



Presents

How To Scale
ECOMMERCE
CROSS BORDER
2024





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Introduction

The world around us is increasingly becoming borderless. Accelerated by rapid internet user growth, and more so in the last 2 years.

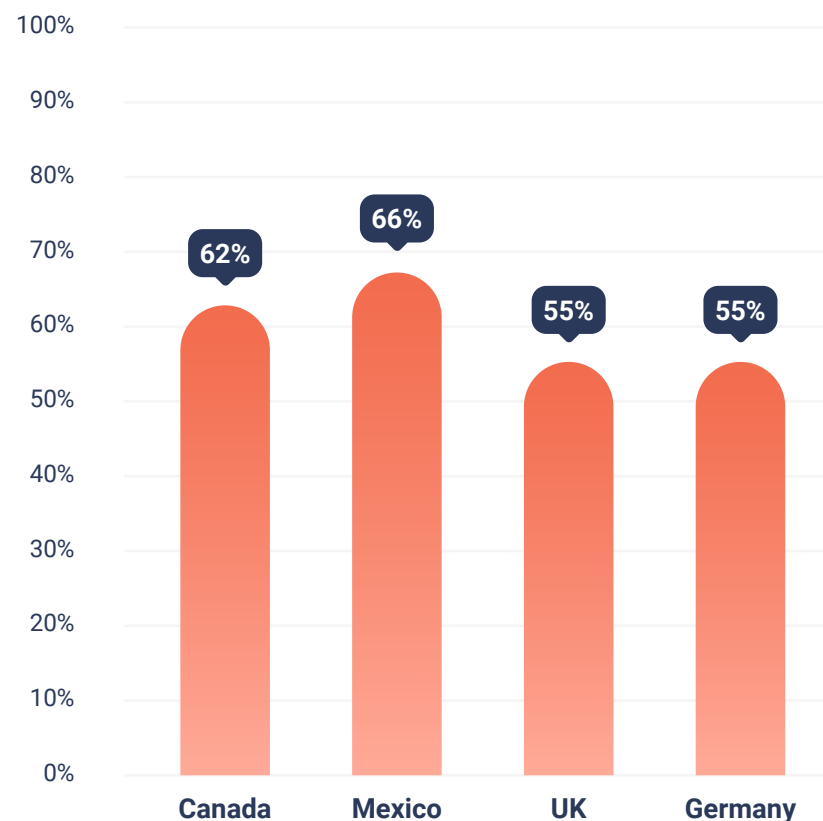
Today, 64% Of The World's Population Is Online.

That's more than 5 billion people accessing the internet every day, searching for information, interacting with brands, and making online purchases.

Talking about overseas eCommerce "transactions", a JP Morgan Global Ecommerce Trends Report calls out, more than **50% online shoppers** across key markets make at least **one international purchase** in a year.

For instance, **62% of customers in Canada, 66% in Mexico, 55% in the UK, 55% in Germany**, make at least one international purchase.

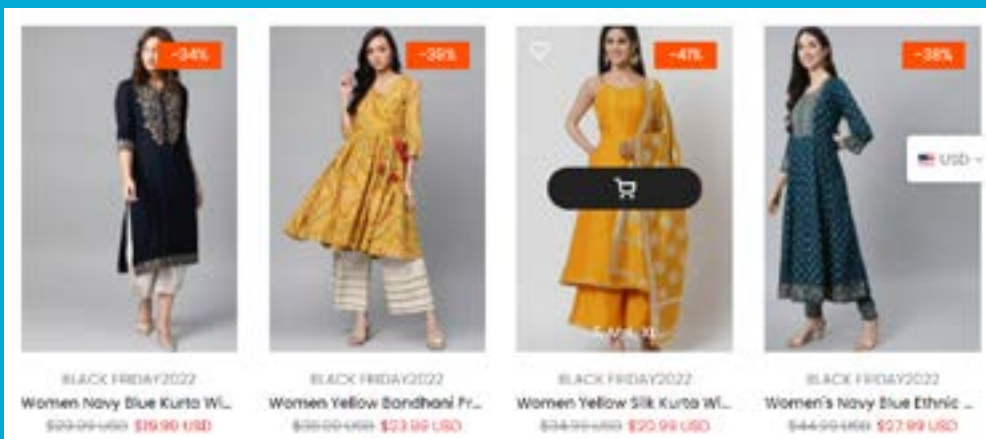
But the important element is growing affinity for cross market purchase.



Here's a sneak peek into the results a brand can expect cross-border

One of [Adyogi Managed service users](#), a Made in India fashion brand currently drives over 60-70% of their revenue from the US. It took them < 2 years to reach this revenue trajectory.

trendia
experience India



Average revenue >\$0.5 million per month



Revenue scaled to \$100k run-rate in a span of <6 months



Various categories like Apparel, Jewellery & Cosmetics helped targeting multiple user categories

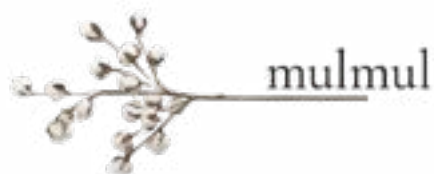


Multiple countries targeting like US, UK & Australia helped scaling faster



CTR increased to >5%

Adyogi has 50+ similar success stories of brands scaling up in the international borders



trueBrowns
exuding Inclusivity in all spectrums



trendia
experience India

earth
rhythm™
Efficacy, Inclusivity, Sustainability.

banaras
ekayya

Libas



TCNS
CLOTHING CO. LTD



Kushal's
fashion jewellery

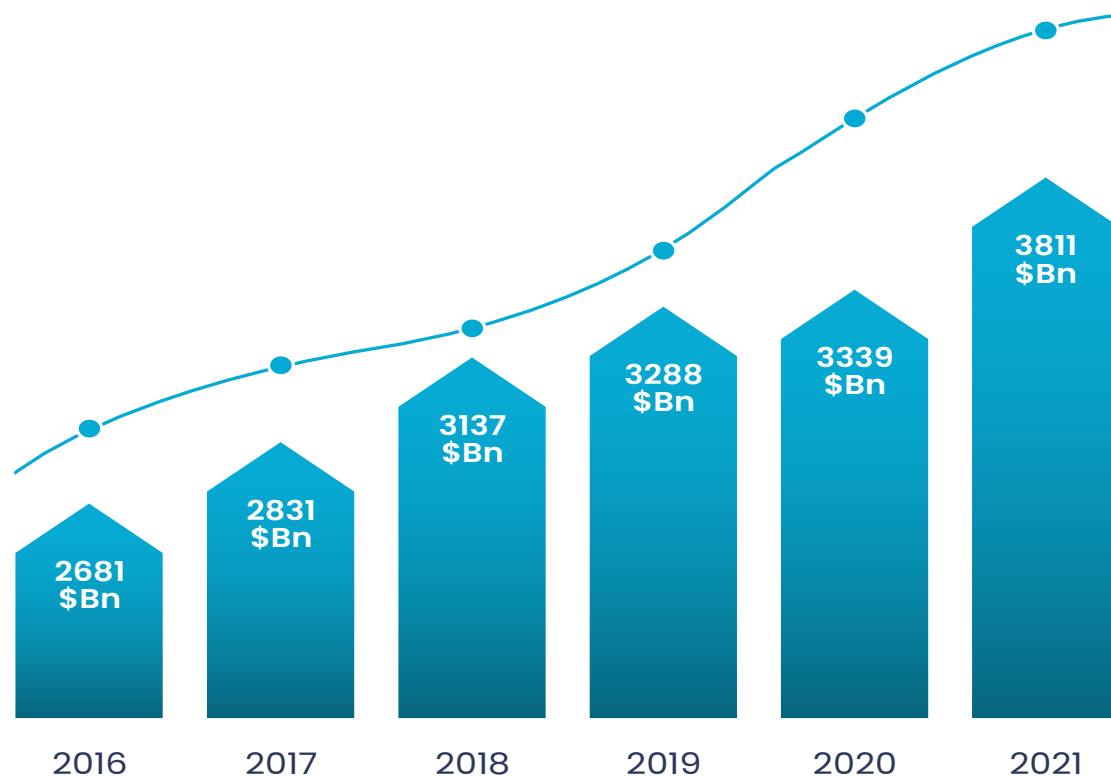
MANISH MALHOTRA



Breaking **Growth** Barriers

The Growth Isn't Limited To Ecommerce

Worldwide export of Digitally deliverable services has grown by \$1.2Tn between 2016 and 2021. It was one of the trends that was also accelerated by COVID and grew by 14% in 2021.



So, where does India stand, all things considered?

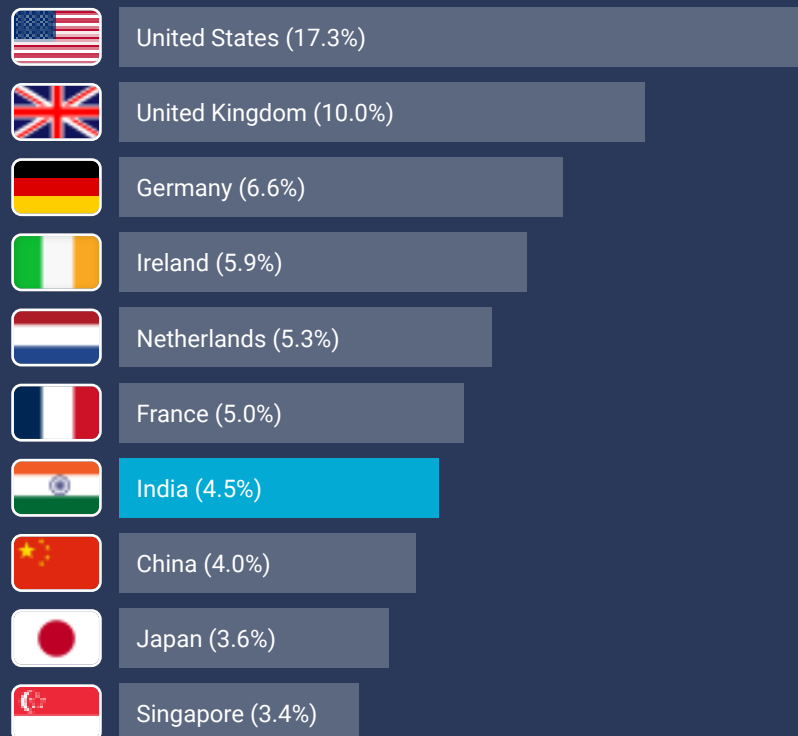
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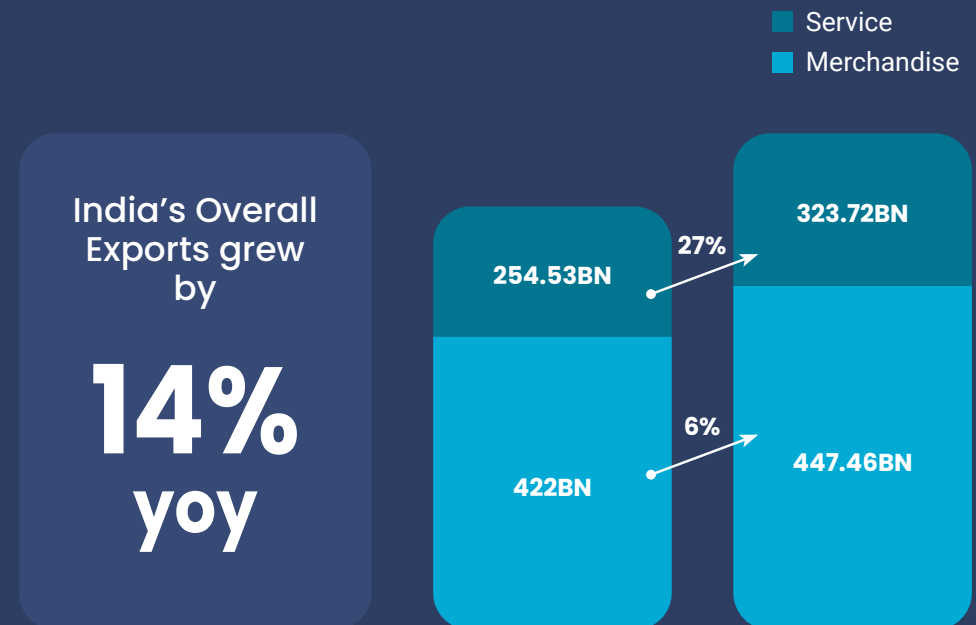
between
2016 and 2021

India is the **7th largest Exporter** of Digitally Deliverable Services Globally, ahead of China and Japan.

And these exports from India are growing at a 5-yr CAGR of 10%, faster than the world at 8% and faster than the #1 exporter US growing at 6%.



Infact, India's overall exports saw a **14% yoy growth** to close at \$770Bn in **FY 2022-23**, with Services Exports growing faster at 27% yoy.



While services exports have been IT enterprise first for many years, we have seen rapid growth across SaaS, Travel & Tourism, Entertainment, Gaming & Education.

In FY22 for instance, such services accounted for 16% of all services exports and powered through digital influence.



The market for most categories is set to grow at a rapid pace in India

We're confident about India's digital economy being \$ 1 Tn strong by 2030. But going global today has a vast incremental advantages for brands:

01

The first and the most obvious one is that it is an opportunity for business expansion

02

It enables brands to reach global audience, more premium, more profitable and this cuts beyond just NRI customers

03

It also helps diversify market dependency

...thus, making your brand more competitive, innovative, profitable, and resilient to economic downturns.

Businesses going international benefit in multiple ways



Opportunity for
business expansion



Reaching a global
audience of new, high
value customers



Diversifying
business risk

For several categories **faster real world traction globally** is replicated on all advertising platforms, **by way of stronger consumer interest**.



2x

Apparel searches grew 2x faster in GCC countries vs India.



2.8x

Travel interest in Europe was 2.8x that in India



2x

Education & Upskilling interest grew 2x faster in US vs India

In this ebook, we will walk you through 10 market injection and scaleup strategies across industries that have helped over 100 brands grow sustainably and profitably in the international markets. Stay tuned.

Why Do Brands Hesitate To Go Cross-Border?



60%

of exporters say that they lack access to relevant market information



83%

of exporters say that they lack know-how on overcoming operational hurdles

eCommerce has opened up new avenues for businesses to expand their reach beyond domestic borders. However, the journey towards scaling cross-border eCommerce isn't without its challenges.

- ✓ **Insufficient Market Information** - 60% of exporters lack relevant market information
- ✓ **Operational Overload** - 83% of exporters face operational challenges.
- ✓ **Bridging the Culture Gap** - 74% prefer native language websites.
- ✓ **Currency and Payment Challenges** - 50% abandon carts due to payment issues
- ✓ **Legal and Regulatory Compliance** - 46% struggle with international shipping regulations
- ✓ **Streamlining Shipping and Logistics** - 61% abandon carts due to high shipping costs
- ✓ **Establishing Credibility and Loyalty** - 91% consumers trust online reviews.

Adyogi has a 360-degree partnership directory that can help you crack international payments, logistics, warehousing, shipping, website development, and much more!

Check out our top partners here



*How Can You Scale **International Ecommerce Operations** “Profitably”?*

PILOT PHASE



- ✓ Test the waters
- ✓ Narrow down Geo

SET UP PHASE



- ✓ Separate website
- ✓ Pricing & catalog
- ✓ Bundling
- ✓ Customize website
- ✓ Setup marketing

SCALE UP PHASE



- ✓ Omnichannel
- ✓ Leverage events
- ✓ Expand targeting

01 Run a pilot with Indian website to test Global markets

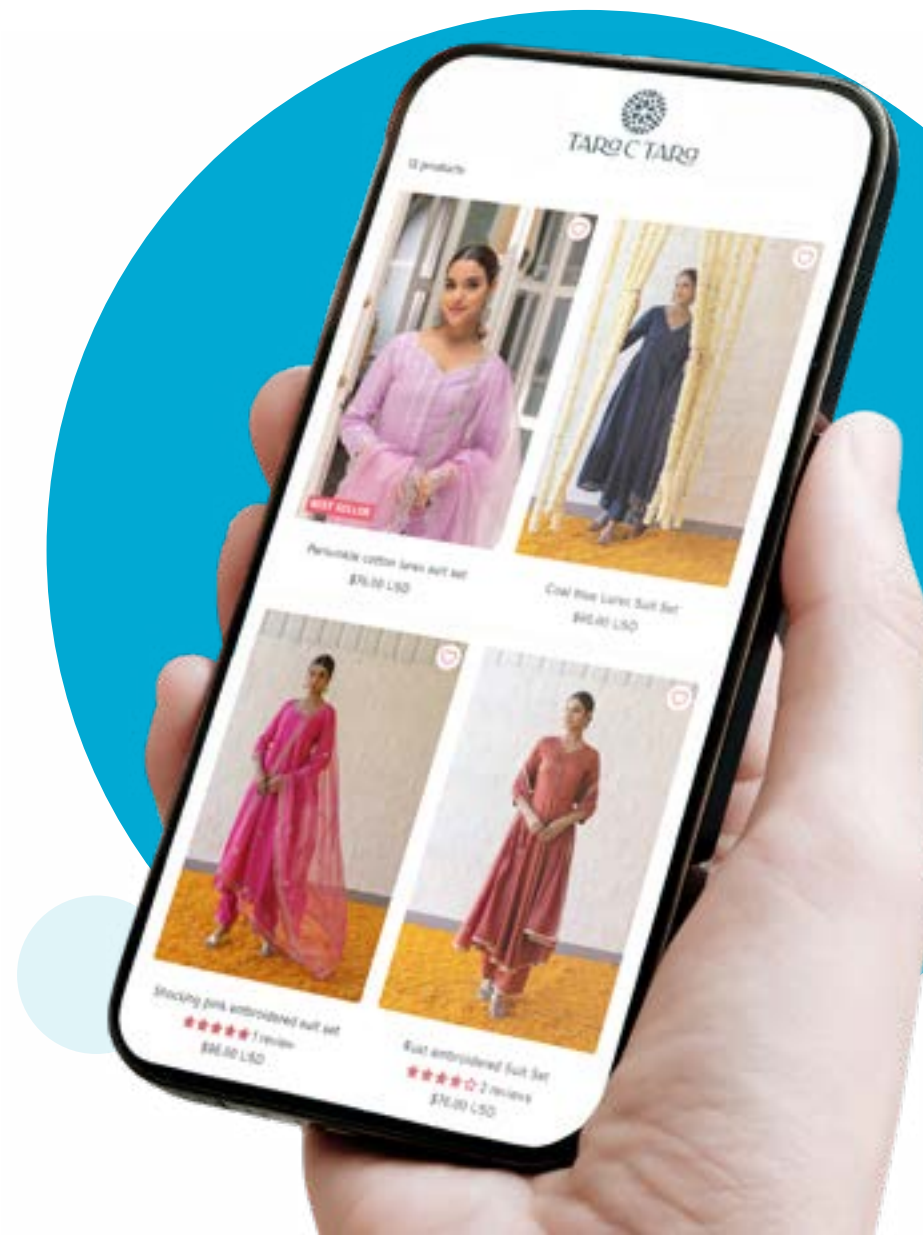
- Start with existing website to build learnings
- For Shopify websites, use the feature to configure payment options according to Country
- Offer COD for Indian users and hide it for international audience
- Use third-party apps to toggle the currency or automatically switch the currency based on IP

Case study

Brand in focus - Women apparel

Outcome

Generated over **10%** of their total revenue from cross-border sources within a mere 6 months.



02

Narrow down Geography based on Initial Traction



Data-Driven Analysis

Employ the power of Google Analytics to identify the geographical regions where your brand is organically thriving.



Narrowing Focus

Identify the runner-up geography, positioned right after your domestic market, and target it for marketing.



Laser-Focused Marketing

Direct dedicated marketing efforts towards this selected geography to amplify its potential and generate recurring revenue.



Solidifying Success

Once this secondary market becomes a consistent revenue generator, consider further expansion into new horizons.



Menu

Dashboard

Components

Extra Components

Layouts

Forms & Tables

Form Elements

Form Layout

Form Editor

Analytics Report

<.....>

Billing Country/Region	Orders	Shipping	Total Sales	Average Order Value	Average Units Ordered
Summary	448	₹188,913.00	₹2,264,533.33	₹5,019.66	1.7
India	298	₹5,393.00	₹738,132.36	₹3,007.34	1.2
United States	55	₹57,000.00	₹597,818.98	₹9,761.37	2.8
Canada	51	₹73,700.00	₹544,632.31	₹9,449.20	2.6
United Kingdom	33	₹38,740.00	₹279,476.20	₹7,376.98	2
Singapore	6	₹8,680.00	₹72,848.73	₹10,694.79	3.2
Australia	3	₹3,350.00	₹23,538.02	₹6,729.34	1.7
Netherlands	1	₹1,200.00	₹4,482.68	₹3,282.68	1
Malaysia	1	₹850.00	₹3,604.05	₹2,754.05	1

PILOT PHASE



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- ✓ Narrow down Geo



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SCALE UP PHASE



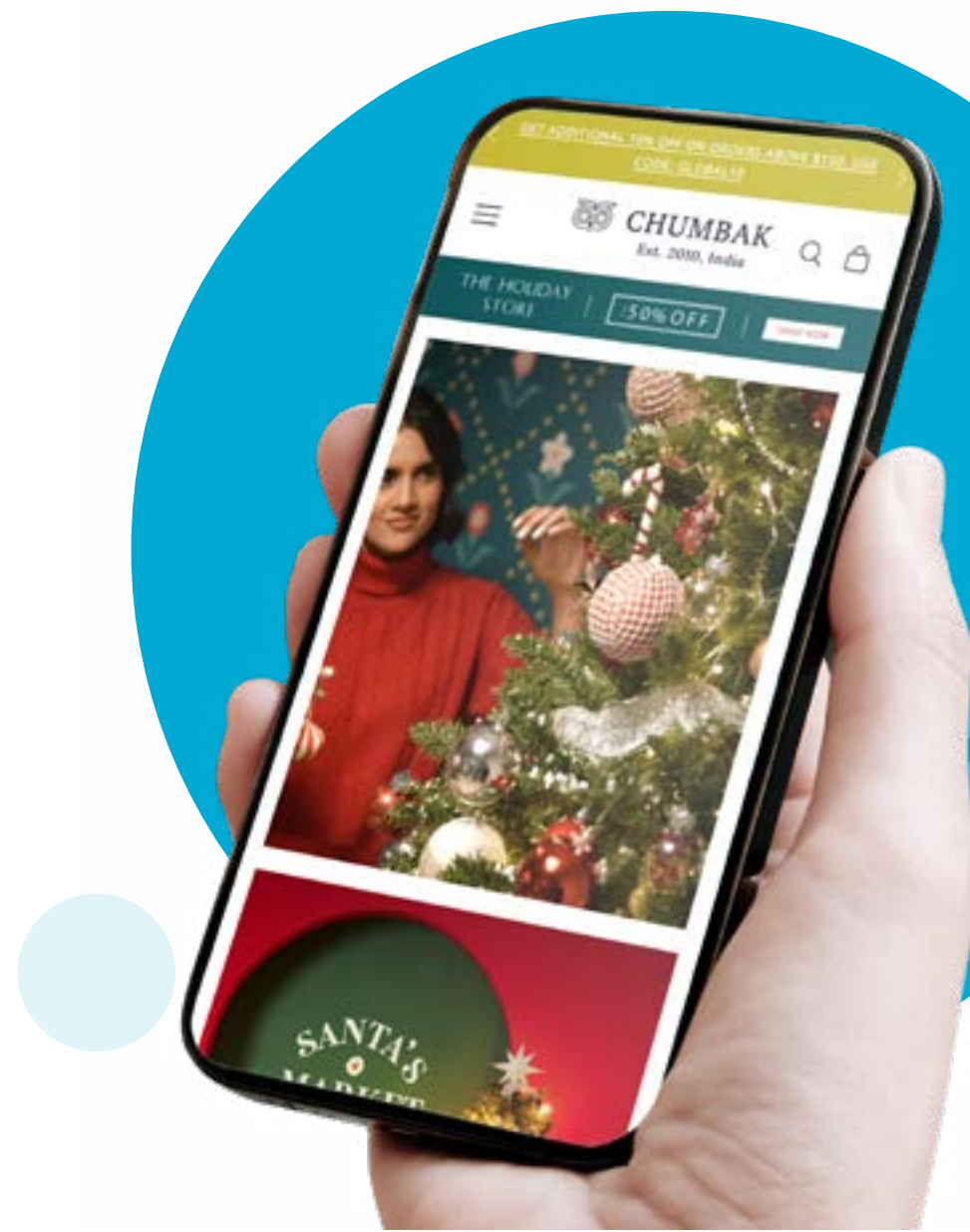
- ✓ Omnichannel
- ✓ Leverage events
- ✓ Expand targeting

03

Launch a dedicated website to accelerate sales

Once a specific region generates >5% of overall revenue, launch a separate International website.

Merits Of A Separate Website:	Challenges Of A Separate Website:
✓ Customized Ui/Ux	✓ Need for redirection
✓ Better control over Pricing & Catalog	✓ Additional costs / resources
✓ Optimize for SEO & Organic	✓ Keyword competition
✓ Separate Sale events	



04

Re-work pricing & catalog for cross-border

- Cost of ads in the US is ~3-4x of India. e.g. In India CPM range is ~\$2-\$4, same in the US is ~\$6-\$16. This results in acquisition cost being 3-4x
- If CAC in India is INR 800 (\$10) the cost in US could be \$30-40
- Price in the US to account for the incremental acquisition cost as well as logistics. **Ideal range is 1.5-2x of domestic price**
- Focus on Best-sellers & Hero categories



Bright Pink Slub Texture Anrakha Pant Set

\$76.78 MRP \$95.98- (21% off)

Bright Pink Slub Texture Anrakha Pant Set

★★★★☆ 1 review

₹3,199.00 MRP ₹3,999.00- (21% off)

05

Bundle offers to increase AOV

- Offer a discount on minimum basket size for ex - 10% off on \$150 USD
- Offer FREE shipping on orders after certain order value to push for bigger

Case study

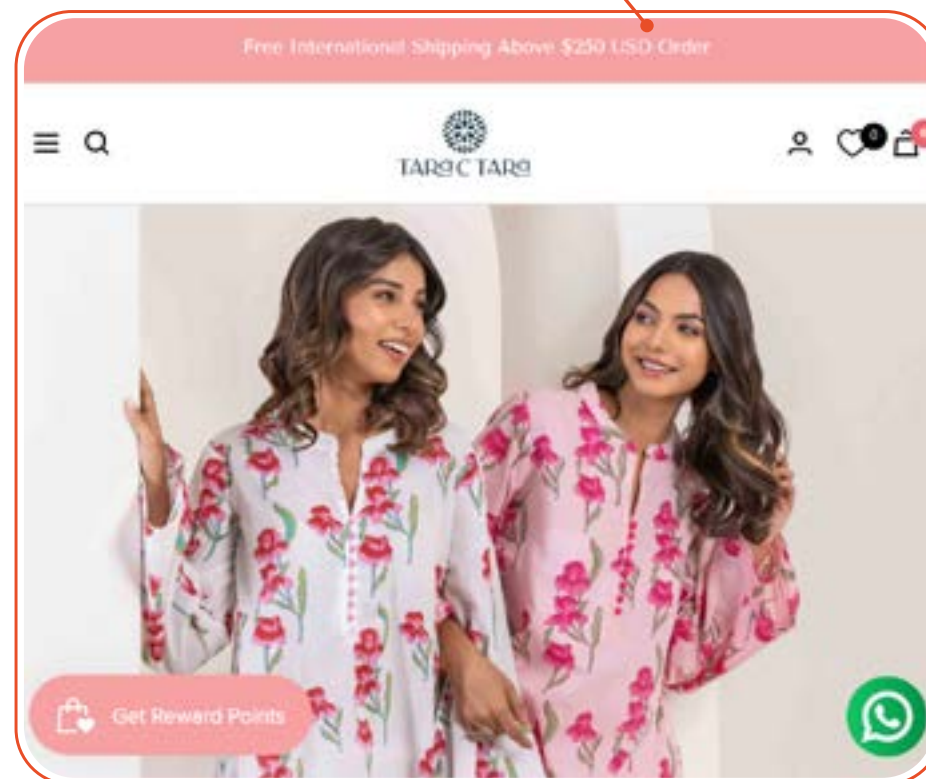
Brand in focus - Women apparel

Offered - Free shipping above order **\$250 USD**

Outcome

Increased AOV from INR 3K to INR 10K in the US

Above \$250 USD Order





06


Optimize website for cross-border audience

- Ensure the product pricing on the website is in USD
- Enable redirection from India to International website based on IP address
- Ensure delivery timelines, shipping policies and return policies are updated as per International standards
- Marketing, logistics and other costs are higher for International. So pricing & shipping charges to be added accordingly
- Enable credit card / PayPal payment options based on the specific country


Payment




All transactions are secure and encrypted.

☒ Credit card VISA  

Card number 

Name on card

Expiration date (MM / YY) Security code 

☐ Razorpay Secure (UPI, Cards, Wallets, NetBanking) VISA    +15



07

Get the setup right for International Marketing



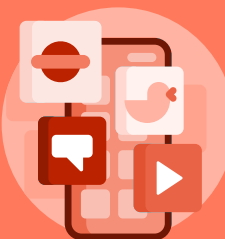
Accounts Setup

New Ad accounts with currency in USD

Ad accounts should be created with US timezone

New Catalog to be created with USD pricing

New pixel to be installed in-case of new website



Marketing

Have a budget set aside for first 3-6 months

Align on ROAS expectations for the first 3-6 months

Dedicated a separate POC internally for international

Align on Goals/ KPIs for the Internal team specific to International

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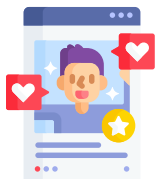
SCALE UP PHASE



- ✓ Omnichannel
- ✓ Leverage events
- ✓ Expand targeting

08

Focus on Organic & Influencers



Local Influencer Collaboration:

Create engagement and credibility by collaborating with local influencers.



Social Media Presence:

Stay active on social media platforms, sharing updates on new collections, sales, offers, and user-generated content.



SEO-Optimized Product Pages:

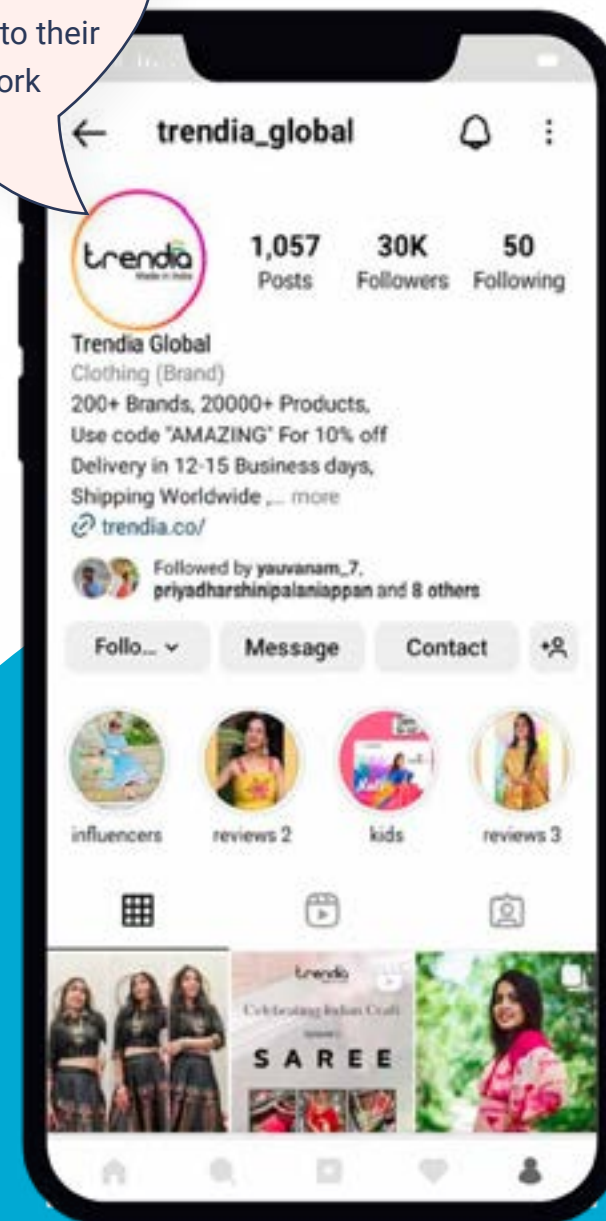
Optimize product pages and descriptions for SEO to enhance organic traffic.



Harness CRM Channels:

Drive repeat purchases through CRM initiatives, utilizing SMS, WhatsApp, and email campaigns.

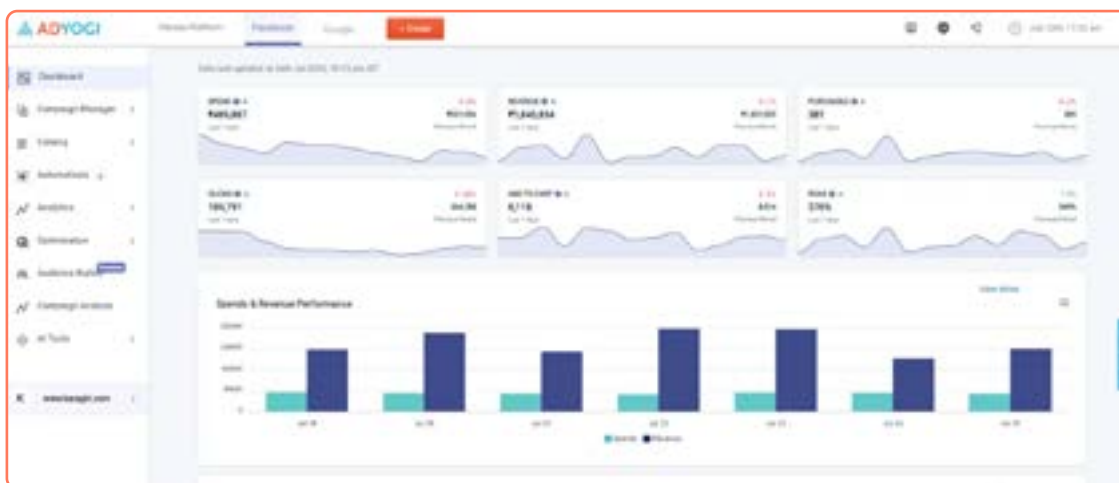
Trendia partnered with > **200+ NRI** influencers worldwide to tap into their audience network



09

Leverage discounting & events to build profitability

- Ensure sale promotions are started at least a month in advance for Rakhi, Diwali, etc
- Launch a separate section on the website for Festive/Sale collection. Create separate campaigns focussing on Sale or Festive
- Flash discounting (e.g. 30% off) in the US market tends to perform better
- Use contextual coupon codes & Festive specific overlays. Update the ad copies Eg. BFCM Sale



With [Adyogi managed services](#), you get profitability analysis, industry strategies, expert recommendation and full access to the Adyogi product. Automate Ads for max ROAS with features like pre-defined smart Ads, removal of OOS products, full-funnel tracking, category analysis, and much more!

10 Expand targeting to outside Indian Diaspora too

- Tailor to Native Preferences: Adapt your cross-border strategies for a seamless experience for US/UK audiences.
- Specific Budget & Campaigns: Allocate distinct budgets and campaigns to effectively target the native audience of each country.

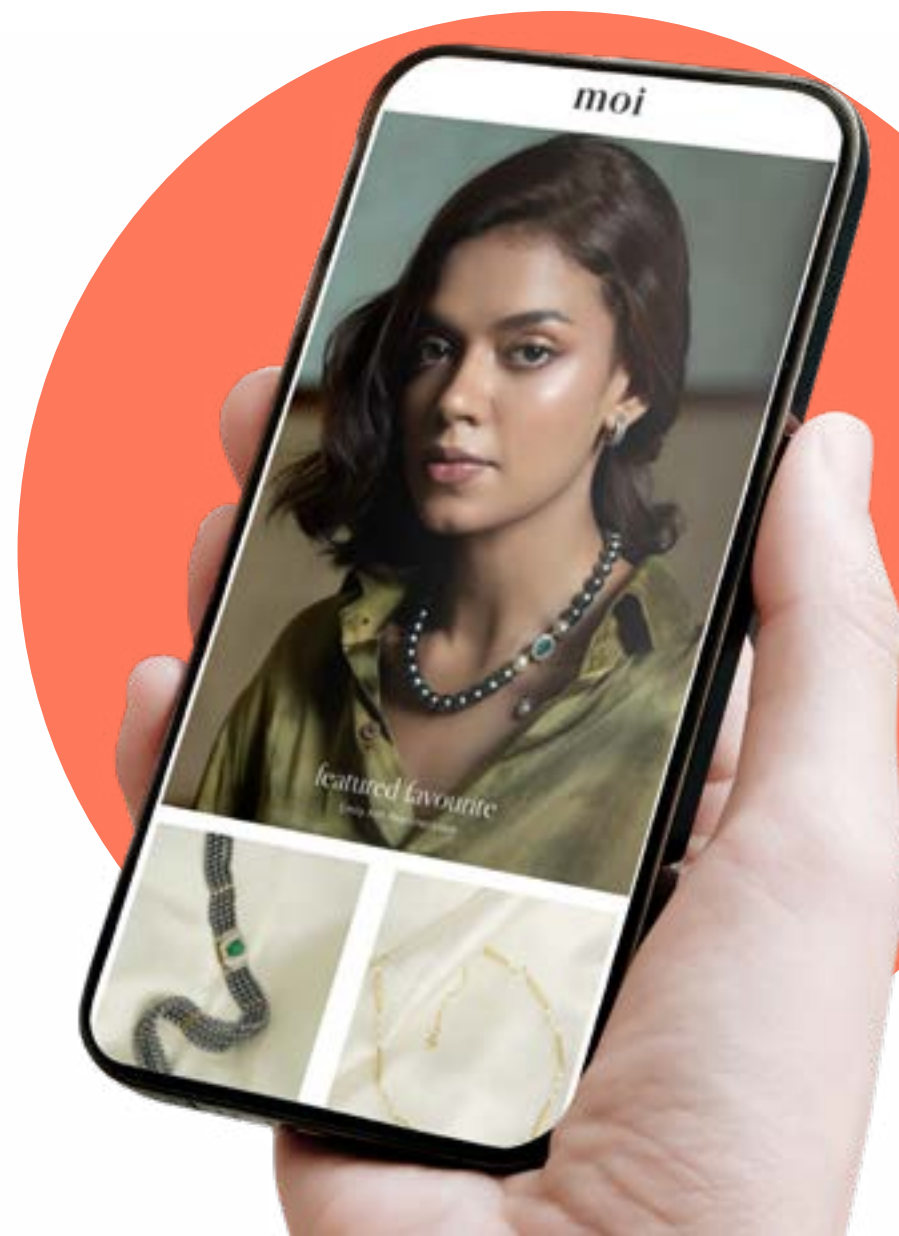
Case study

Brand in focus - Boutique Jewelry

- Targeted native audience (American)
- Provided live demos and personalized assistance
- Enhanced the user engagement by introducing "Talk to Our Stylist"

Outcome

The brand achieved impressive sales, with **40-50%** stemming from native American consumers.





Three Big Ticket
Areas to Get Right to Adapt to
Your New Market Customer

Three Big Ticket Areas to Get Right to Adapt to Your New Market Customer

Know your local customer and give them the experience they will expect

Now we've already started adapting to the market through our localisation but once we get a potential customer in the door, there are three really big ticket items to get them over the line.



Customer Experience

Really get to understand who your new global customer is, what they value and how they behave, adapt to this.



Payments & Security

Adapt a localised approach to payments and security, otherwise you'll leave conversions on the table.

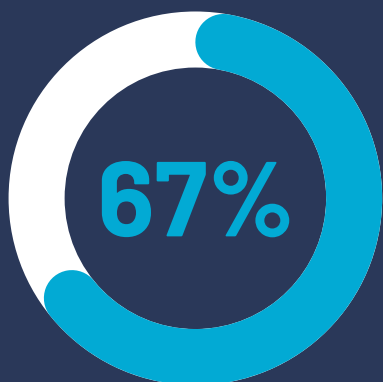
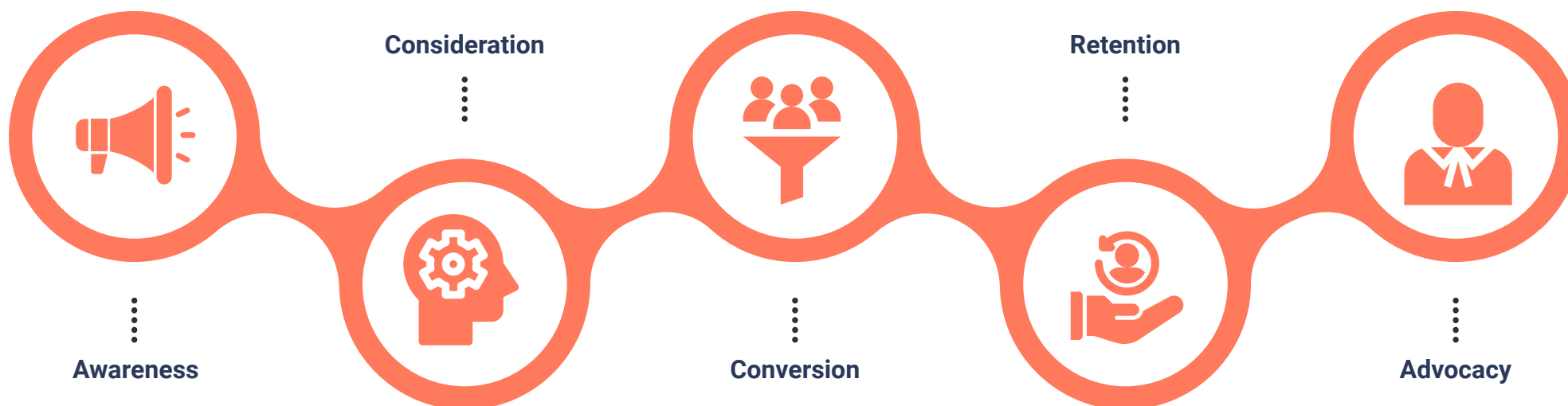


Logistics & Product Experience

Drive purchase satisfaction by at least matching the customers expectations for post purchase experience.

The first is customer experience...

Your customers are going to be different in any new region you're expanding to. Perhaps at a surface level it may not seem that way, and ultimately you're likely solving the same core problem, but the way your brand communicates this is going to need to be different and tailored to that customer. Research the local customer, and map out the customer journey in the market and the customers motivators and barriers.



67% of online shoppers abandon carts because a site does not support local payment methods.

Just like everything with global expansion there is no one size fits all approach, especially when it comes to payment methods and security. As consumers hold a tighter grasp on their data and privacy, it is essential that businesses offer them the way to check out that they feel most comfortable with, otherwise conversions and revenue will be left on the table.



United Kingdom



China



Australia



For example, while in the UK more than half of all payments are made using credit cards.



In China, credit card usage is relatively low, the dominant providers are WeChat Pay and Alipay.



Additionally understand how much services like buy now pay later are used in that market and how that may differ from Aus.


 56%

56% of those abandoning an online shopping cart did so because the delivery options on offer were too expensive, 39% because the options were too slow.

We really need to be adapting to the local preferences in the market to avoid cart abandonment.

One in two consumers will abandon their cart because shipping options were too expensive or too slow. You'd be surprised how often this is overlooked in global strategies and how much shipping and delivery can really hold your business back if it isn't competitive in the market or up to expectation.

In Australia we are used to waiting several days or a week for a delivery, whereas in the UK and US, next day delivery is just the baseline expectation.

Ensure you're adapting your online and shopping experience with the local customer, the local market and local expectation. We've gone through a few of many nuances you need to be considering when going global to have the best possible chance of conversion.





Conclusion

India stands strong in the **global market**, outpacing even its peers like China and Japan.

The digital economy is set to reach **\$1 trillion by 2030**, and the pace of growth is exhilarating.



In a world where borders are fading, seizing the cross-border eCommerce opportunity is paramount. With over 5 billion people online and more than half of online shoppers making international purchases, the stage is set for boundless growth.

You have unraveled the strategies that propelled more than 100 brands into international stardom with this ebook From pilot testing to localized marketing, the path to global success is mapped out. Overcome challenges like cultural gaps, payment complexities, and shipping intricacies with expert insights.

Stay bold, innovative, and unstoppable. Your journey towards cross-border excellence awaits. Are you ready to take the world by storm?

Unlock The Full Potential Of Your Brand



Go Cross-Border
With Adyogi



How
Adyogi can help

About Adyogi

We're confident about India's digital economy being \$ 1 Tn strong by 2030. But going global today has a vast incremental advantages for brands:

"Simple, Scalable, and Intelligent"

Catering to over 300+ clients, it's safe to say that we know how to scale your eCommerce brand with the skilful learnings and experience of our specialists. Our Clientele includes brands like Blackberry, Jack & Jones, Dr. Vaidyas, Kushals, Aurelia, W for women, Kaff, Clarks, Bunaai, World Organics, Tresmode, and much more



Clarks



ONLY



[BOOK A CALL](#)



We are also partnered with 40+ key market players like Shopify, Shiprocket, Vamaship, etc who can help in making your global eCommerce journey as smooth as it gets. Get more information on our partner page.