products can have many prices of different types such as net, gross, production cost, prices for customer groups, etc.; very useful solution for B2B companies.
- **Payment and shipping:** a variety of shipping and payment methods; all integrations are API-based; possible to include refund management in its standard version; orders can be placed with multiple shipment options.

Spryker is a commerce technology for creating an API-based eCommerce platform that allows its users to create their customized store from different components.



eCommerce platforms for global commerce

commercetools

- **Country and language:** each project (a website is called a "project") can have multiple countries and languages available, users can use integration and translations.com services to get their content and product data translated (translations.com is an official partner of commercetools); each project can have many frontend designs, but no frontend is installed out of the box.
- **Order and product management:** available basic functionalities of PIM and OMS, but all automation or additional integrations should be done by developers; simple, configurable, and types of products can be created; fully API-oriented order management that is designed to be integrated with an OMS or ERP system.
- **Customer and groups management:** each customer has access to a few stores; appropriate to companies that have their customer database imported from ERP system when launching a new international eCommerce business.

It's recommended to have a CRM system integrated for automatic grouping, segmentation, mass actions on customer groups

- **Pricing, taxes, and currencies:** users can set up many prices for each product; each product has a base price and tier prices; taxes and currencies can be set by project and can be configured for each country and product.
- **Payment and shipping:** API-oriented payment and shipping methods; shipping methods and fixed & tiered rates should be set per project; commercetools can be integrated with any payment provider.

Payments can be defined per user, but requires some developer involvement

commercetools is a headless eCommerce-as-a-service platform hosted in the cloud and provides developers the possibility to create a dedicated solution adopted to large businesses.

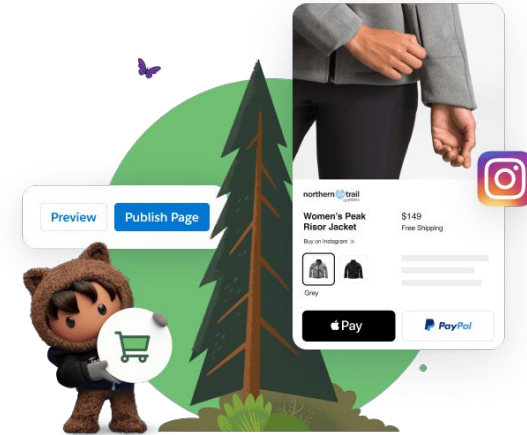


eCommerce platforms for global commerce

Salesforce Commerce Cloud

- **Country and language:** multi-shop structure that makes it possible to manage sites, brands, geographies, and devices from one platform; many integrated storefront templates are available; managers can easily personalize the content and show it to a specific audience based on domain, location, etc; clear out-of-the-box integrations with Page Designer and Experience Builder allows for embedding and extending content everywhere.
- **Order and product management:** no need for other tools (like an ERP system) to manage orders; easy to track / change / filter orders of customers; possible to manage multiple inventory lists and assign a specific inventory to a website.
- **Customer and groups management:** the highest level of customer management with Sales Cloud, Service Cloud, Marketing Cloud, and Audience Cloud; in contrast, without connecting the platform with other solutions, Salesforce Commerce provides only basic functionalities.
- **Pricing, taxes, and currencies:** users can set currency-specific prices for their products and create price lists.
- **Payment and shipping:** users can set up different shipping rules based on tax classes, currency, order value, and shipping cost.

Salesforce Commerce Cloud is an industry-leading, cloud-based commerce solution dedicated to brands and retailers that want best B2C and B2B functionality.





Main problems and how to solve them

Main problems and how to solve them

Localization challenges & solutions

1. More than just the language

Localization is not just translation; it also considers **cultural differences through the use of slangs, references, and allusions**. Many cultural differences and a lack of common context between source and target languages **can lead to misunderstandings among potential customers**. Most people want to interact with websites that match their cultural expectations and feel personally targeted to them.

2. Translation affects design

Design and content creation often take place separately and then combined just before release. Phrases are longer in some languages than in others. Some languages run from top to bottom or from right to left. **33% of localization experts say that updating and changing the design and layout of your assets can force you to invest extra effort, time, and other internal resources into a localization project**, which will negatively impact your ROI.

- View localization through three distinct lenses: the perceptual level, the symbolic level, and the value level
- Reach out to native and bilingual speakers
- Keep your team communication transparent and open

- Use localization software solutions that help you retain the styles and formatting of the original document in the translated version of the file
- Involve designers in the localization process early in the project

Main problems and how to solve them

Localization challenges & solutions

3. Legal differences

When entering an international market, eCommerce stores need to **consider strict laws concerning international trade** in terms of user privacy and data handling as well as materials or products coming into a particular country. You need to make sure that your online store complies with all legal regulations. The successful implementation of internationalization is also **hampered by the complexities related to shipping taxes and import/export fees.**

4. Localization takes time and money

Companies often cut corners on localization when entering new markets. **34% of companies that are localizing their websites underline that the process of localization is often too manual and slow.** The localization team has to choose between doing a job that's thorough and one that's fast and cheap. However, localization always takes time. **It is worth considering this process as an investment.**

- Make sure that your eCommerce website includes up-to-date terms & conditions that will apply to you when you participate in global commerce
- Integrate a duties and taxes calculator into your eCommerce system

- Don't make it more complex than it needs to be
- Think of your content as a series of components
- Automate your localization effort with computer-assisted translation (CAT) tools



Thank you!

Any questions?

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