

How to sell successfully across borders



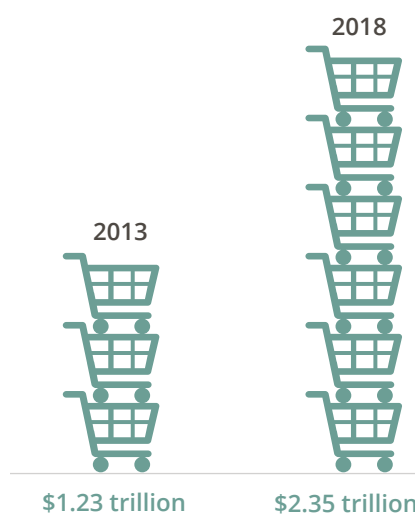
When it comes to selling overseas, offering international shipping isn't enough. Even after getting logistics up and running to sell in multiple countries, here's why translation is your golden key to growth.

Global ecommerce is growing, especially internationally

Global B2C ecommerce is huge. From 2013 to 2018, total B2C sales worldwide are on course to **double**. While this growth is spectacular on its own, cross-border ecommerce sales are growing even faster, and will **triple** by 2018 in six key markets—the US, the UK, Germany, Brazil, China and Australia.

Total B2C ecommerce global sales

Statista, [B2C e-commerce sales worldwide](#)



Cross-border B2C shopping growth

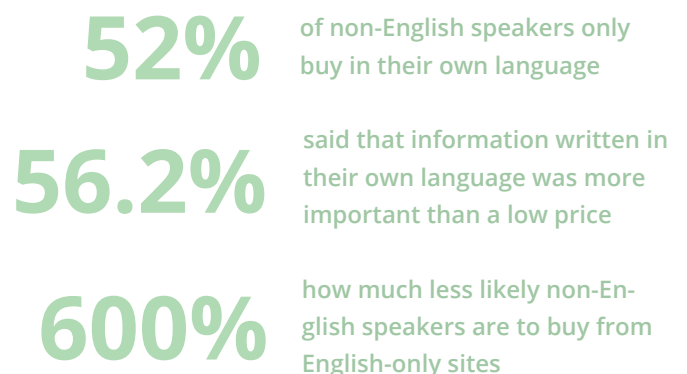
PayPal/Nielsen, [Modern Spice Routes](#)



Shoppers are willing to buy, but only in their language

While shoppers are very willing to order products from other countries, they must first be able to navigate product listings in a language that they understand. People shop overseas for a number of reasons, especially when hunting for unique products, seeking out new trends and searching for the best bargains. Language remains a barrier for many people, however, so translation is critical to reaching this group of cross-border shoppers.

Common Sense Advisory, [Can't Read, Won't Buy](#)



Three things you must translate for ecommerce

Every bit of ecommerce content has potential to be high-impact, like a glowing product review from a fellow shopper, or a helpful customer support response. Using traditional translation methods for this high-volume ecommerce content is prohibitively expensive and slow, but scale-friendly, technology-driven translation platforms can help you turn the world's growing cross-border ecommerce opportunity into a lucrative reality.

From boosting international website traffic to making it easier for multilingual customers to purchase your products, translating these three golden types of content will benefit all areas of your business.



Product descriptions

Product SKUs, ranging from the **100s to 10,000s** in volume, are the lifeblood of your ecommerce company. Translating product features builds trust, and artfully translated descriptions help inspire international shoppers to buy your products.



User reviews

Shoppers trust other shoppers. Bazaarvoice research shows that shoppers **trust reviews 12 times** more than company-created information like advertisements, making this content some of the most powerful material on your ecommerce website.



Customer support

One survey from American Express found that **78% of shoppers** abandoned a transaction after having a poor customer service experience. Helping customers in their language (not yours!) is essential, and is easy with the right translation technology.