



Sell to the World

Enabling Global Expansion

95% of the
World's
Consumers
are outside
the U.S.



45 % of all online
shoppers will purchase
products from another
country besides their
own by 2020

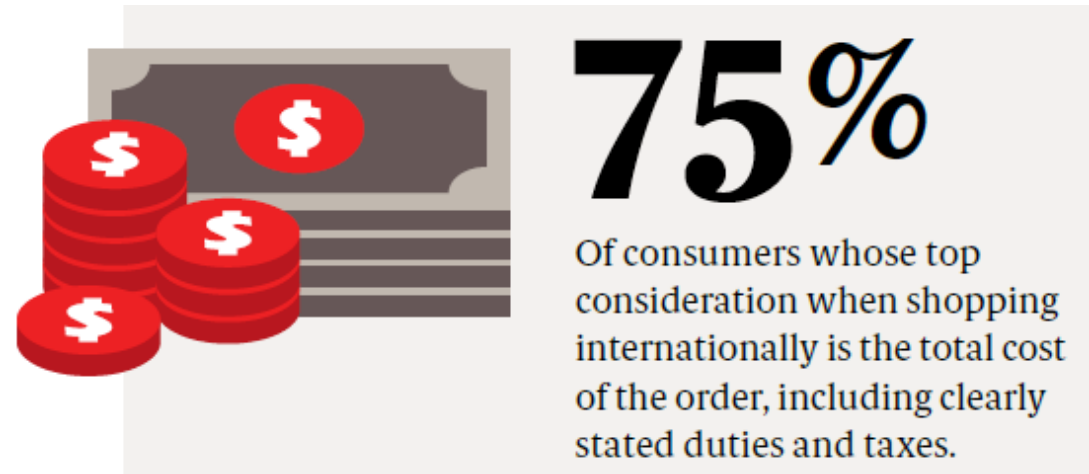


Let your website do the selling

“The lines that separate domestic and international retailers continue to disappear. Retailers are now competing across the globe. In order to win, retailers can distinguish themselves by providing value through personalized Experiences.

...retailers and their customers will be defined less by geographic location and more by how they connect with each other. The challenge is to provide shoppers with the choice, control, and convenience they desire.”

- Friendly International Policy
- Currency Conversion
- Complete Landed Cost
 - Shipping, Duties and Taxes
- Day Definite Delivery Dates
- Convenient Return Policy



Still not convinced of the need to take advantage of global sales?

- Online shoppers are more mobile, global and marketplace driven. (From the 6th annual UPS Pulse of the Online Shopper Survey).
- Nearly half of avid online shoppers bought from International retailers (2016 Pulse)
- According to eMarketer, global cross-border e-commerce is projected to grow at an average of 22 percent from 2015 to 2020 compared to 15 percent for U.S. e-commerce during the same period.
- By 2019, 9.5 percent of all Canadian retail spending—projected at C\$39.9 billion—will be done online, up from 6 percent in 2014.
- China is now the biggest e-commerce market in the world with approximately \$900 billion USD in 2016 sales, accounting for nearly half of all digital retail sales worldwide according to eMarketer.

How does your international shipping policy rate?

How do you ship my orders?






PLEASE NOTE: We only ship Nationwide - in the United States.

Does an international buyer feel welcome to shop at your site?



How much opportunity are you leaving on the table?

Your web traffic by country

 United States	73.46%
 United Kingdom	3.01%
 Canada	2.98%
 Israel	2.54%
 Sweden	1.27%

27% of your hits are coming from potential international consumers

What does that mean for your business?

Total website visits / month	202,000
% of hits from outside U.S.	27%
Hits from outside U.S. / month	54,540
Conversion rate	3%
Missed orders / month	1,636
Average order value	\$60
Missed sales / month	\$98,172
Missed sales per year	\$1,178,064

Source: similarweb.com

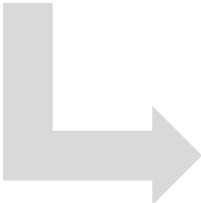







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Is your competition addressing international markets?

Similar sites:



 United States	83.86%
 Canada	3.08%
 United Kingdom	1.92%
 India	1.36%
 Australia	0.56%

Orders shipping to Canada

Shipping prices to Canada are calculated based on weight and postal code. The price and arrival date will be shown at checkout. We use Purolator for all shipments to Canada.

Orders shipping to other international destinations

Shipping prices to other international destinations are calculated based on weight and postal code. The price and estimated arrival date will be shown at checkout.

Source: similarweb.com



Help consumers find your product

- Demand Generation – target foreign markets
 - **Listrak**
 - Acquisition Strategy
 - E-mail automation
 - **NetElixir**
 - Google Ad Words
 - Manage by location and time zone

42%

Consumers who buy internationally for unique products.

38%

Consumers who buy internationally for access to brands or products unavailable locally.



Global Checkout Solutions

UPS offers checkout services that meet your international customer's expectations

- **UPS Services**
 - Full portfolio of services
 - Provide landed cost through UPS solutions
- **UPS i-parcel**
 - Low cost DDP international solution for lightweight residential packages
 - Currency conversion
 - 24 hr customer service with translation
- **IGlobal Stores**
 - Low cost international solution for residential or commercial packages with landed cost
 - Currency conversion
 - 24 hr customer service with translation



Compliance in a complex world

Border management and global expertise lets you ship with confidence.

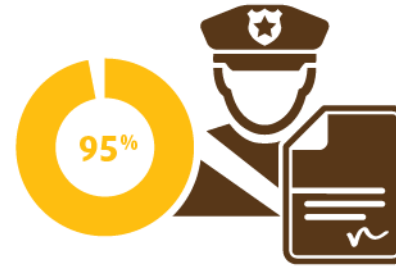
Faster time in transit with full visibility lets your customers shop with confidence.



80+
years of customs
experience



60+
countries with
customs
brokerage offices



95% small package
shipments
cleared same day



**an average
of 2.7 million**
international
packages delivered
every day





Thank you