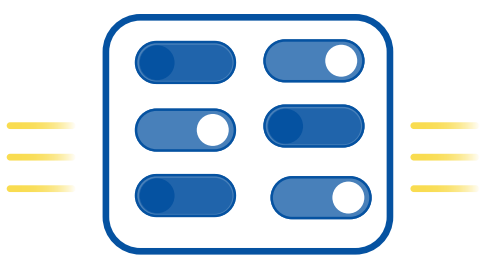
Your growth engine for going global.

Let it Flow.

FLOW

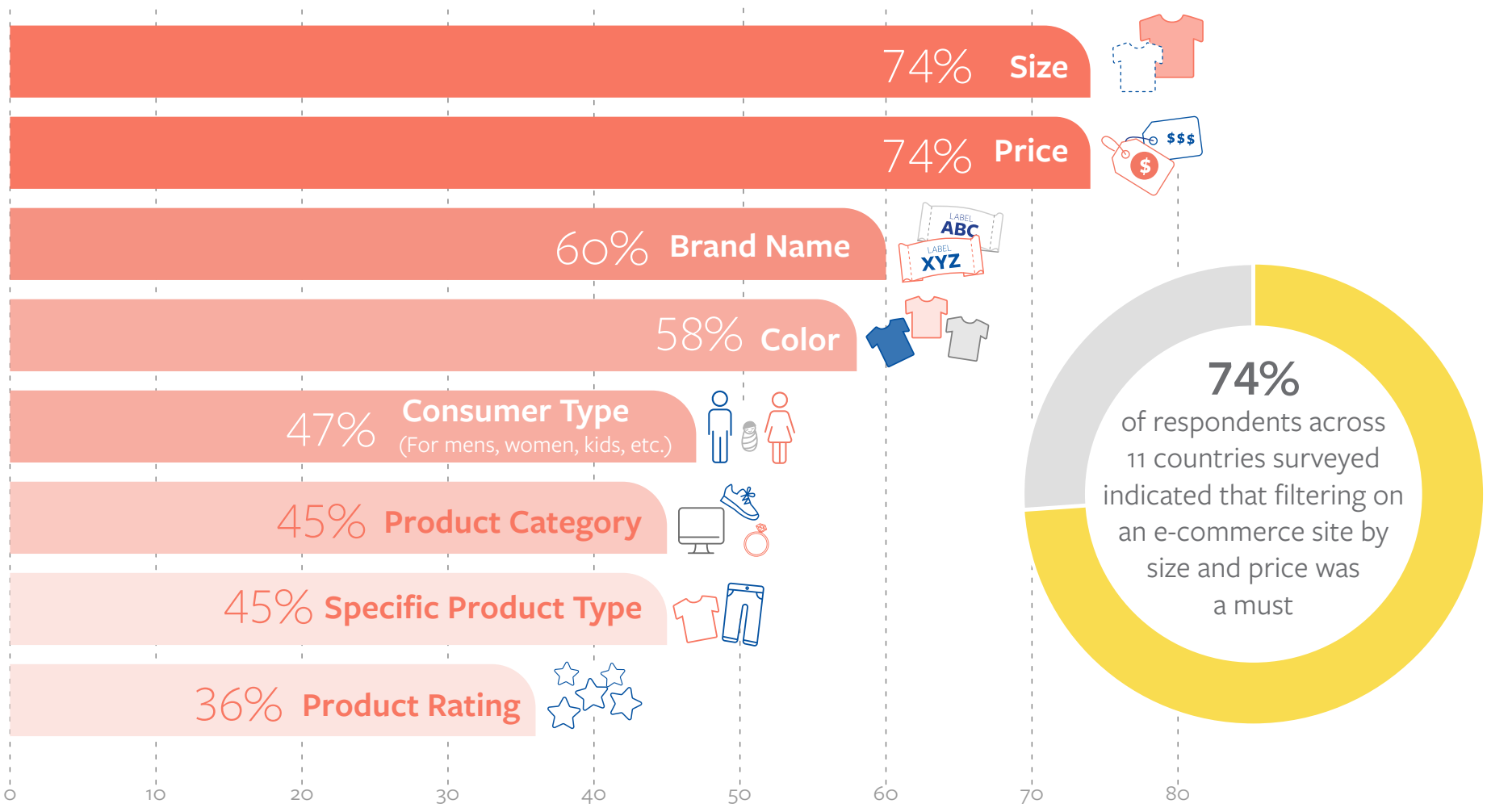
Cross-Border At a Glance:
GLOBAL E-COMMERCE MERCHANDISING PREFERENCES



When properly built, faceted search (also known as guided navigation) on an e-commerce website enables customers to narrow the selection of products by applying multiple filters so that only items that match their particular needs are displayed. Displaying the right mix of attributes for guided search varies greatly between markets, and e-commerce brands do well to research and understand these differences to help shoppers in each locale find the product they need.

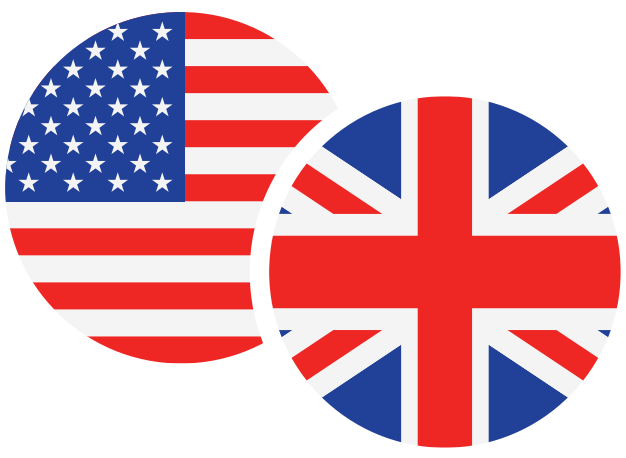
DON'T MAKE YOUR GLOBAL E-COMMERCE CUSTOMERS HUNT FOR WHAT THEY WANT TO BUY FROM YOU.

What kinds of filtering options do global consumers want the most?



★HIGHLIGHTS★

Filtering preferences by market:



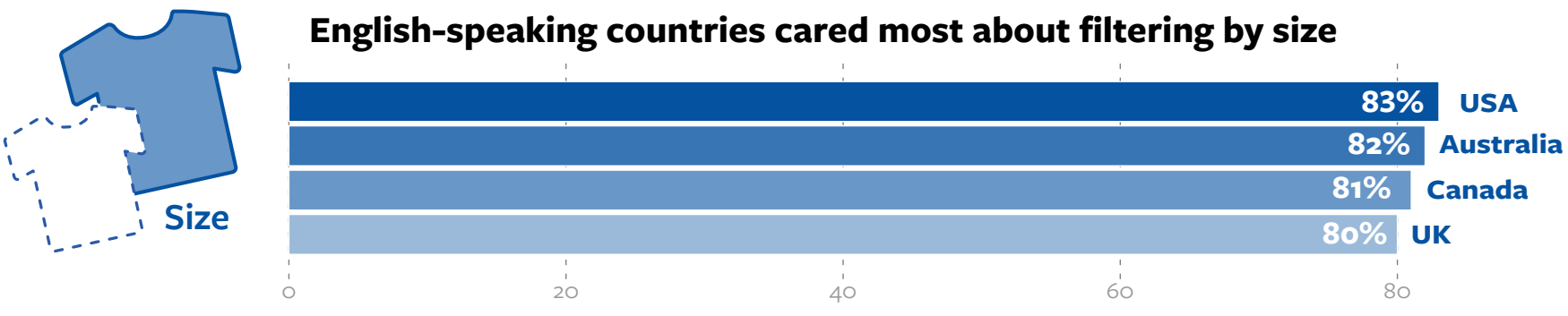
UK and USA shoppers expect a wider variety of filtering capabilities, including **color**, **consumer type**, and **specific product type**.

Chinese consumers prefer to search by **brand**, **color** and **price range**

South Korean consumers care more about **price** and **product rating**, with 74% stating that **consumer product reviews** are important

One in five French shoppers **do not find product recommendations helpful** at all (22%).

German shoppers believe that the other filtering criteria are also important, especially **specific product type** and **consumer type**.



When it comes to website filtering, one size doesn't fit all global markets. To learn how you can increase conversions and give your international customers the best possible online experience, contact us today at **hello@flow.io** and speak with a Flow expert.

* This infographic is adopted from E-commerce Shopping Behaviors: Key Factors Impacting Conversion. **Learn more.**

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