

CROSS-BORDER AT A GLANCE:

Top Barriers to Converting International Customers

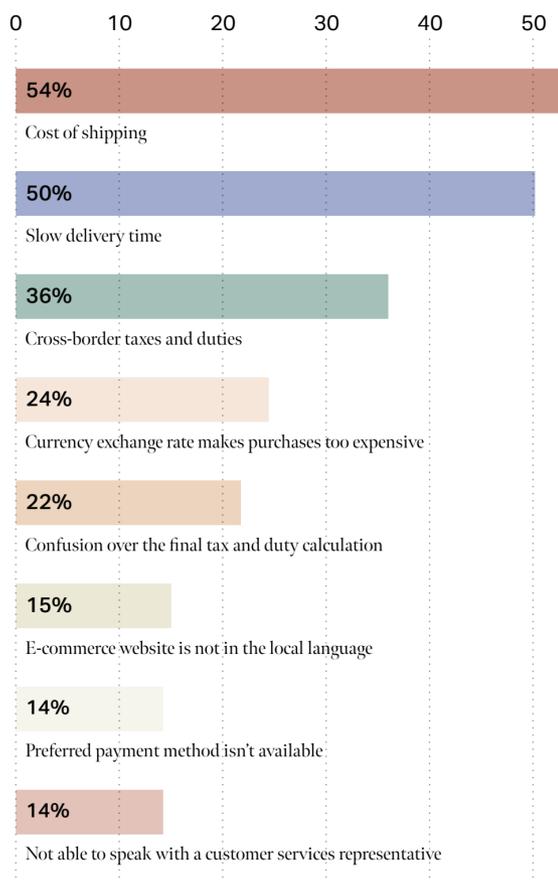
Do you have a problem converting international shoppers on your e-commerce website?



4 out of 5

When asked about shopping cart abandonment, **4 out of 5 international shoppers have abandoned their shopping cart** online (81%).

Top barriers for cross-border e-commerce shoppers across the 11 top markets:



9 out of 11

COST

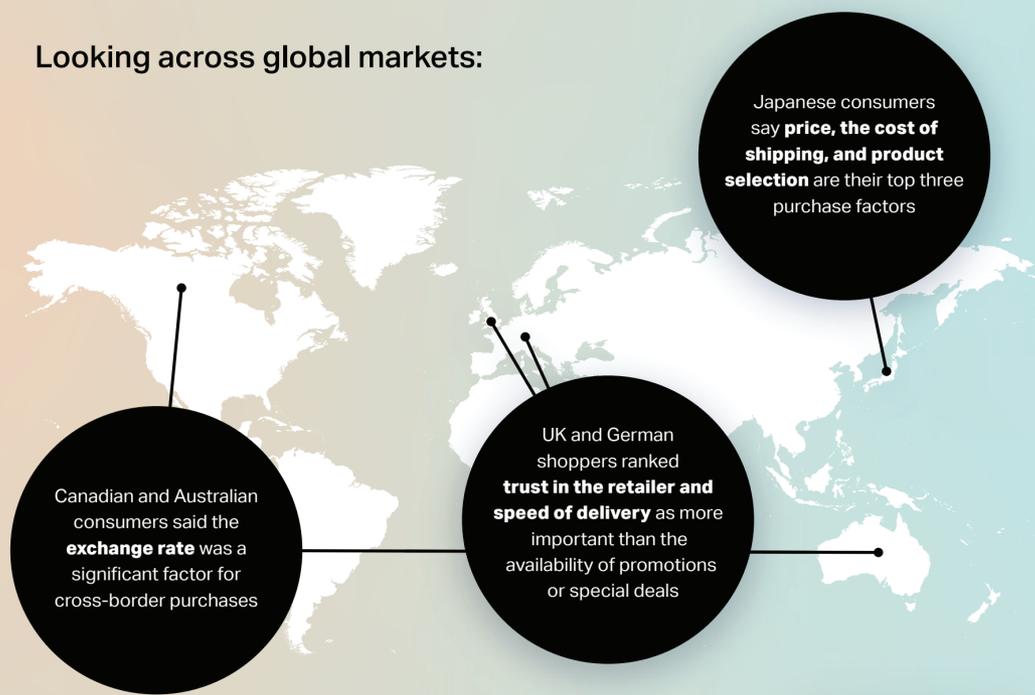
High shipping costs were mentioned by respondents surveyed in 9 out of the 11 countries as the Number #1 reason for shopping cart abandonment

53%

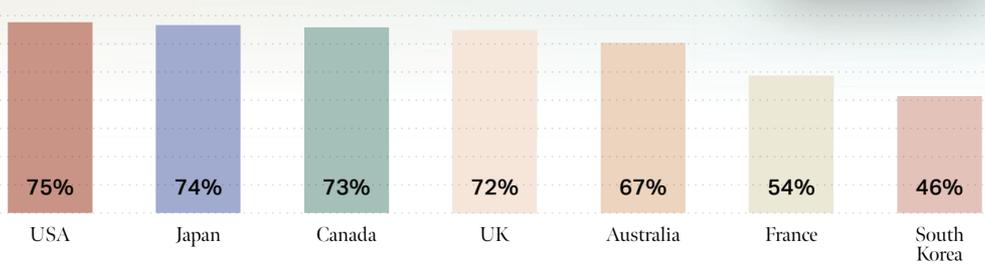
FREE SHIPPING

53% of all cross-border shoppers said free shipping is their preferred promotion on a website.

Looking across global markets:



Percent of consumers in a selection of markets who said they would **not** purchase on a site if it was not in their local language:



What parts of the site requires language localization to boost conversion?

Here are the aggregated numbers for global consumers across all 11 markets surveyed:

67%

Product description pages

63%

Checkout Process

63%

Product Reviews

62%

E-commerce home page

57%

Shopping carts



Does your website use Flow?

Remove the friction from the cross-border shopping experience.

To learn more about how to boost conversions on your cross-border e-commerce website, contact us today at hello@flow.io and speak with a Flow expert.

The 11 countries analyzed in our international research study include: Australia, Brazil, Canada, China, France, Germany, India, Japan, South Korea, United Kingdom, United States

All data contained in this infographic originates from proprietary studies commissioned by Flow Commerce.

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Sources: E-commerce Shopping Behaviors: Key Factors Impacting Conversion, 2020, Flow Commerce | Cross Border E-commerce Trends, 2019, Flow Commerce | Global Consumer Insights: Shopping Expectations for the E-Commerce Experience, 2019, Flow Commerce