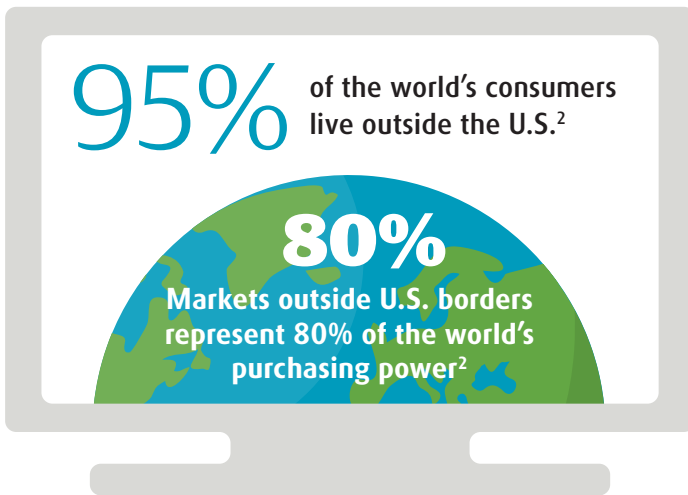
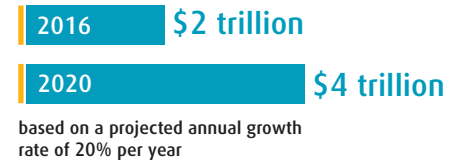


# Are Retailers Missing Out on Cross-Border E-commerce?

Global e-commerce presents a tremendous growth opportunity for retailers, yet many U.S. businesses are not prepared to welcome the more than 1.6 billion digital buyers worldwide.<sup>1</sup> Retailers need a cross-border solution that makes attracting and accepting international orders as easy as domestic e-commerce.



## Global e-commerce sales<sup>3</sup>



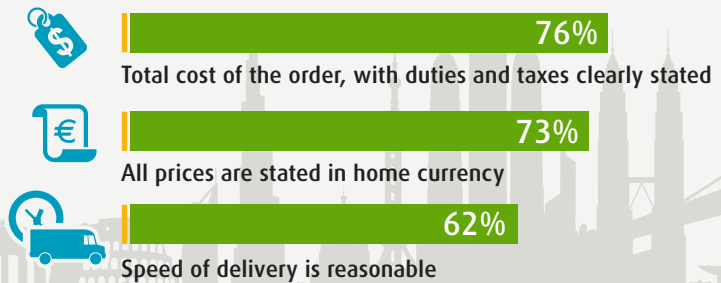
Less than 1% of America's 30 million companies export – a percentage that is significantly lower than all other developed countries. And of U.S. companies that do export, 58% export to only one country<sup>4</sup>



## Top Consumer Reasons for Shopping Internationally<sup>5</sup>



## Top Consumer Considerations When Shopping Internationally<sup>5</sup>



## How Retailers Can Bridge the Gap



### LOCALIZED SHOPPING EXPERIENCE

- › Control of regional content, pricing and promotions
- › Language translations
- › Currency conversions
- › Fully landed costs in the cart
- › Localized payment options
- › Fraud protection



### INTERNATIONAL LOGISTICS

- › Global shipment processing
- › Customs clearance
- › Affordable shipping options with complete visibility
- › Delivery within 2-8 business days



### SPECIALIZED CUSTOMER SERVICE

- › International order processing
- › Multilingual agents
- › 24/7/365 customer service
- › International returns solutions



For more e-commerce insights, go to [www.ups.com/insideretail](http://www.ups.com/insideretail).

For more information about UPS i-parcel™ services, visit [www.i-parcel.com](http://www.i-parcel.com).