

## Half of online retailers lack localisation capabilities when expanding internationally

*New survey of national online retailers from Ingenico ePayments and InternetRetailing reveals an awareness of the benefits of localisation but dissatisfaction with current capabilities*

**London, UK. 13 September 2016.** The key to global success in retail is thinking local. But results of a new national survey reveal an extraordinary lack of local consideration from many retailers when going international. The in-depth research, *Passport to International Sales* was undertaken by [Ingenico ePayments](#), the online and mobile commerce division of [Ingenico Group](#), in conjunction with [InternetRetailing](#),

Over half of respondents surveyed (54%) indicated that they have only limited optimisation when it comes to international websites for mobile commerce. And almost 50% of organisations indicated dissatisfaction with their current international mobile websites.

Other insights from the survey ([available to download here](#)) include:

- **Social media:** A quarter (26%) of online retailers do not tailor social media to territories or languages at all.
- **Fraud:** Retailers generally see their fraud management as fit-for-purpose, but 28% are dissatisfied with their setup.
- **Logistics:** Only 9% of ecommerce merchants are very satisfied with their international logistics.
- **Localisation:** Over two-thirds (69%) of respondents believe localisation is very important or vital to success.
- **Payments:** 67% of retailers tailor their payment options to each territory to some degree

Localisation, logistics, payment, mobile and multichannel, social and fraud prevention form these six critical pillars of online retailing that must be addressed in an international strategy, according to Ingenico ePayments and InternetRetailing.

***“The advantages of selling abroad are clear and plentiful, but to achieve long-term success, merchants must also address the risks and the layers of complexity involved,”*** comments Julian Wallis, UK Country Manager at Ingenico ePayments. ***“Payments technology is often considered at the end of the international expansion strategy. But it is important to realise that a solid and secure payments strategy is embedded in every step of the expansion plan, not just at the final step of the checkout.”***

Cross-border ecommerce sales are expected to grow by 27% each year in Europe up until 2020, when estimates show it will be worth more than €1 trillion. For many merchants struggling against a saturated domestic market, the factors driving them overseas are borne out of necessity as much as ambition.

Liz Morrell, Research Editor at InternetRetailing, explains: ***“It takes more than simply a ‘want’ for an international product from customers. A credible, sustainable and profitable international growth requires a more active and considered engagement. We hope that the insights in this report will help internet retailers to decide which approach they should take and how they can reach their international destination a little sooner.”***

Ian Jindal, Editor-in-Chief of InternetRetailing, adds: ***“The results of this new survey show an appetite for more tailored strategies and highlight that merchants need to think more locally to drive greater success.”***

Ingenico ePayments covers the breadth of payment services from international payment methods, local presence in over 170+ countries, fraud, merchant services, collecting services and more. By publishing the results of this survey, Ingenico ePayments aims to assist merchants reviewing international expansion plans by sharing vital knowledge and insights from peers and industry experts.

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### **About Ingenico ePayments**

Ingenico ePayments is the online and mobile commerce division of Ingenico Group. We connect online businesses and consumers, enabling businesses everywhere to go further beyond today's boundaries and creating the future of global commerce. As industry leaders since 1994, our innovative spirit drives us forward across all channels. We are the trusted partner of over 65,000 small and large online businesses who rely on us to make payments easy and secure for their customers. With advanced data analytics, fraud management solutions and cross-border commerce expertise, we help online businesses optimize their business and grow into new markets around the world. For more information, visit [www.ingenico.com/epayments](http://www.ingenico.com/epayments) or follow us on [Twitter](#) or [LinkedIn](#).

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