

# Screen Pages.

eCommerce Agency

The challenges of  
going global and how  
to overcome them



# Screen Pages Key Facts.

- UK-based, now part of the Moore-Wilson Group
- Proven track record in D2C, B2B and B2C Integrated eCommerce
- Experience in Fashion, Lifestyle, FMCG and Manufacturing
- Specialists in helping brands expand globally
- Independently certified, highly skilled developers and solution specialists
- Experienced in multiple eCommerce platforms, including Shopline
- Over 450 sites built in the past 20 years
- Recognised as experts in our field

[www.screenpages.com/latest/videos](http://www.screenpages.com/latest/videos)



# What are the opportunities?

- Do business 24/7.
- Find new customers in overseas markets.
- Build brand awareness.
- Access new markets in a low-cost way.
- The USA is home to the most sophisticated eCommerce market in the world. With US customers spending tens of billions on UK goods and services online every year, e-commerce offers an excellent platform for UK SMEs to grow their sales and revenue through exporting to the USA.
- According to Statista, Latin America saw a 22.4% increase in eCommerce sales between 2021 and 2022, taking the market from \$85 billion to \$104 billion.
- Insider Intelligence found that India saw a 25.5% growth in ecommerce sales in 2022.
- Research by ChannelAdvisor revealed that 7 out of the top 10 countries for ecommerce sales growth in 2023 were in the Asia-Pacific, including the Philippines, Malaysia and Thailand.
- Overseas ecommerce is growing faster than domestic ecommerce in New Zealand with offshore transactions up by 37% according to the New Zealand Post.

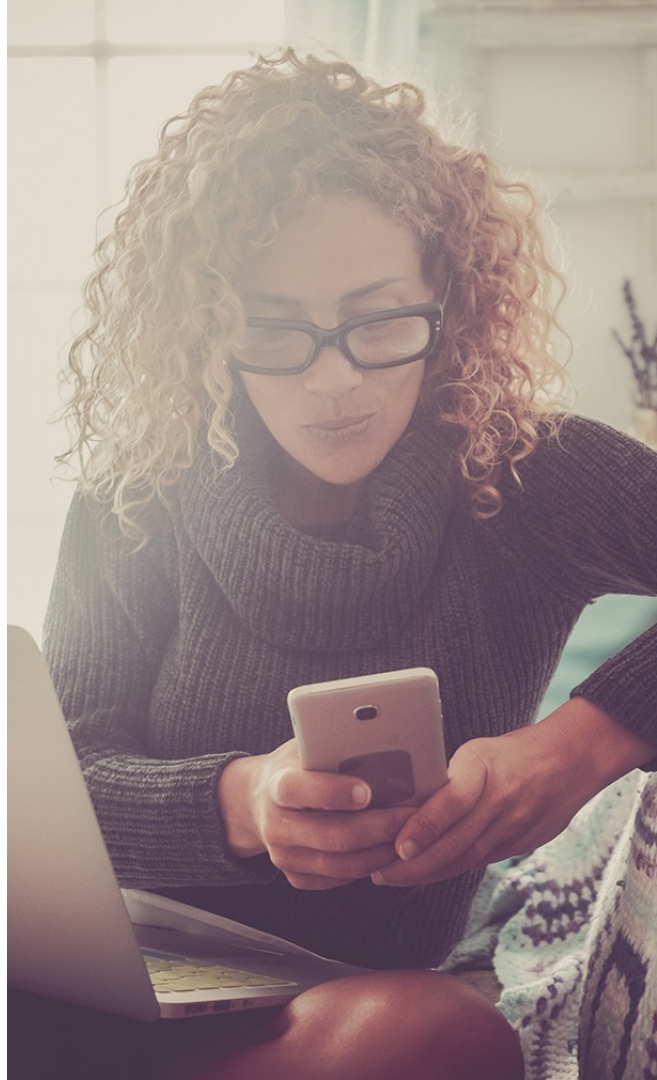


# So what are the challenges?

- Which countries/languages?
- Which currencies/payment methods?
- What is the real cost of landed goods? Taxes and duties.
- What about digital marketing – how much traffic and where is it going to come from – SEO, Social Networks, Email, SMS, etc?
- What about fulfilment and returns?
- What about customer service and support?
- Which platforms will provide the functionality I need?
- Which agencies have the expertise I need?

*Do your research and be mindful of local laws!*

- WCAG compliance is a set of guidelines in Europe but you can be sued in the US for not meeting ADA standards.





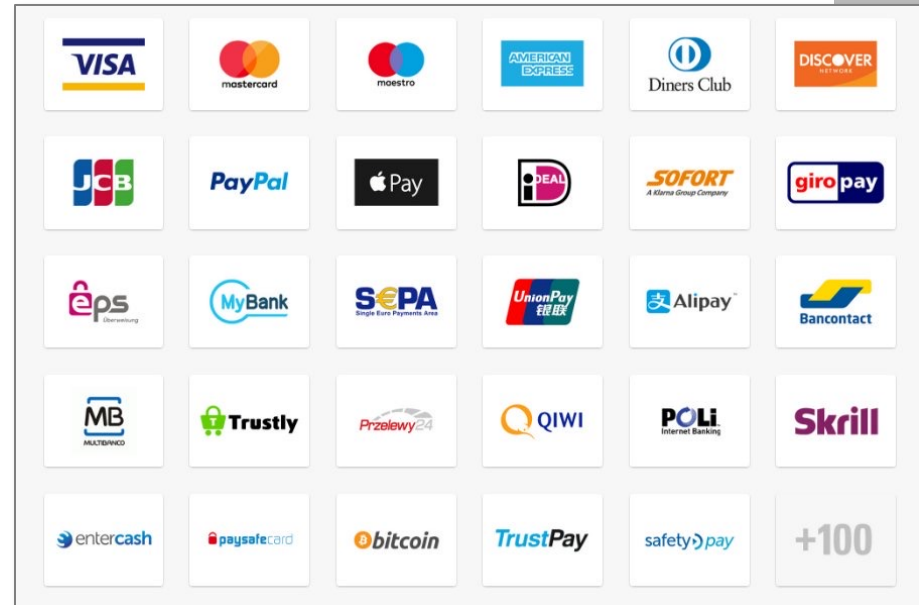
# Which countries should I focus on?

- Start by looking at your data and analytics – is there demand already?
- Find out whether it will be easy to get your products approved in those markets.
- What's the local competition like?

Country	Acquisition			Behaviour			Conversions <span>E-commerce</span>		E-commerce Conversion Rate
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	
	1,081,037 % of Total: 100.00% (1,081,037)	1,058,400 % of Total: 100.00% (1,058,400)	1,505,613 % of Total: 100.00% (1,505,613)	57.13% Avg for View: 57.13% (0.00%)	3.16 Avg for View: 3.16 (0.00%)	00:01:51 Avg for View: 00:01:51 (0.00%)	66,536 % of Total: 100.00% (66,536)	£2,829,874.43 % of Total: 100.00% (£2,829,874.43)	4.42% Avg for View: 4.42% (0.00%)
1. <a href="#">United Kingdom</a>	766,768 (71.37%)	755,392 (71.37%)	1,111,491 (73.82%)	56.26%	3.21	00:01:51	59,857 (89.96%)	£2,409,799.04 (85.16%)	5.39%
2. <a href="#">United States</a>	167,868 (15.62%)	166,158 (15.70%)	211,997 (14.08%)	64.34%	2.78	00:01:34	3,976 (5.96%)	£276,748.87 (9.78%)	1.88%
3. <a href="#">Ireland</a>	13,670 (1.27%)	13,410 (1.27%)	19,591 (1.30%)	44.87%	3.57	00:02:00	502 (0.75%)	£22,859.27 (0.81%)	2.56%
4. <a href="#">Canada</a>	10,940 (1.02%)	10,937 (1.03%)	13,740 (0.91%)	44.07%	3.47	00:01:58	42 (0.06%)	£2,911.81 (0.10%)	0.31%
5. <a href="#">Australia</a>	9,962 (0.93%)	9,927 (0.94%)	12,255 (0.81%)	57.78%	2.77	00:01:46	59 (0.09%)	£3,208.27 (0.11%)	0.48%
6. <a href="#">India</a>	8,242 (0.77%)	8,225 (0.78%)	9,848 (0.65%)	73.41%	1.92	00:01:14	12 (0.02%)	£555.69 (0.02%)	0.12%
7. <a href="#">France</a>	6,897 (0.64%)	6,727 (0.64%)	8,794 (0.58%)	49.80%	3.47	00:02:00	184 (0.28%)	£9,594.54 (0.34%)	2.09%
8. <a href="#">Germany</a>	6,234 (0.58%)	6,065 (0.57%)	8,184 (0.54%)	41.51%	4.07	00:02:23	162 (0.24%)	£9,557.67 (0.34%)	1.98%
9. <a href="#">Netherlands</a>	4,593 (0.43%)	4,484 (0.42%)	5,945 (0.39%)	48.73%	3.63	00:02:00	113 (0.17%)	£6,741.22 (0.24%)	1.90%
10. <a href="#">Spain</a>	4,496 (0.42%)	4,192 (0.40%)	5,990 (0.40%)	45.59%	3.83	00:02:22	155 (0.23%)	£6,926.33 (0.24%)	2.59%

# What currency & payment options?

- There are literally hundreds of payment options worldwide.
- Different payment options are popular with different demographics.
- Different countries have preferred payment methods.
- You don't have to offer them all.
- Consider the conversion/transaction fee trade off.
- Check which device types are being used in different countries.
- Select a payment platform that can offer you multiple choices.
- Don't forget to check whether your tech stack can support different currencies/payments.



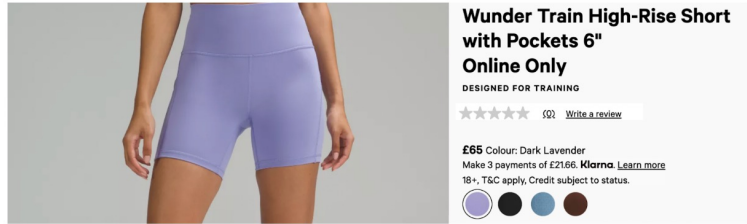


Image Source: [Lululemon](#)

The U.K. Lululemon site offers a BNPL payment option via Klarna, but the Philippines version doesn't.

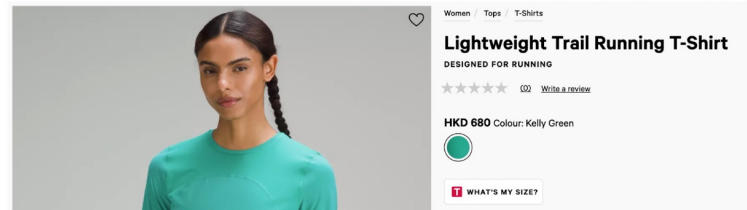
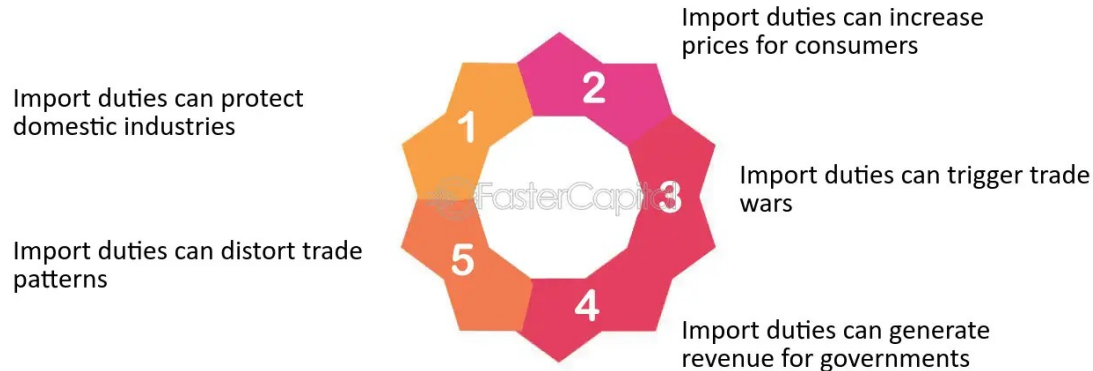


Image Source: [Lululemon](#)

# What about taxes and duties?

- Check what the local taxes and duties are – it may be that you will price yourself out of the market.
- Can your tech stack handle these or do you need to integrate with another provider?

## Impact of Import Duties on Global Trade





# What about language & cultural differences?

- Make sure your tech stack supports different languages – including Arabic, etc.
- Don't assume you can use Google translate for your content and marketing.
- You'll need to allow for localisation even if you just stick to one language – Pants are not knickers in the US and people don't go to the restroom to rest.
- Swedish vacuum maker Electrolux got a quick lesson in English slang when it introduced its products in the states. Intending to highlight its vacuum's high power, the Scandinavian company's ad campaign boasted, "Nothing sucks like an Electrolux." Didn't go down well in the US.
- Auto giant Ford found that in Belgium, enticing customers with a dead body in every car isn't the best way to make a sale. Hoping to highlight the cars' excellent manufacturing, Ford launched an ad campaign in the European country that execs thought said, "Every car has a high-quality body." However, when translated, the slogan read, "Every car has a high-quality corpse" – far from the image they were hoping to invoke.



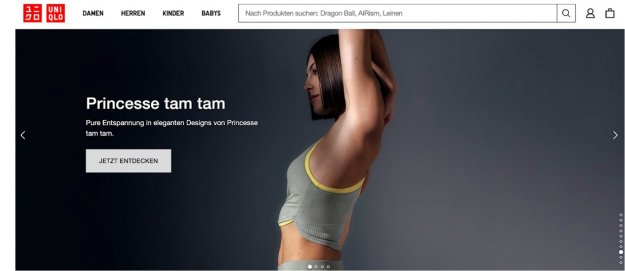


Image Source: [Uniqlo](#)

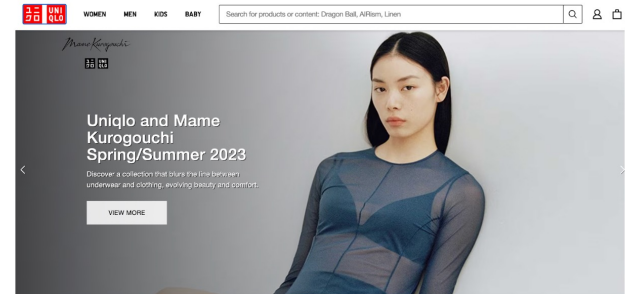


Image Source: [Uniqlo](#)

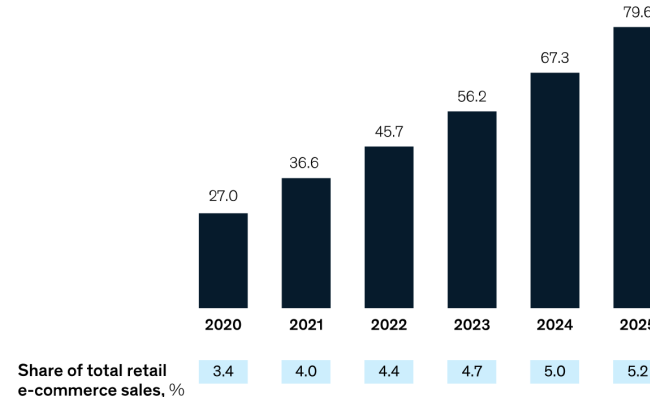
Uniqlo shares different collections on its homepage depending on where the consumer is based.

# What about SEO and Digital Marketing?

- Email marketing is still one of the most popular ways of driving traffic to sites in the UK/US.
- Google dominates the search engine market in most countries in the Middle East, however, certain locales prefer localised search engines like Yandex or Baidu.
- Social commerce is a well-established in some markets (China/Asia) and growing rapidly in other markets.
- It's important to understand the local differences

**Social commerce is a small but rapidly growing segment in the United States.**

US retail social-commerce sales,<sup>1</sup> \$ billions



<sup>1</sup>Data for 2021–25 are projected.  
Source: eMarketer, May 2021

# Client case studies.

B E G G & C O



Rodial  
nature · science · skincare



**Loake**  
SHOEMAKERS

Donald Russell  
Scotland's Finest Butcher



thisworks®  
MODERN NATURAL BEAUTY

CHR. WARD  
LONDON



specialist | CRAFTS  
ART  
DESIGN

DISCOVERED  
BRANDS



Van-Dal

sp.

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# Discovered Brands.

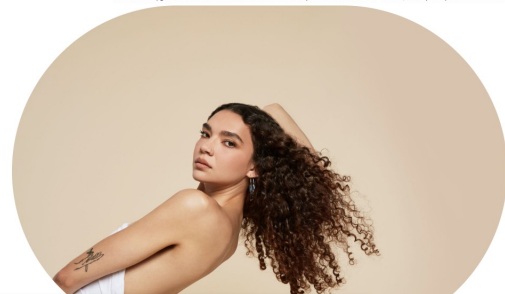
- Leading distributor of carefully curated beauty products across Europe.
- Present in 27 different countries.
- Supply beauty products to retailers like Sephora, Boots, SpaceNK, etc.
- 5 country sites on one platform.
- EORI number validation service included in the checkout process/account registration process – sometimes required for moving goods between Great Britain and other countries.

## DISCOVERED BRANDS

### OUR BRANDS

#### DISCOVER OUIAI

Ouai means "yes" in that casual, Parisian way. More than just hair care, it's a OUIAI of life, a range of crafty, free, ultimate conscious hair, body & fragrance products. "I get it, I'm an overstimulated consumer myself. I've used every hair product on the market and spent years talking to my clients and social followers about their hair. I've struggled to find a haircare brand that I'm happy and I could relate to. It was my goal to take these conversations and create the first socially-connected haircare brand". Jen Allen, Celebrity hair stylist and founder of OUIAI.



### BESTSELLERS

#### OUIAI



OUIAI Body Butter Cream

Shop Now

OUIAI Deodorant

Shop Now

OUIAI Leave-In Conditioner

Shop Now

OUIAI Hair Oil

Shop Now

#### HANZ DE FUKO



Hanz de Fuko Claywater

Shop Now

Hanz de Fuko Shampoo

Shop Now

Hanz de Fuko Cream

Shop Now

Hanz de Fuko Moisturizer

Shop Now

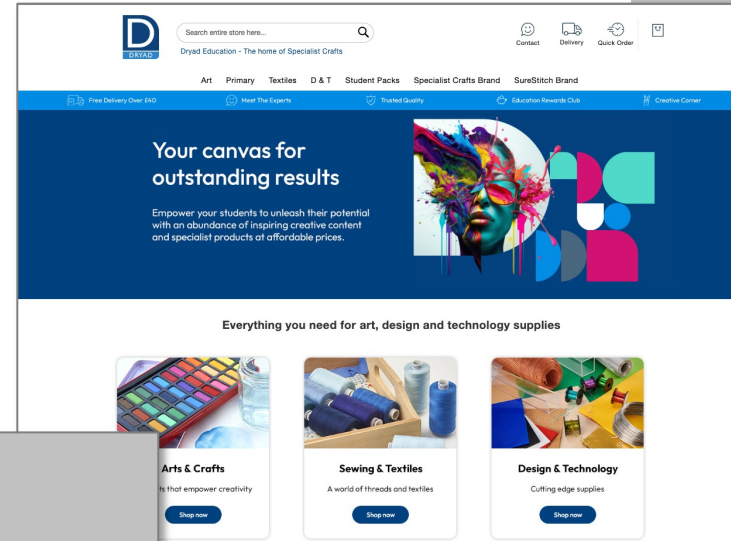


Part of the Moore-Wilson Group  
MOORE-WILSON

# Specialist Crafts.



- Leading supplier of Art, Craft and Design materials to educational establishments, students and artists worldwide.
- 8 distinct sites across 4 regions – all on one platform.
- 20,000 products – not all available in all countries.
- Distribution centre in the UK with satellite operations in Ireland and Dubai.



ENGAGEMENT

**42.09% ↑**

Average length of time spent on site is up by 42.09%



CONVERSION

**62.68% ↑**

- Overall conversions are up by 62.68%



MOBILE

**3.99% ↑**

Conversion from mobile devices is up from 0.85% to 3.99%



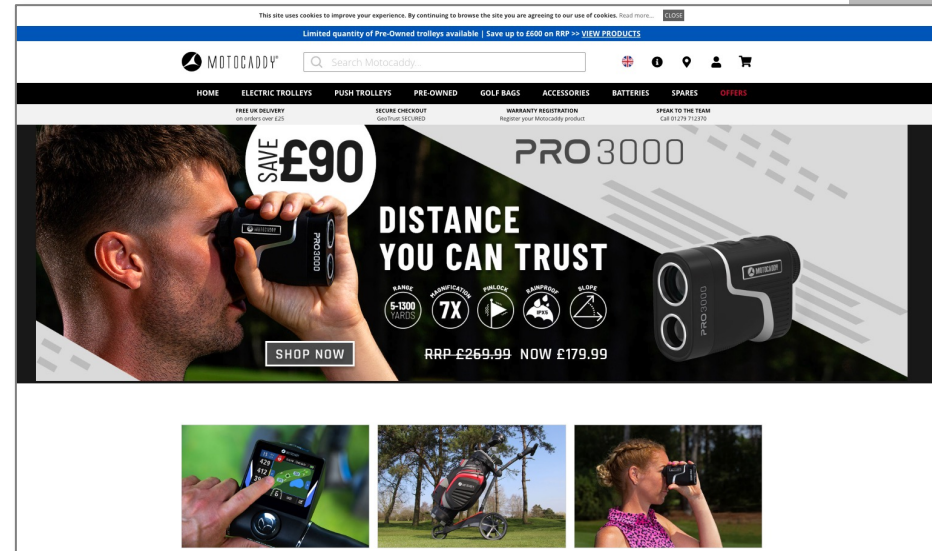
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# Motocaddy.



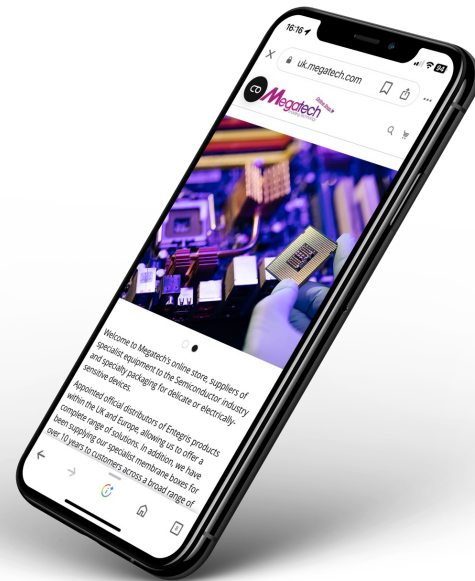
- Leading worldwide supplier of motorised golf carts and accessories.
- 12 separate domains on one platform.
- Relied historically on local distributors but are moving increasingly to D2C.
- Multiple currencies, pricing and payment options depending on country.
- Integration with Netsuite.
- Local warehouse for some markets (e.g. US).



# Megatech.



- UK's premier supplier to the semiconductor and thin film industries
- Headquarters in the West Midlands, offices in Europe, sales and service facilities in the USA and agents in Southeast Asia
- 4 separate eCommerce sites on one platform.
- Providing consumers with diverse payment options allowing orders to be placed using various payment methods, including Sofort for the German site.
- Integration with the Dotdigital marketing platform and Loqate for global address verification.
- Incorporating Amasty Shipping Table Rates for simultaneous delivery options based on weight, location and product type.
- Successful migration of an extensive multi-language/multi-site SEO history.
- Implementation of multi-location stock with integration to multiple Zoho instances for true omnichannel retailing.



# This Morning's Agenda.

- **Please be aware that there will be a brief fire alarm test at 10am**
- Linnworks | Georgia Leybourne  
Retail Growing Pains:  
How a Connected CommerceOps Strategy can take you to the next level
- Dotdigital | Niels Kolijn  
Personalisation – turning visitors into loyal customers beyond borders
- Reviews.io | Giles Eida  
Is there a perfect review strategy?
- **Tea/Coffee Break**
- Global-e | Laetitia Arfi  
Cross Border Market Trends for 2024
- Shopline | Alex Wright  
Expanding Horizons – Leveraging SHOPLINE and Social Commerce for Global Success



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