eCOMMERCE INNOVATION LAB

U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

Audio Required

Dial: 1-517-308-9075 or 800-369-1995, Passcode: 6689711

Please stand by, the conference will begin shortly – Press 0* for technical assistance

eCommerce Channel Mix

Let our global network work for you.

Worldwide Recognition
As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network
Our unmatched global network with trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

Results Driven
Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.

The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with lucrative opportunities and increase your bottom line.

Our Services

Export Counseling
- Develop effective market entry and sales strategies.
- Understand export documentation requirements and import regulations of foreign markets.
- Navigate U.S. government export controls, compliance and trade financing options.

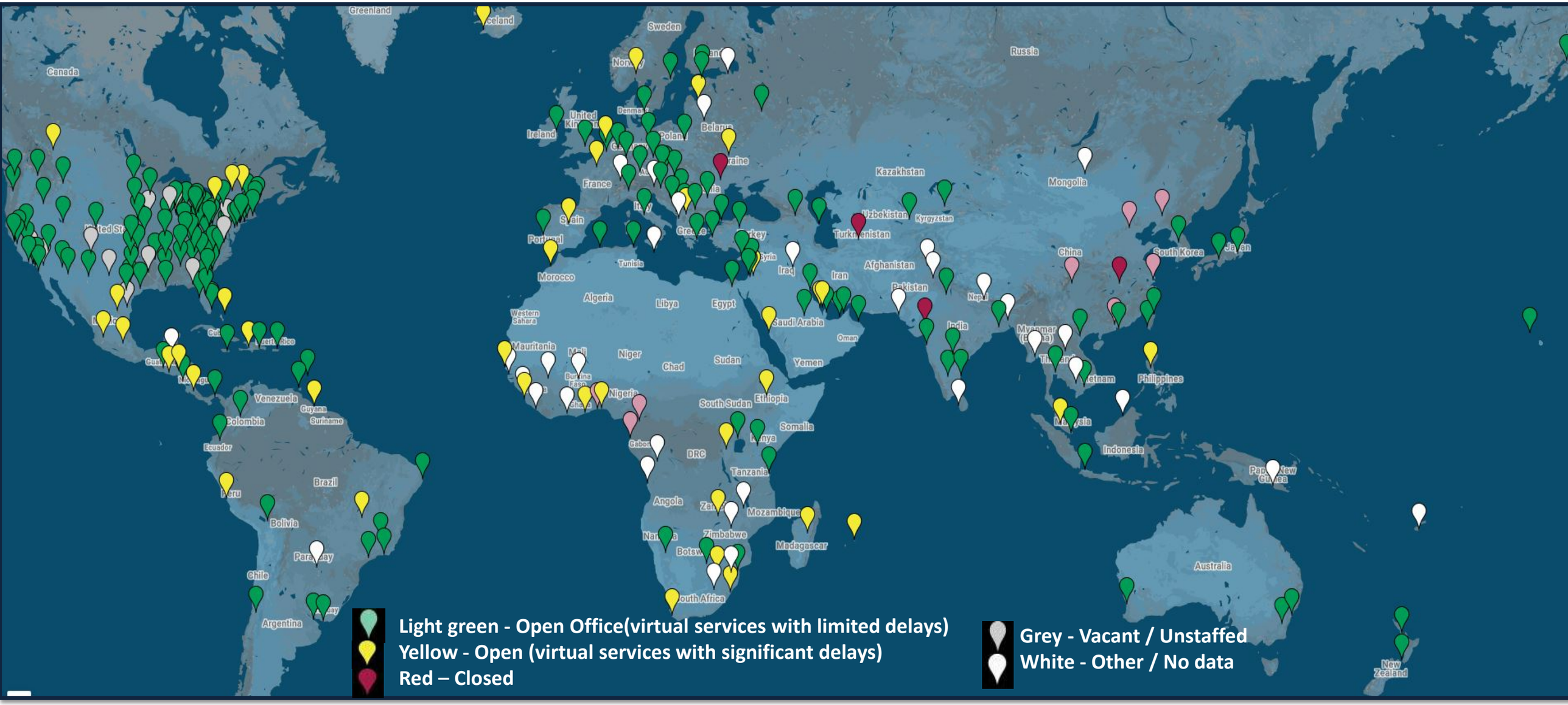
Market Intelligence
- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.

Business Matchmaking
- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.

Commercial Diplomacy
- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.

U.S. COMMERCIAL SERVICE
eCOMMERCE INNOVATION LAB

We are where you are and where you want to be



Your Presenter

John Hayato Branderhorst
Senior Strategist
Btrax, Inc

Selling Online Globally - eCommerce Channel Mix

John Hayato Branderhorst

GlobalSaké - Co-founder

btrax, Inc. - Senior Strategist

Mamenta - International Business Development and Strategy

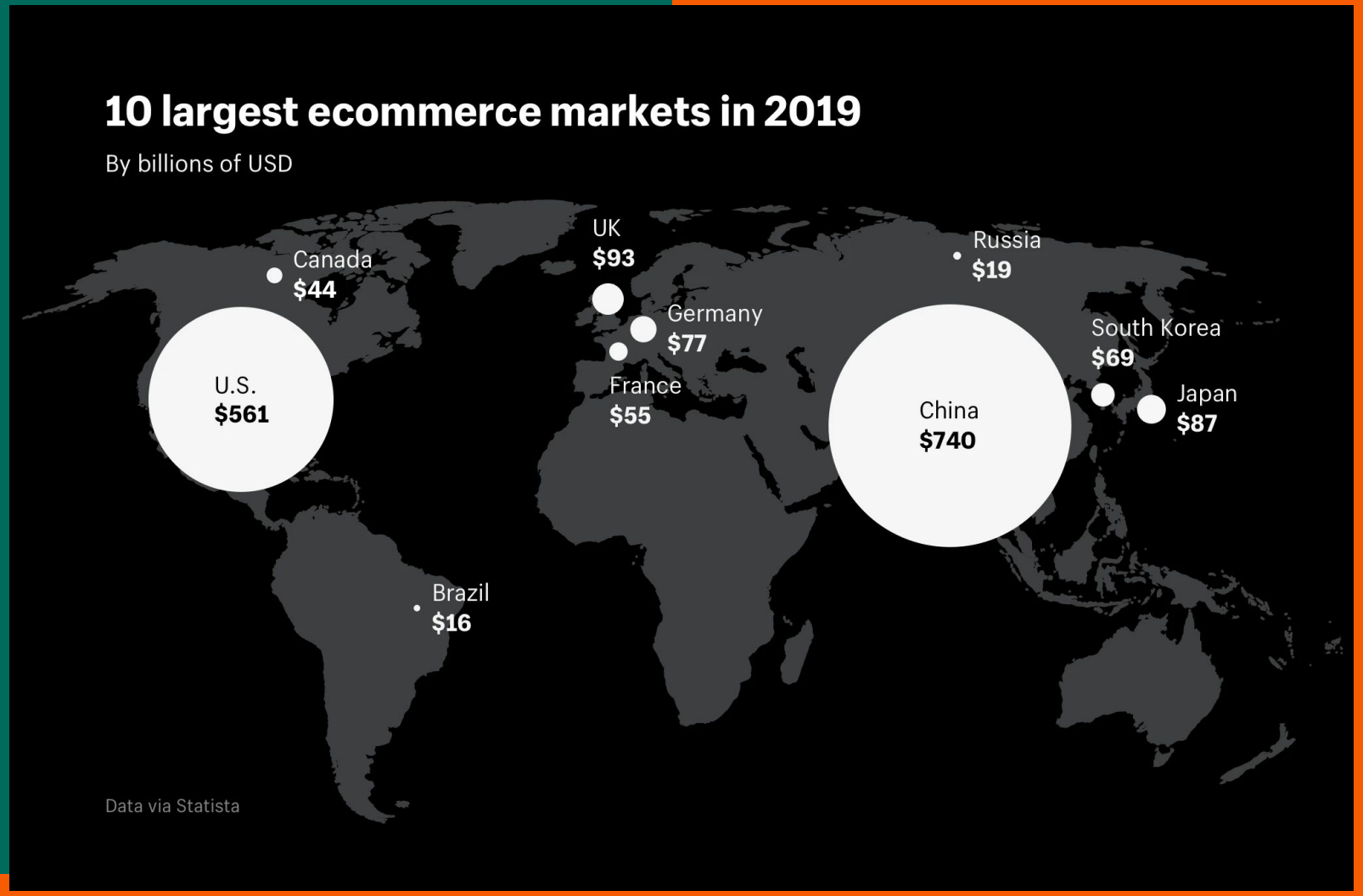
Presidio Sports Management - VP Business Development

Choosing the right eCommerce sales channel mix depends upon understanding the online purchasing habits in your target market.

Global eCommerce

Source: Shopify

Top eCommerce countries



Source: Shopify

SIGNALS

Online shoppers who make purchases from overseas retailers

63.4%
Europe

55.5%
Africa

57.9%
Asia-Pacific

54.6%
Latin America

Data via Nielsen

Gone Global?

Search reports and help

Reports

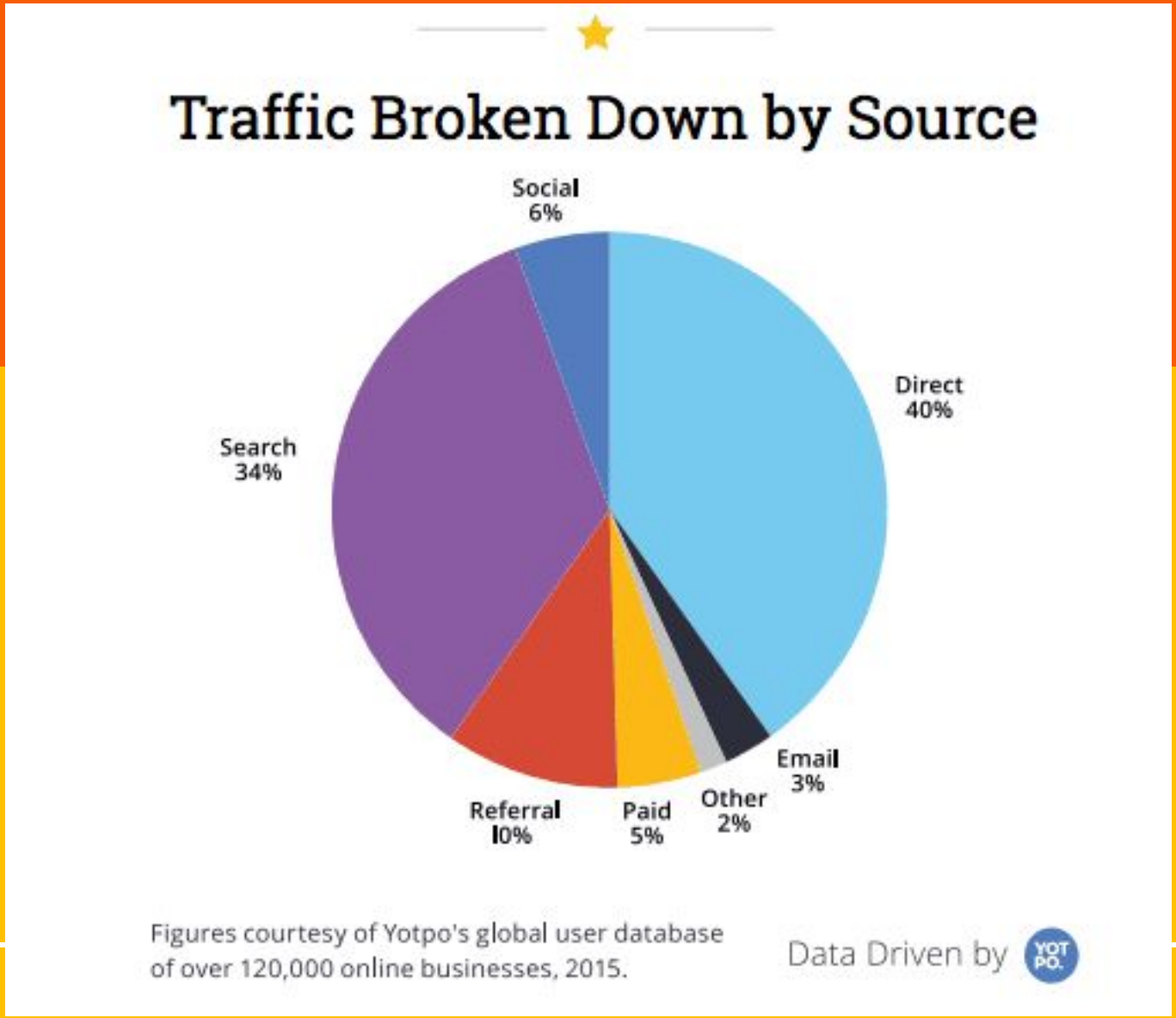
- REAL-TIME
- AUDIENCE
  - Overview
  - Active Users
  - Lifetime Value BETA
  - Cohort Analysis BETA
  - Audiences NEW
  - User Explorer
  - Demographics
  - Interests
  - Geo
    - Language
    - Location
  - Behavior

Primary Dimension: **Country** City Continent Sub Continent

Secondary dimension | advanced

Country	Acquisition			Behavior			Conversions (Goal 1: 3 Pages per Session)		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	3 Pages per Session (Goal 1 Conversion Rate)	3 Pages per Session (Goal 1 Completions)	3 Pages per Session (Goal 1 Value)
	177,882 % of Total: 100.00% (177,882)	143,129 % of Total: 100.05% (143,052)	238,101 % of Total: 100.00% (238,101)	73.61% Avg for View: 73.61% (0.00%)	1.25 Avg for View: 1.25 (0.00%)	00:01:38 Avg for View: 00:01:38 (0.00%)	2.65% Avg for View: 2.65% (0.00%)	6,321 % of Total: 100.00% (6,321)	$0.00 % of Total: 0.00% ($0.00)
1. United States	**63,610** (35.88%)	53,021 (37.04%)	81,559 (34.25%)	76.81%	1.21	00:01:18	2.08%	1,694 (26.80%)	$0.00 (0.00%)
2. India	**22,806** (12.86%)	18,018 (12.59%)	33,740 (14.17%)	65.27%	1.40	00:02:28	4.56%	1,539 (24.35%)	$0.00 (0.00%)
3. United Kingdom	**14,054** (7.93%)	10,721 (7.49%)	19,146 (8.04%)	74.94%	1.24	00:01:29	2.40%	459 (7.26%)	$0.00 (0.00%)
4. Canada	**7,155** (4.04%)	5,782 (4.04%)	9,148 (3.84%)	74.72%	1.22	00:01:28	2.10%	192 (3.04%)	$0.00 (0.00%)
5. Australia	**5,231** (2.95%)	4,219 (2.95%)	6,885 (2.89%)	73.91%	1.21	00:01:37	2.25%	155 (2.45%)	$0.00 (0.00%)
6. Germany	**3,520** (1.99%)	2,672 (1.87%)	4,967 (2.09%)	72.94%	1.27	00:01:35	3.30%	164 (2.59%)	$0.00 (0.00%)
7. Italy	**3,420** (1.93%)	2,700 (1.89%)	4,459 (1.87%)	76.99%	1.19	00:01:24	1.88%	84 (1.33%)	$0.00 (0.00%)
8. Philippines	**2,899** (1.64%)	2,443 (1.71%)	3,869 (1.62%)	72.73%	1.27	00:02:02	3.08%	119 (1.88%)	$0.00 (0.00%)

Traffic Sources



Source: SmartInsights

Social Media

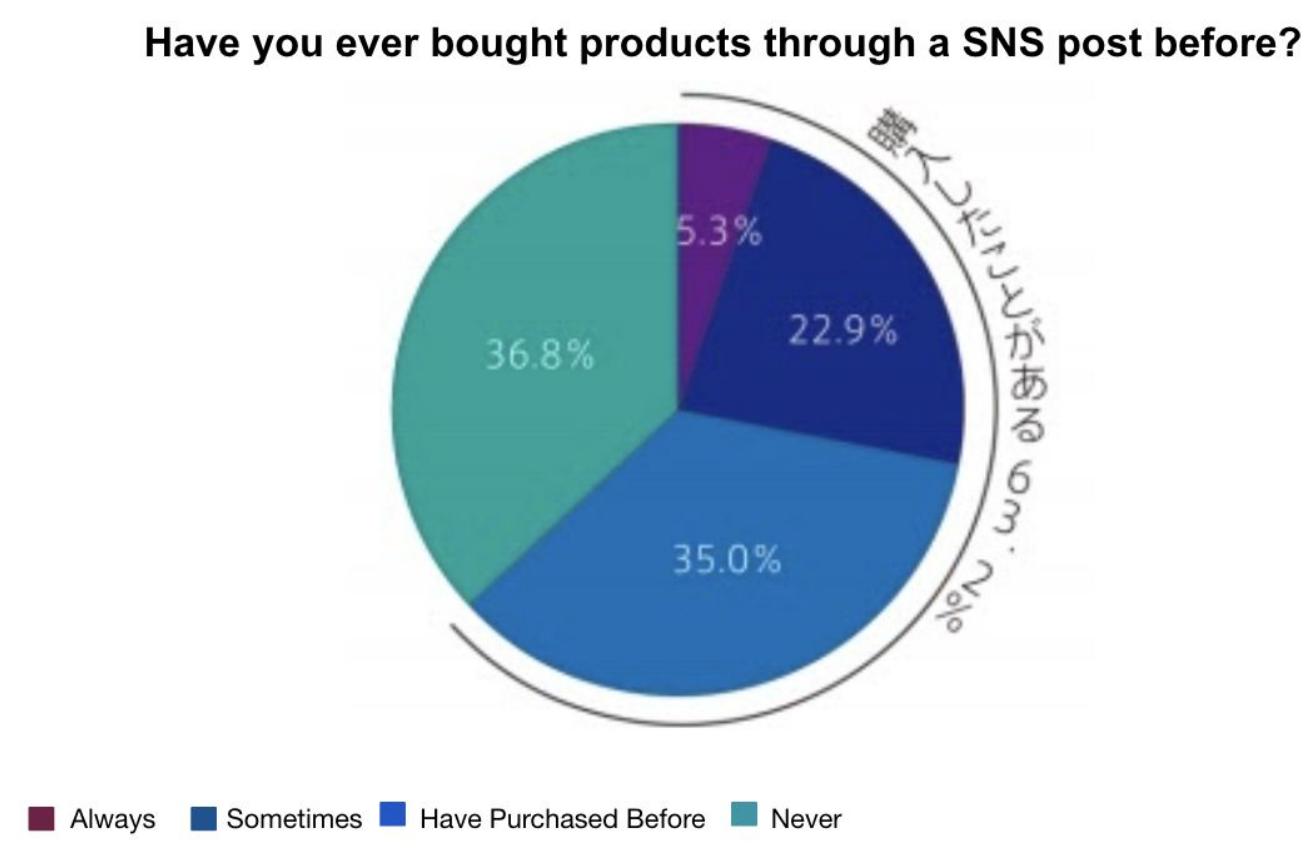
Global social commerce insights

Social commerce activities according to internet users worldwide as of 1st quarter 2019, by age group

Global usage of social media during path to purchase 2019, by age group

	Global	16-24	25-34	35-44	45-54	55-64
Discover brands/products via ads on social	28%	32%	30%	27%	23%	19%
Discover brands/products via recommendations on social	25%	28%	27%	25%	21%	17%
Research products online via social networks	43%	51%	46%	40%	32%	26%
Post with lots of likes would increase likelihood of purchasing a product online	22%	27%	25%	21%	17%	14%
A 'buy button' would increase likelihood of purchasing a product online	12%	14%	14%	12%	8%	6%

Social Media

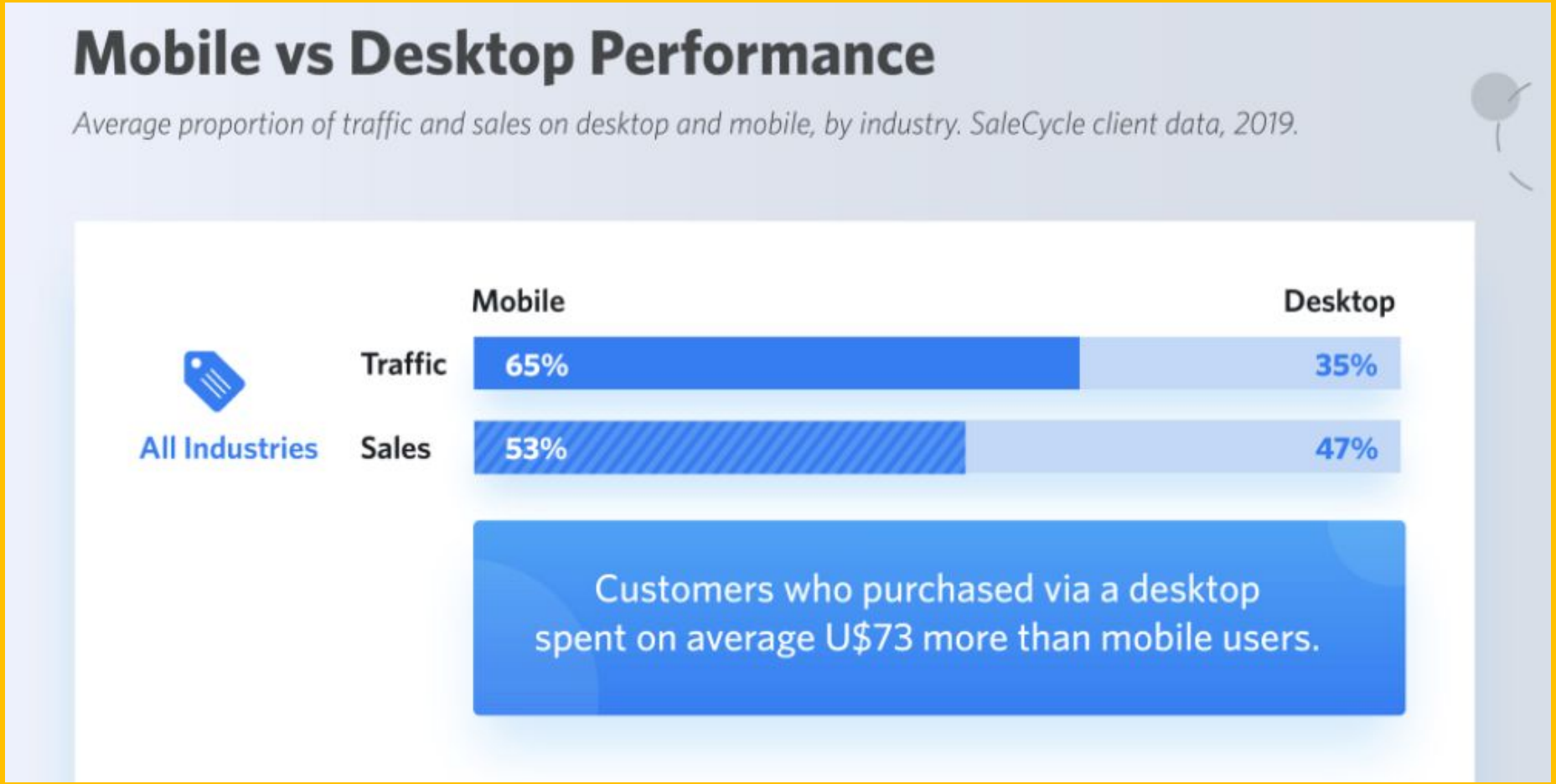


Source: Ferret

Japan

Online shopping through social media has been trending in Japan. LINE, Instagram, Twitter and Facebook are the most common channels.

M-commerce


Mobile vs Desktop Performance
Average proportion of traffic and sales on desktop and mobile, by industry. SaleCycle client data, 2019.
Mobile
Desktop
All Industries
Traffic
65%
35%
Sales
53%
47%
Customers who purchased via a desktop spent on average U$73 more than mobile users.

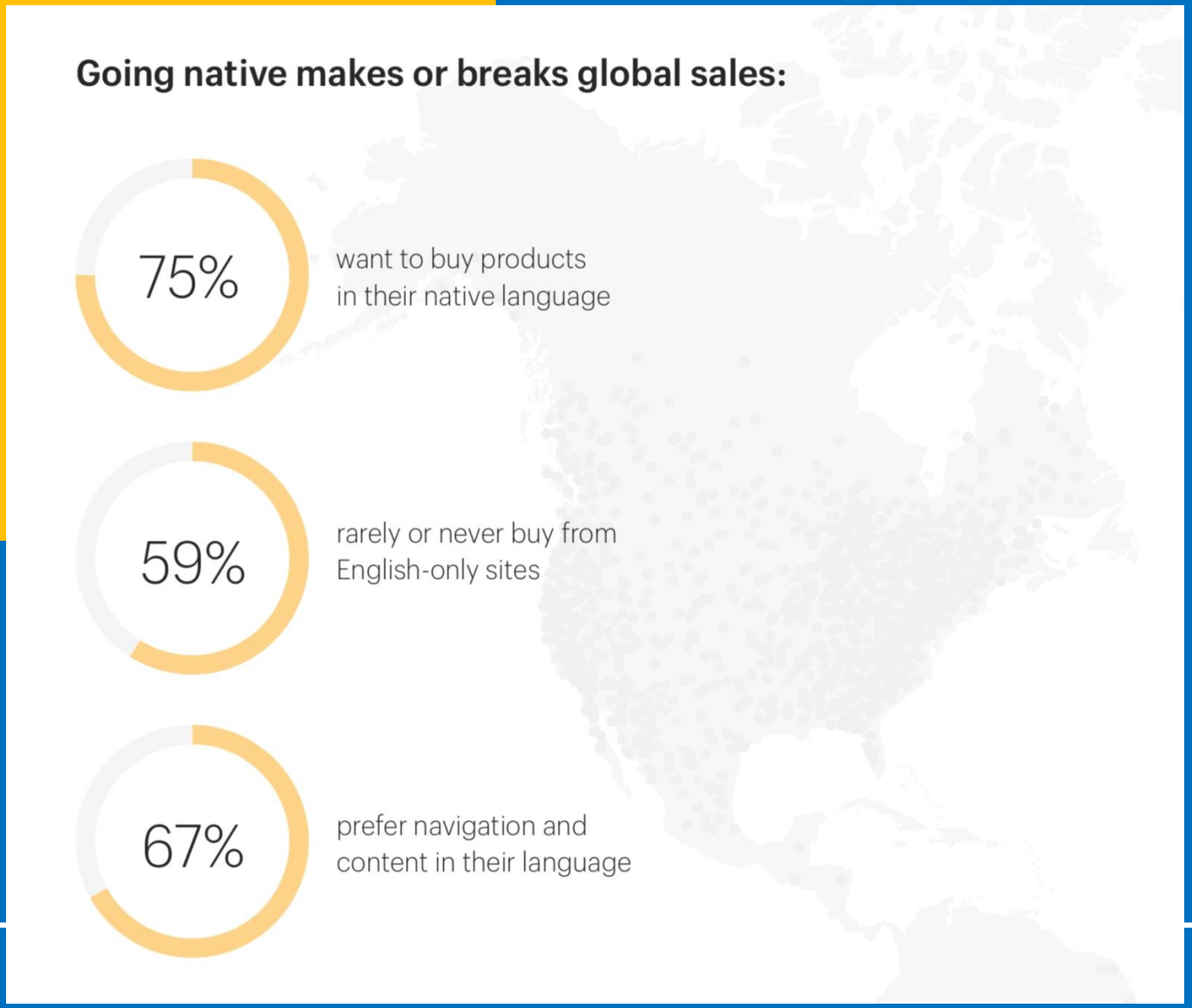
M-commerce in Japan

e-Commerce Sales Market via smartphones will exceed $37 billion in 2020

e-Commerce Market Size via Smartphone
(Fuji Keizai Group)

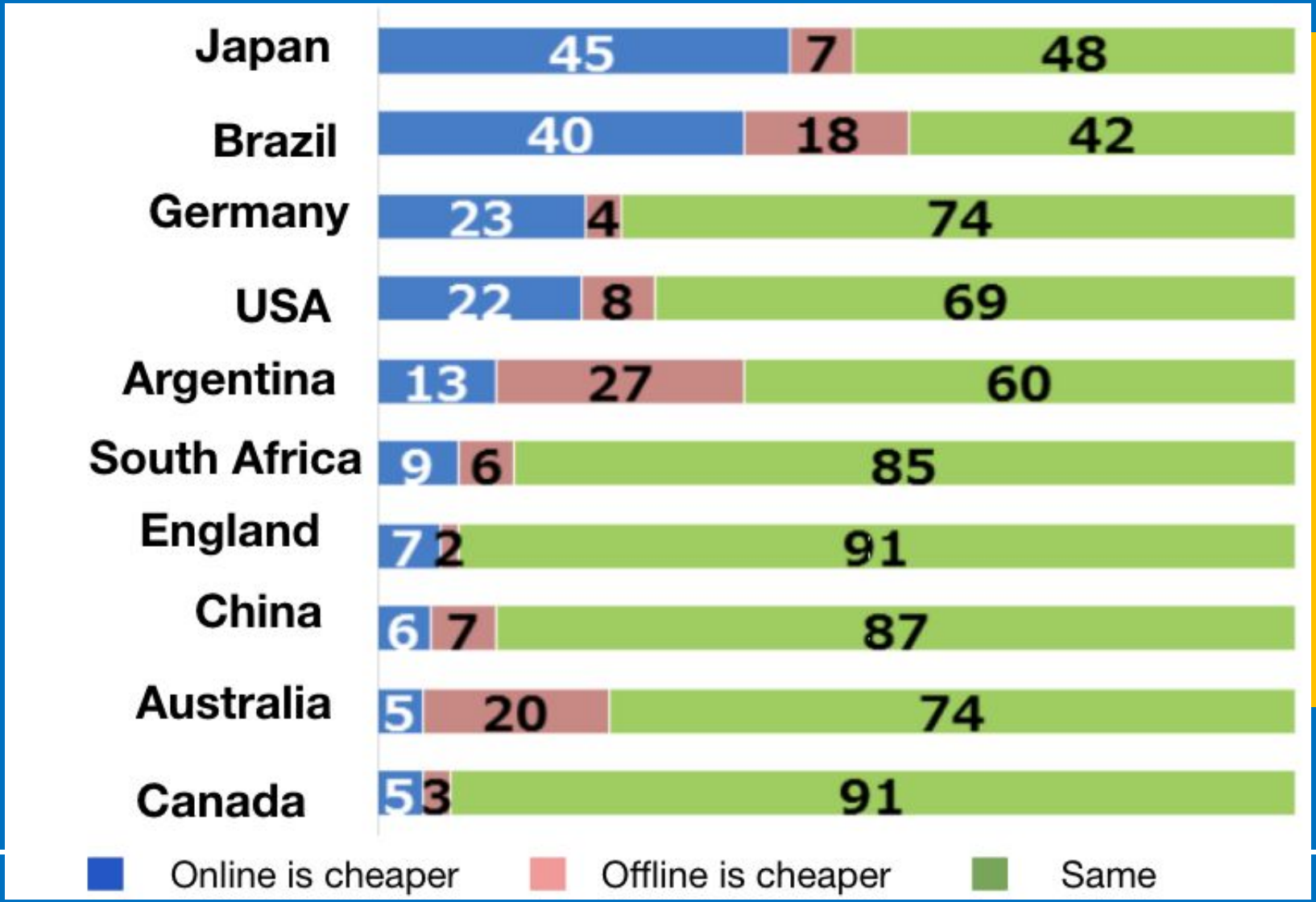
Know Your Customers

Localize content



Source: Shopify

Why are consumers shopping online?



Source: American Economic Review

Let’s talk payments

Localization also matters when it comes to currency:

92%

prefer to shop and make purchases on sites that price in their local currency

33%

are likely to abondon a purchase if pricing is in US dollars only

Payment Preferences

Payment preferences around the world

Global

Credit card	53%
Digital payment systems	43%
Debit card	39%

China

Digital payment systems	86%
Direct debit	53%
Cash on delivery	49%

India

Cash on delivery	83%
Debit card	71%
Direct debit	61%

South Asia and Pacific

Credit card	57%
Digital payment systems	37%
Direct debit	35%

Western Europe

Digital payment systems	56%
Credit card	44%
Debit card	42%

Eastern Europe

Cash on delivery	57%
Direct debit	55%
Credit card	46%

North America

Credit card	74%
Digital payment systems	38%
Store-specific gift card	26%

Africa

Cash on delivery	54%
Debit card	52%
Direct debit	42%

Latin America

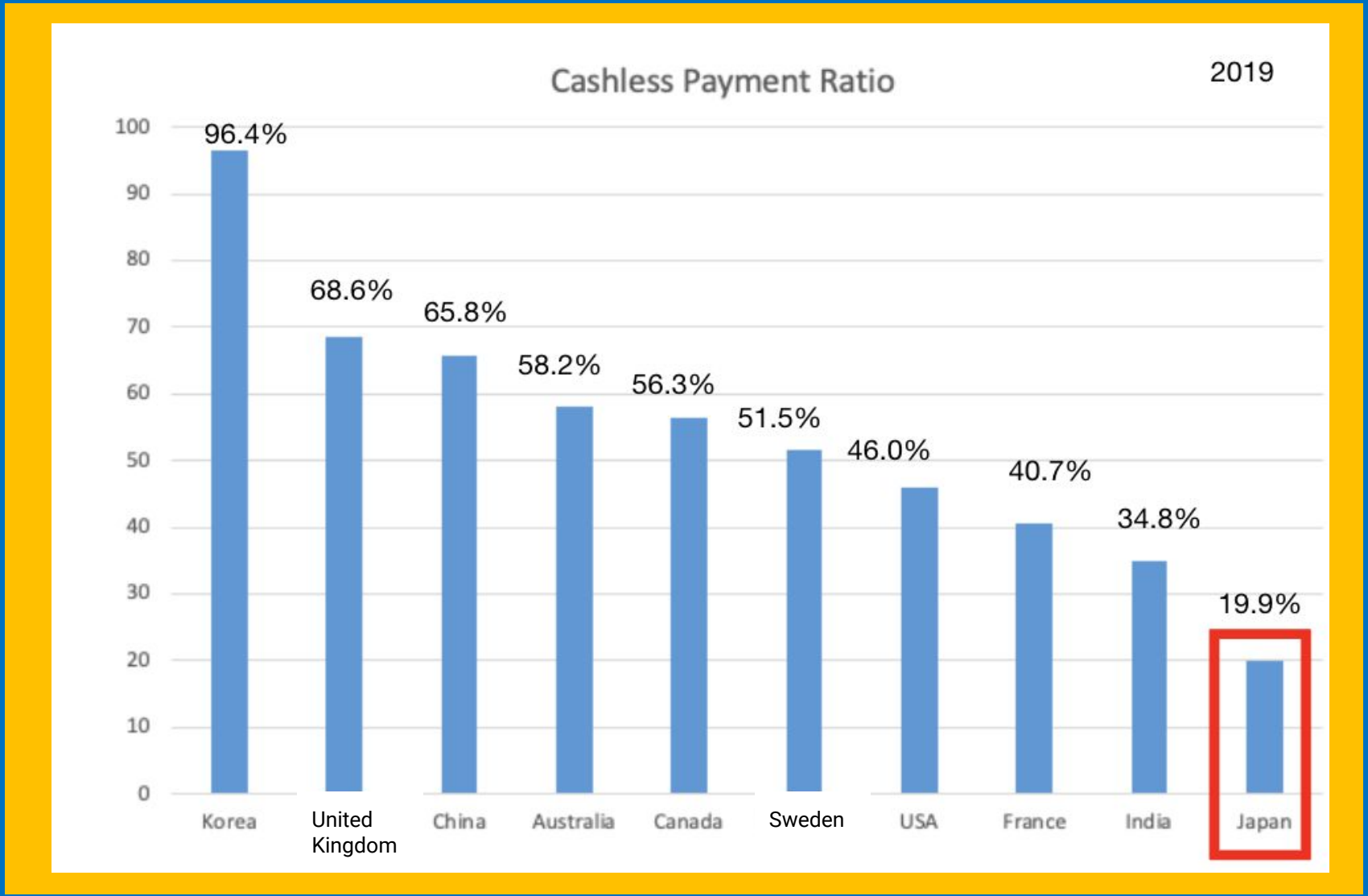
Credit card	65%
Debit card	41%
Digital payment systems	36%

Middle East

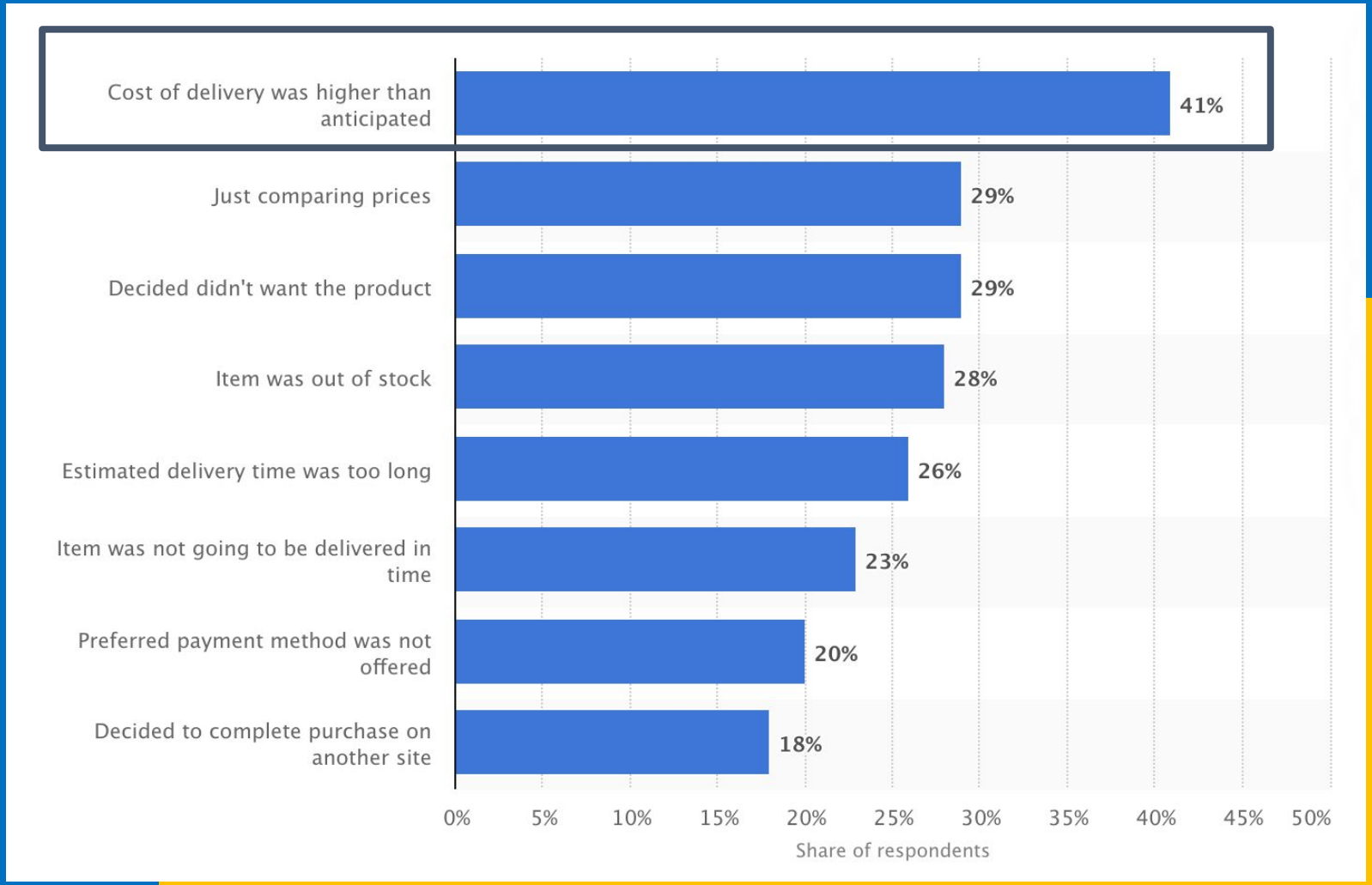
Cash on delivery	64%
Credit card	46%
Debit card	11%

Data via Nielsen

Cashless Payments



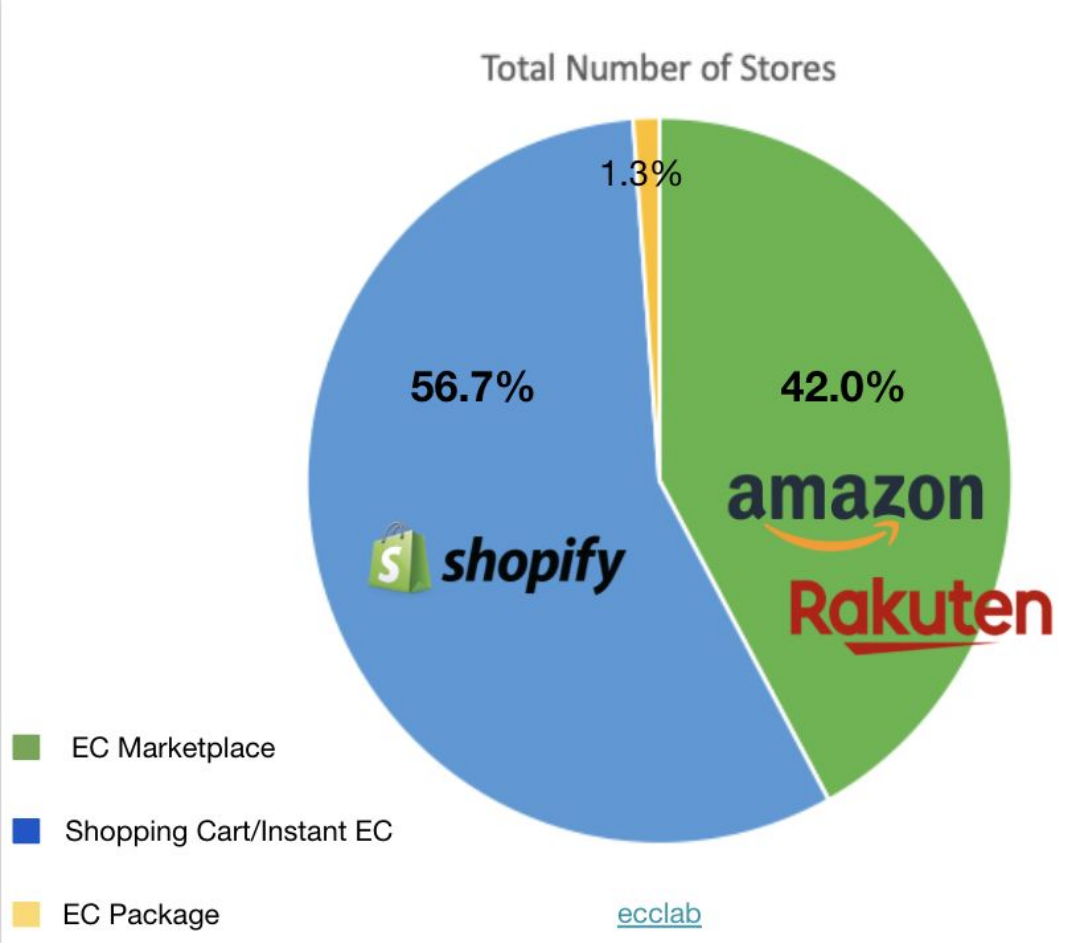
Why are you losing customers?



Sales Channels

amazon
Rakuten
Flipkart
Lazada
Walmart
allegro
bol.com
falabella.
BackMarket
fnac
Cdiscount
ebay
Reverb
TIKI.VN
TMALL.COM
newegg
mercado livre
Submarino
fnac
dafiti
spartoo
JUMIA
trademe
wish
OTTO
snapdeal
LINIO

Marketplace vs eCommerce site



Crowdfunding

OYO NOVA Gym

A FULL GYM IN YOUR HANDS: Transform your Body at Home, Office & On the Go. Lose the Weights, Keep the Resistance.

Order Now

Created by

Paul Francis

26,199 backers pledged $4,411,495 to help bring this project to life.

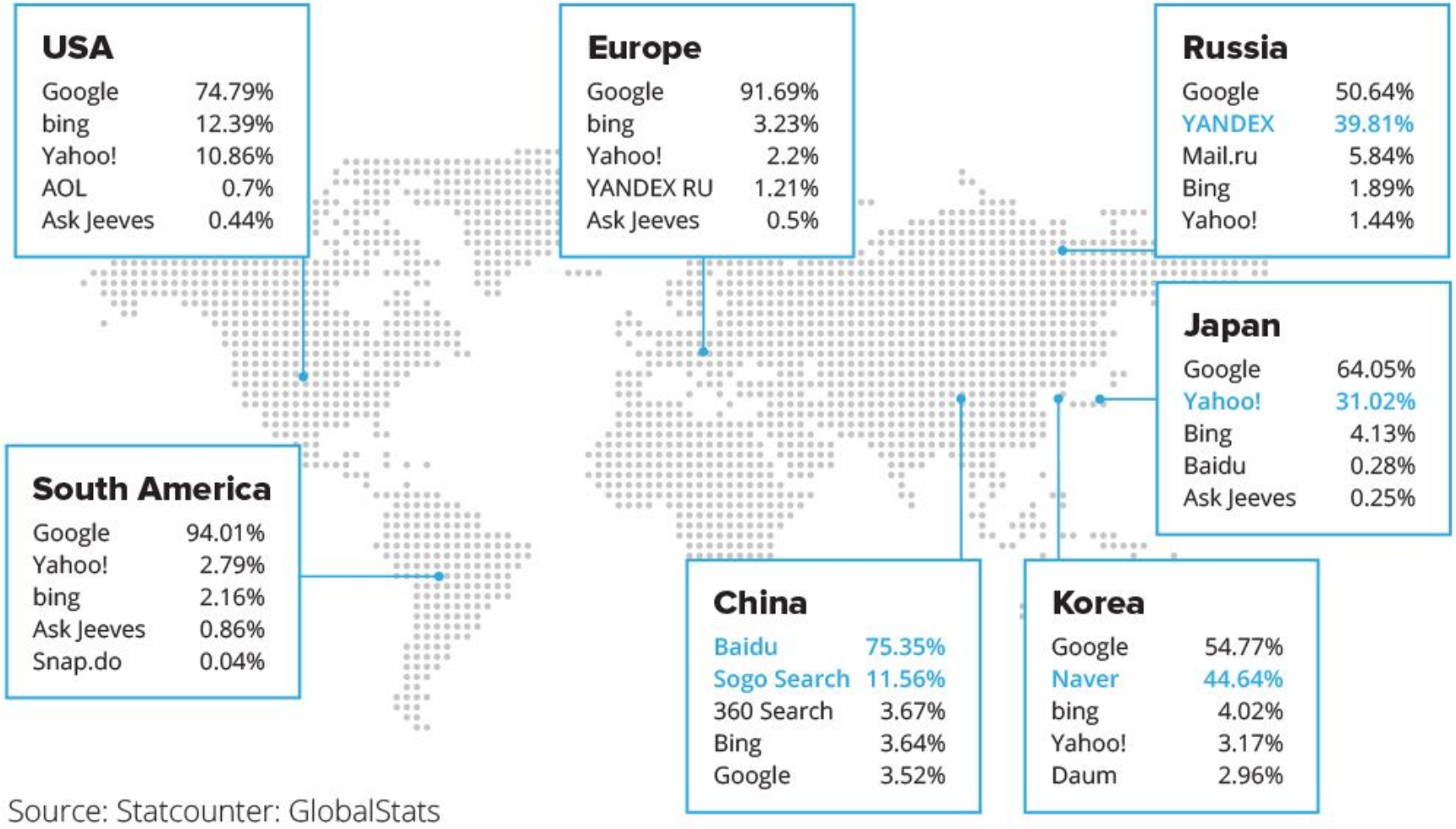
Last updated June 18, 2020

International SEO Keyword Research

How do people search in different markets?

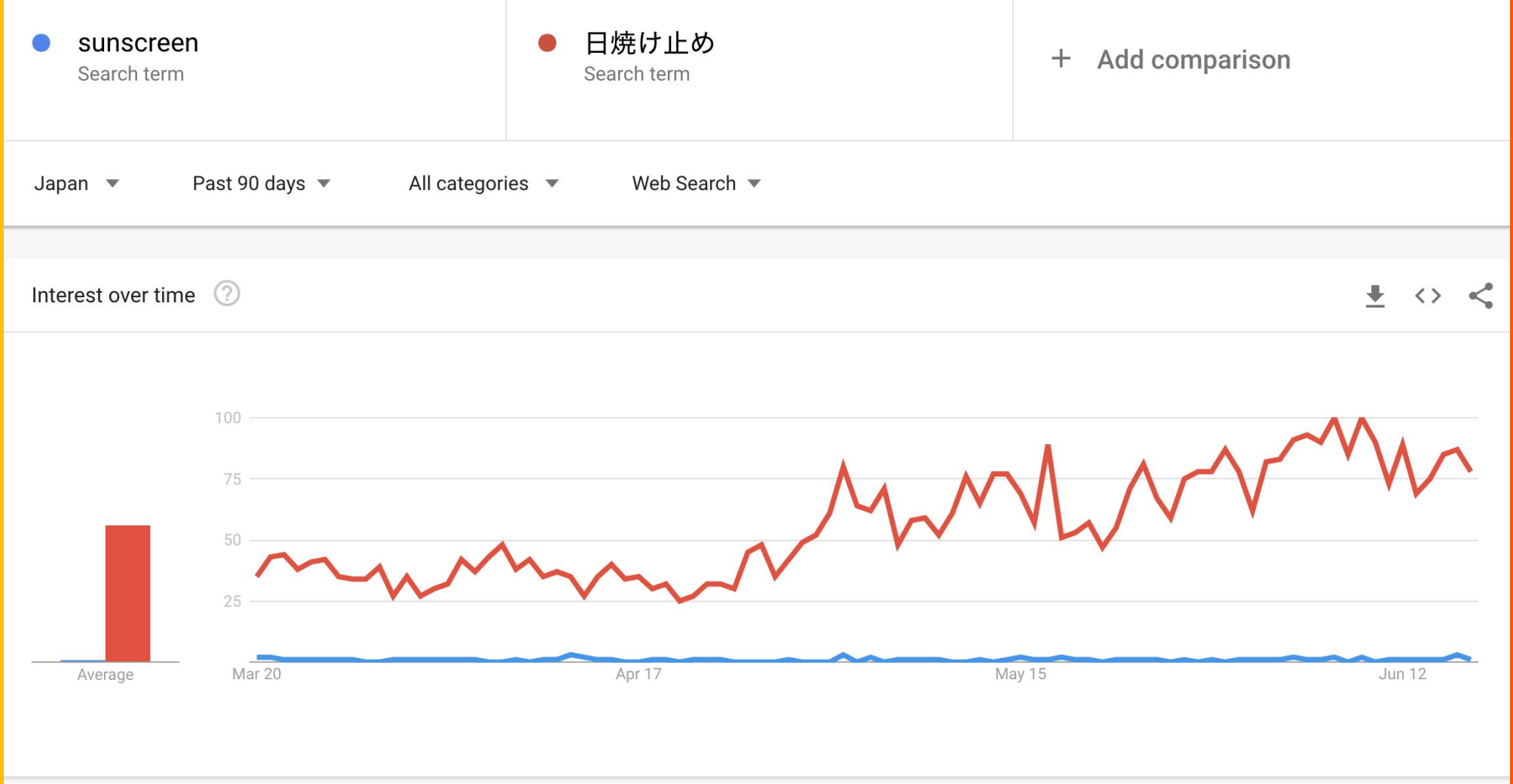
Search Engines

Examples of local search engine preferences



Source: Statcounter: GlobalStats

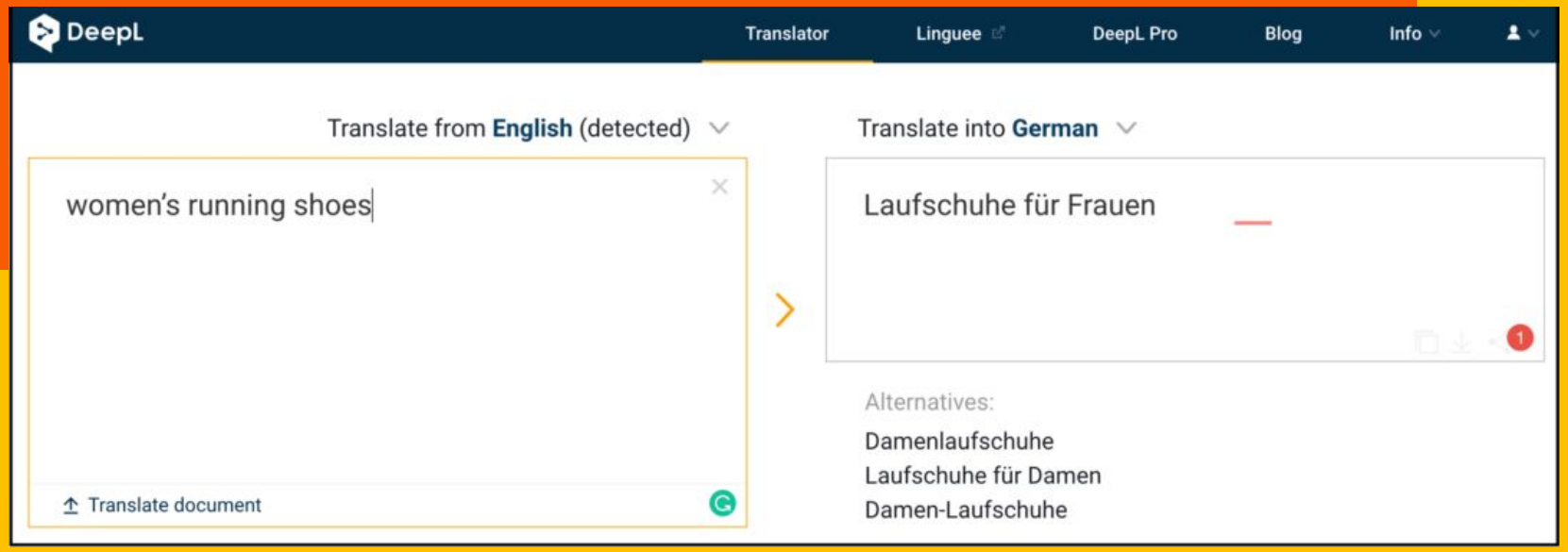
Google Trends



Transcreation

Example courtesy of Chris Raulf

WOMEN'S RUNNING SHOES



Twinword results

- Laufschuhe für Frauen -> 30
- Damenlaufschuhe -> 1,600
- Laufschuhe für Damen -> 30
- Damen-Laufschuhe -> 1,600

Double Check Your Keywords

Google

Laufschuhe Damen

Alle | Bilder | Shopping | Maps | News | Mehr | Einstellungen | Tools

Ungefähr 1.960.000 Ergebnisse (0,41 Sekunden)

Warnung: Diese Seite ist ein Tool für AdWords-Kunden zum Testen deiner Anzeigen. Kehre zur Google-Startseite zurück, um auf sämtliche Google-Funktionen zugreifen zu können.

Frauen Laufschuhe Shop | Sale: Bis zu -70% sparen | SportScheck.com
Anzeige www.sportscheck.com/Laufschuhe/Damen
4,6 ★★★★★ Bewertung für sportscheck.com
Für jede Läuferin der passende **Laufschuh**. Im SportScheck Shop! 24h Kundenservice Hotline. Kauf auf Rechnung. Kostenlose Rücksendung. Rückgabe in der Filiale. Über 500 Top Marken. Brands: Asics, adidas, Nike, Brooks, Saucony, Mizuno, Under Armour, Gore Running Wear.

10€ geschenkt bis 12.8.
Sichere dir jetzt 10€ ab 80€ Mindestbestellwert - Code Sparen818

Neue Trendmarke SCHECK
New Brand, Pure Trend. Entdecke die neue Marke SCHECK - modern & basic.

Nike Auswahl an Laufschuhen | Rückgabe ist gratis & schnell
Anzeige www.nike.com/Laufen/Schuhe
Entdecke die neue Saison von Nike. Neue **Laufschuh**-Artikel, nur auf Nike.com! Click & Collect. Winterausrüstung. Gratis Expressversand. Bezahle mit Klarna. 10 % Studentenrabatt.

Damen-Laufschuhe online kaufen | Finde den richtigen Laufschuh
Anzeige www.jogging-point.de/Laufschuhe/Damen
Bei Jogging-Point ab 29€ Versandkostenfrei mit 100 Tage Geld-Zurück-Versprechen!

Damen-Laufschuhe bis zu -50 % | Asics Adidas Brooks Nike uvm.
Anzeige www.shop4runners.com/Laufschuhe
Große Auswahl an **Damen-Laufschuhen**. Gratis Versand. Rechnungskauf. alle Topmarken.

Damen Laufschuhe Schuhe @ Runners Point
https://www.runnerspoint.de/de/damen/schuhe/laufschuhe/
Laufschuhe Schuhe für **Damen** @ Runners Point » Riesige Auswahl für Frauen und Männer ✓ Viele exklusive Styles und Farben ✓ Kostenloser Versand ab 35 ...

Laufschuhe für Damen | Schuhe shoppen leicht gemacht | ZALANDO
https://www.zalando.de/laufschuhe-damen/
Entdecke **Laufschuhe** für **Damen** - mit diesen **Laufschuhen** kannst du neue Strecken erkunden und dein Fitnessprogramm locker durchziehen.
Asics · Weiß · Damen-Trail-Laufschuhe · Saucony Laufschuhe für Damen

Laufschuhe für Damen bis zu 50% reduziert | 21RUN
https://www.21run.com › Damen › Laufschuhe
Bedürfnisgerechte **Damen Laufschuhe** versandkostenfrei online bestellen ✅ Aktuelle Modelle für alle Laufstile ▷ Training, Wettkampf, Trail und Free Run.

Laufschuhe für Frauen im Test: Die aktuellen Damen-Modelle ...

Siehe Laufschuhe D... Anzeigen

Brooks Women's Glycerin 15 484
119,00 €
Brooks Running
★★★★★ (374)
Von Google

ASICS, Damen Laufschuh 'Patr...
57,99 €
aboutyou.de
Angebot
Von shopping24

adidas Frauen SolarBOOST...
159,95 €
adidas.de
Von Google

On Running Damen...
139,99 €
Breuninger.com
Von Google

Asics Laufschuh »Gel-Venture 6...
49,99 €
PlentyOne
Angebot
Von Google

Asics Damen Laufschuhe "G...
60,10 €
engelhorn.de
Von Google

Nike Flex Trainer 7 Damen-...
41,97 €
Nike Offiziell
★★★★★ (146)
Von Google

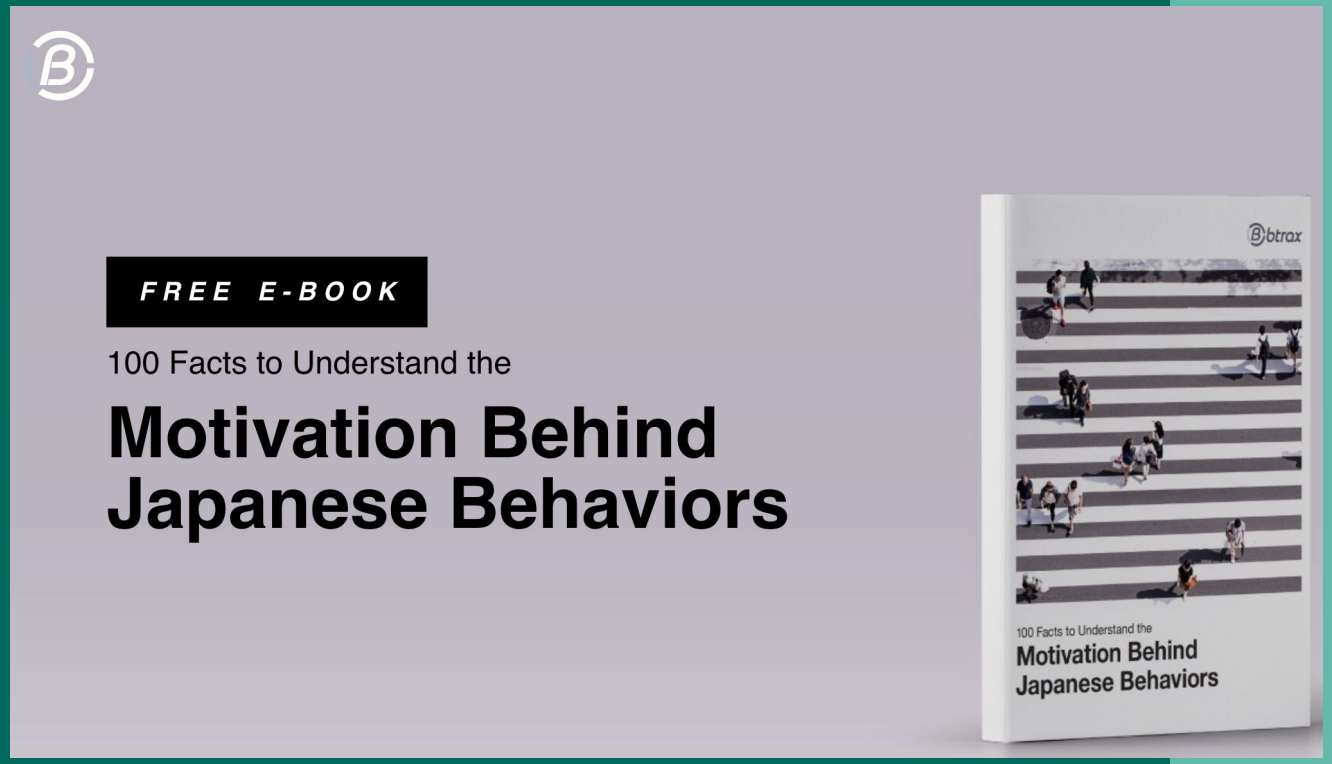
CRIVIT PRO Damen...
17,99 €
LIDL-Shop
Von Google

Brooks Women's Adrenaline GT...
140,00 €
Brooks Running
★★★★★ (3k+)
Von Google

Example courtesy of Chris Raulf

THANK YOU!

If Japan is of interest, here's some insights on understanding Japanese consumers



https://btrax.com/ebook

Questions?

Presenters Contact:

Btrax, Inc

John Hayato Branderhorst

john@btrax.com

Quick Resources:

Contact A Local Trade Specialists:

https://2016.export.gov/usoffices/index.asp

SBA State Trade Expansion Program (STEP):

https://www.sba.gov/funding-programs/grants/state-trade-expansion-program-step

Explore eCommerce Resources:

https://www.trade.gov/ecommerce