Globalisation

How to be fluent in the language of your shopper, wherever they are located in the world.

Discover the top 5 areas that need to be adapted and customised in order to deliver localised shopping experiences that optimise conversion and deliver to the precise needs of your shoppers across multiple sites, languages, and countries.

For Heads of Ecommerce, Marketers and Digital Disruptors.

Attraqt + Space 48 + Big Commerce working together to help online retailers achieve global scale and success.

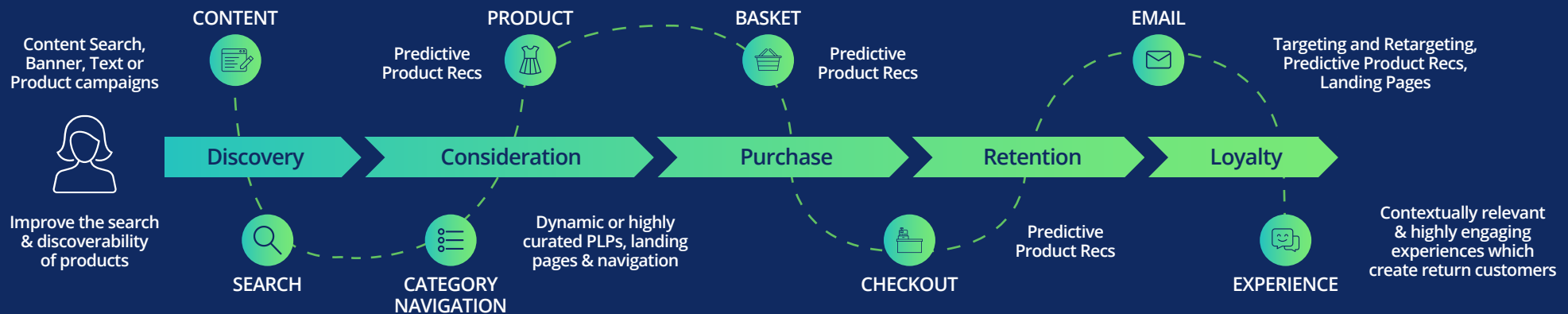**Attraqt**   **Space48**   **BIGCOMMERCE**

Executive summary

Globalisation is providing new opportunities for online retailers. As the world becomes more connected and shipping across borders becomes more efficient and easier to handle, online brands and retailers are embracing the opportunity to expand their market presence and to make their offers available to a broader consumer base.

However, the rise of globalisation has also forced online retailers to adapt. They have had to extend their online presence to cater for a more diverse audience and to ensure that their offering, content, and experience match the precise needs of their consumers in each market that they now do business in.

This eBook aims to provide an overview of how to deliver the very best 'Product Discovery' experiences on a global basis.

Product Discovery is the process of effortlessly guiding shoppers to find exactly what they're looking for quicker. It sits at the core of a successful ecommerce visit, wherever you are in the world.

Content Search, Banner, Text or Product campaigns

CONTENT

Predictive Product Recs

PRODUCT

BASKET

Predictive Product Recs

EMAIL

Targeting and Retargeting, Predictive Product Recs, Landing Pages

Improve the search & discoverability of products

Discovery → **Consideration** → **Purchase** → **Retention** → **Loyalty**

SEARCH

CATEGORY NAVIGATION

Dynamic or highly curated PLPs, landing pages & navigation

CHECKOUT

Predictive Product Recs

EXPERIENCE

Contextually relevant & highly engaging experiences which create return customers

Executive summary

On average, a typical shopper experiences around 15 micro–moments – small, intent–driven shopper interactions with a site – before purchasing. Each visit determines if a shopper stays on the journey or leaves. It is, therefore, crucial for brands and retailers to deliver a series of product discovery experiences that are well connected, highly relevant, and that motivate further consideration, all the way through to conversion.

The challenge is to effectively do this across multiple domains, countries, and languages. Each consumer is unique when it comes to buying habits, preferences, and tastes. These differences are further amplified when comparing consumers across countries, with different cultures, lifestyles, and environments. Online retailers must take into consideration the specific characteristics and nuances tied to a shopper's location and combine this knowledge with an understanding of each shopper's specific intent, in order to be able to deliver exceptional shopping experiences that win their hearts and minds. It is only by being able to deliver on this, that retailers can be confident in motivating purchases, encouraging return visits, and building longer–term loyalty.
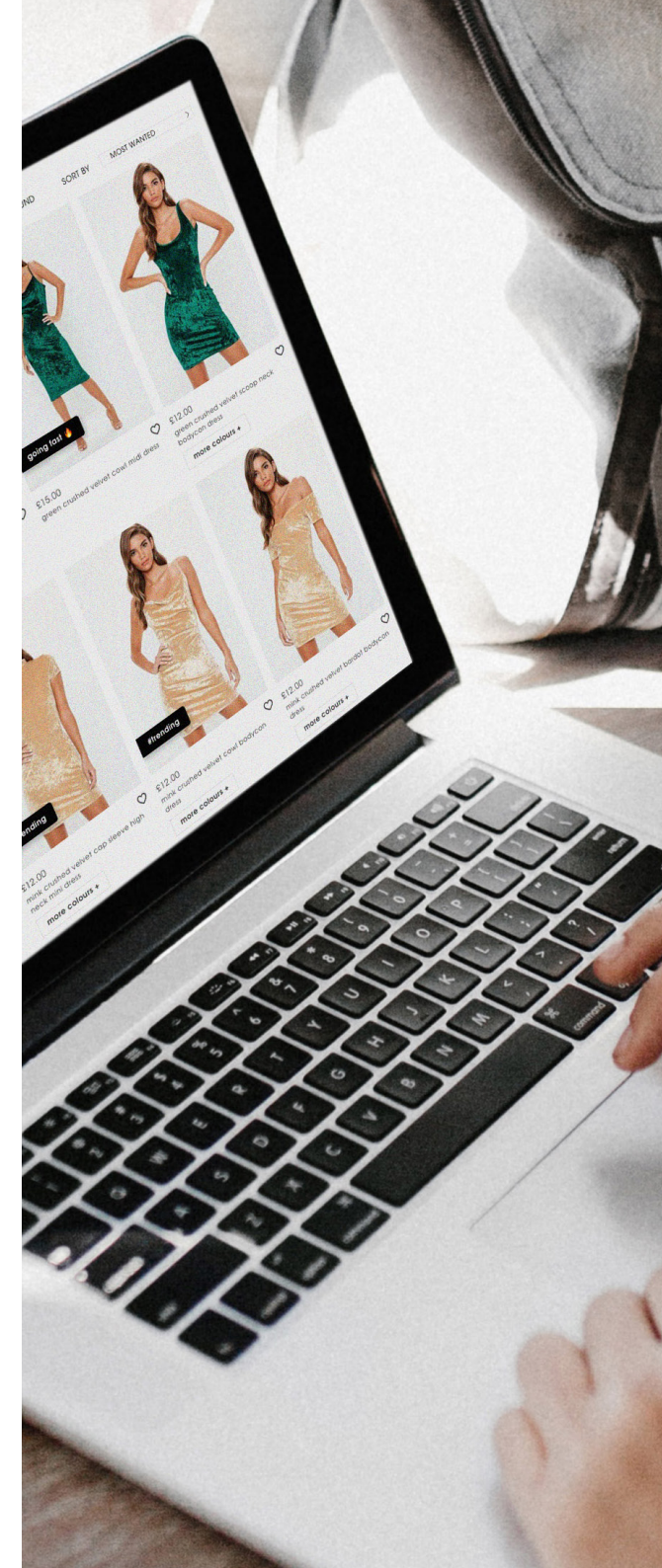
Why consider international expansion now?

The growth of online cross–border trade is widely expected to continue. Sales are set to reach $630 billion by 2022. This growth is being driven by consumers who no longer see geographical boundaries and are happy to buy from companies in other countries.

70%
of European online shoppers purchase from international retailers.

60%
of online customers don't shop from websites that are not in their native language.

In France, cross–border purchases are the fastest growing ecommerce segment, with nearly half of all French consumers buying from cross–border merchants.

As this data illustrates, there is a growing opportunity for brands and online retailers to sell their products to new markets and reach consumers they have not engaged with before. In turn, this will boost overall sales and revenue, and support business expansion and growth.

According to Statista, **27%** of US shoppers interviewed said they shop both domestically and cross–border. For Austrian shoppers, this increases to **71%**.

With **56%** of European consumers and **48%** of US consumers regularly shopping cross–border, there's an opportunity to sell virtually any type of product overseas.

Act global but execute locally

It can be challenging to operate ecommerce sites in multiple countries, as you have to be able to balance the need to personalise the experience for your local consumers with operating your online sites in an efficient manner where there is significant complexity.

The reality is, that you need to be able to achieve both operational efficiency and deliver a shopping experience that is highly personalised and reflective of local conditions for every individual shopper.

Localisation goes well beyond simple translation of your international site. It requires the customisation and personalisation of the entire online experience, across the following areas:

1 **Product offering**

2 **Product attributes**

3 **Language**

4 **Culture and local context**

5 **Effective channels**

Providing the products that your shopper wants

The products you offer and the resulting catalog need to be relevant and adapted for local conditions. Key areas to consider include:

Seasons

Seasons can have a significant impact especially when you might be trading in both the Northern Hemisphere as well as the Southern Hemisphere. This can influence the actual products that are offered, in addition to timing, as seasonal collections will be out of sync.

Weather

Weather can also have an impact, from both a real–time perspective but also in terms of the types of products that consumers may wish to purchase. For instance, Italians have a preference for sandals whereas Danes have a preference for boots.

Consumer preferences

Different cultures associate different meanings with certain colours. This needs to be considered to ensure that the items offered do not offend in any way and that the right colour choices are provided to motivate purchase and optimise conversion.

Product exclusions

There might be certain products that will just not work in a specific market and in certain cases, there will be products that cannot or should not be sold for cultural, ethical, environmental, technical, or legal reasons.

Helping shoppers discover products that meet their needs

Perception

"Different words can mean different things to different people." It is really important to understand your consumers' language and to be able to classify and describe your products in a way that is relevant and meaningful to your shoppers.

Product categories

Names really matter. How consumers label products can vary from one market to another. It is important that you understand how they classify products and thereby enable them to search and browse in line with their understanding of product categories.

SEO

How consumers describe and name products also influence how they search – both onsite as well as offsite. It is therefore important to adjust your SEO strategy to ensure that you optimise the traffic for your product catalog based on the right keywords.

Measurements

To enable intuitive product discovery experiences, sizes, weights, and volumes should all be adapted to the local standards. This goes far beyond simply translating units into the local measurement system and should include local sizing guides to make it easier for shoppers to find the right fit. A great example is Castelli cycling gear, where a size XL in Italy means something very different compared to a size XL in the UK.

Product attributes

Shoppers from different markets will be influenced and swayed by different attributes, depending on their circumstances, the environment, their lifestyle, and their level of interest in social responsibility. Therefore, product descriptions may need to be adjusted. This is especially important for product badging and for the application of motivational messages and triggers.
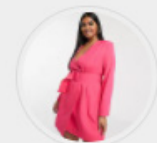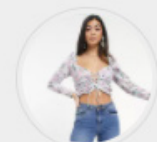
Interacting in the language of your shopper

Translation

This is an obvious one, however, it is always important to make sure that the translation reflects local nuances and is checked by a native speaker.

Tone of voice

It might come as a surprise, but tone of voice has a significant impact on how well a shopper connects emotionally with your brand and site experience. When we say tone of voice, we don't refer to WHAT you say, but rather HOW you say it. This includes the words used to describe products, as well as the style and rhythm you use. Tone of voice can determine shopper perception and hence impact their willingness to engage.

Vocabulary

It's important to use the style, vocabulary, expressions – even slang – of the target market in order to ensure that your language resonates with your shoppers. Speaking their language demonstrates a sincere commitment and passion for their culture. By doing so, it helps build true connections with local consumers.

Reflecting the local culture of your shopper

The more you can frame your brand and your products in a way that reflects local circumstances, the more relevant you become to the consumer. This motivates engagement and can help the consumer see how your offering fulfills their specific needs.

Lifestyle

How consumers live their lives can vary enormously from one country or area to another. Lifestyle determines the importance of factors such as provenance, environmental concerns, sustainability, etc. As such, it is important to understand these lifestyle–based inclinations and bake them into the experiences you deliver.

Images

Humans are visual by nature. The renowned Massachusetts Institute of Technology (MIT) found that 90% of information transmitted to the human brain is visual. Images matter and these need to reflect local conditions especially when models are used, and rooms or outdoor spaces are depicted.

Campaigns

For a campaign to resonate with a shopper it must connect emotionally. The shopper needs to be able to empathise and to see how their values, needs, aspirations are reflected. This may simply require localised images and text, but in some cases, the themes will also need to be adapted.

Holidays & Events

Campaigns should match the holidays and events that are popular and revered in the local market.

Providing your shoppers with the best possible experience, irrespective of the channel of engagement

From one country to another there are often significant differences in how consumers engage with ecommerce sites. In certain markets like India and South Africa, the unreliable nature of fixed–line communication means that mobile has very high penetration, meaning your ecommerce strategies need to be built mobile–first.

Mobile

As mobile becomes increasingly important, online retailers should adopt a mobile–first strategy and consider how the ecommerce experience can be further enhanced via this channel.

Other product discovery channels:

A significant percentage of consumers now start their product discovery journey in marketplaces and on social media. It is essential to identify and understand the importance of these other channels in order to put the appropriate strategies in place to increase the likelihood of target consumers finding what they are looking for.

Implementation

There is also a range of areas that need to be considered from a technical viewpoint.
The most important can be summarised as follows:

Product Data Management

It is critical to be able to manage data feeds for each store, market, and region. This enables each store to be localised to match the specific needs of the consumer. In addition, real–time data streaming for volatile data points like stock levels ensure that stock inventory can be effectively managed across multiple sites, and products are only presented when there is stock available. Distributed Stock Management Systems can also optimise inventory management across all sites.

Operational Efficiency

You need to be able to expand internationally in an efficient way. This can be achieved by applying Artificial Intelligence (AI) to manage and orchestrate the data complexity and, in so doing, to deliver high levels of automation that provide highly personalised shopping experiences.

Team Agility

Customisation is critical. Local teams need to be able to adapt and customise the site in real–time in a frictionless way, that does not require the involvement and support of IT. This should cover the customisation of content, the application of business rules, the deployment of triggers, and the use of A/B testing to identify the local strategies that work best. It is the combination of local customisation with AI that delivers the best of both worlds.

Site Speed

When it comes to ecommerce, page speed really is money. It is vitally important to user experience as pages with a long load time tend to have a lower average time on–page and a higher bounce rate, leading to lower conversions. Make sure that your local sites have optimised page speeds.

End–to–end product discovery

Apply an integrated approach to how shoppers search, navigate, browse and consider products into a single unified 'product discovery' experience by combining search, merchandising, and personalisation capabilities together.

One final area that is often overlooked is **Data Privacy**. It is critical to be aware of the local regulations that are in place in regard to consumer data and to ensure that the site complies with all local regulations from the use of cookies to storing and processing consumer data.

Benefits of International Expansion

Enabling shoppers to discover the products that they wish to purchase is a must–have for any online retailer. How a retailer guides a shopper to find the products they love requires the orchestration of many different factors, and this becomes significantly more complex when engaging with consumers across different countries, languages, and cultural differences.

Consumers expect rich, compelling, and highly relevant shopping experiences on any site they visit. To deliver individual experiences for every shopper across multiple sites across the world requires several key capabilities.

The secret to success is to be able to effortlessly combine the insights and efficiencies that AI provides, and to fuse these with the tried and tested brand strategy and creativity that have proven their worth for years. This perfect blend of human–guided decision–making and machine–led science is the key to global expansion and is the foundation for delivering exceptional shopping experiences to every consumer in whatever site, language, or country you are engaging them in.

The benefits of this approach are clear:

Shopper conversion
Increase shopper conversion by up to

25%

Operational efficiency
Achieve merchandising productivity gains of up to

40%

Infrastructure gains
Converse with shoppers in over **40** languages through one unified platform

Contact Us

Going global can bring immense benefits but it is also fraught with challenges.

Speak to the experts. Attraqt supports over 330 global brands in over 40 different languages. We know what it takes to deliver seamless and highly relevant product discovery journeys in any market in the world.

Contact us and request a demo today!

Request a demo

236 Grays Inn Road,
London
United Kingdom
WC1X 8HB

+44 (0)20 3675 7800
sayhello@attraqt.com