ProShip

EXPANDING YOUR MARKET INTERNATIONALLY

WITH PROSHIP MULTI-CARRIER SHIPPING SOFTWARE

Growing your business in today's saturated US market can be a challenge. Amazon continues to dominate the market, and their rapid growth is shrinking pieces of the pie and molding consumer delivery expectations. Customers are no longer bound by brick-and-mortar stores, e-commerce has accelerated, and consumers are starting to feel more comfortable purchasing from overseas. Paired with the world's love of American brands,

the opportunity for growing your business beyond U.S. borders has *never* been better.

AMAZON HAS OVER

300M CUSTOMER ACCOUNTS AND

1.9M SELLING PARTNERS

WORLDWIDE

38%

AMAZON'S SHARE

OF RETAIL E-COMMERCE

IN 2022

Next closest is Walmart with 6.3% *(Source: Statista)*

Successfully selling internationally starts with having a **CROSS-BORDER SHIPPING STRATEGY** to meet the high demands of today's consumers. A shipping solution needs to give customers the most convenient, cost-effective and efficient shipping options.

Cross-Border Trade Growth

Borderless e-commerce is becoming a profitable option for enterprise retailers.

BY 2025, IT IS EXPECTED THAT

23% OF ALL GLOBAL RETAIL SALES WILL BE MADE FROM E-COMMERCE.

(Source: Insider Intelligence)

CROSS-BORDER E-COMMERCE IS PROJECTED TO ACCOUNT FOR

22% OF E-COMMERCE SHIPMENTS OF PHYSICAL PRODUCTS IN 2022.

(Source: Statistica)

GLOBAL CROSS-BORDER B2C E-COMMERCE MARKET IS EXPECTED TO REACH

$7,938.2B

BY 2031, WITNESSING A CAGR OF 26.2% FROM 2022-2031

(Source: Allied Market Research)

Selling across borders offers large potential for growth, with international e-commerce continuing to outpace domestic growth. CANADA AND THE UK are the markets expected to offer the most growth—both in terms of new merchants entering the market and increased sales amongst those already present.

Top Reasons Consumers Choose International Retailers

Top reasons consumers choose international retailers:

43% FOUND A **LOWER** PRICE

36% WANTED SOMETHING **UNIQUE**, NOT FOUND IN LOCAL STORES

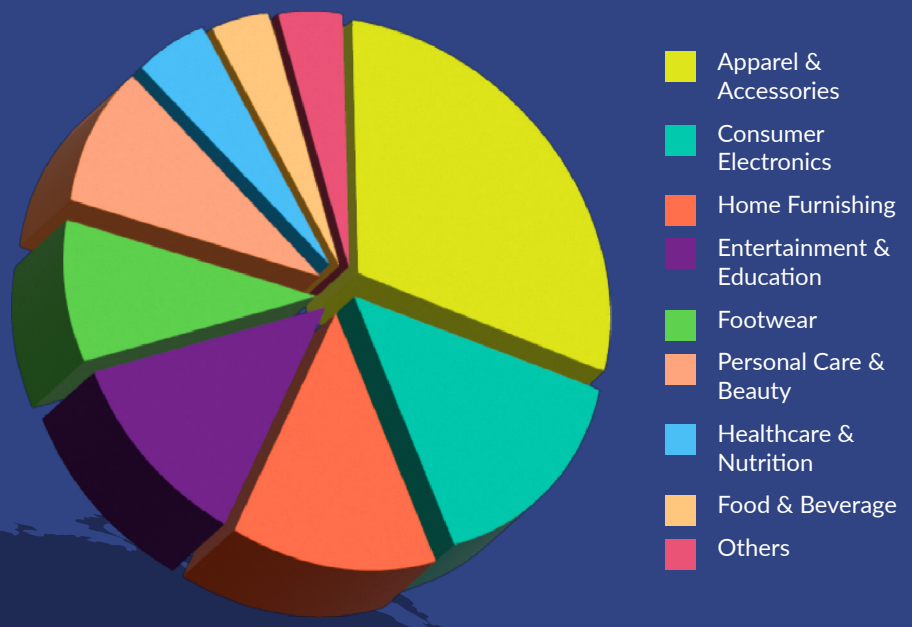
34% LIKED THE PRODUCTS OR BRANDS THAT ARE **NOT AVAILABLE LOCALLY**

Although retail has had it tough since 2020, *every* national market covered by eMarketer saw **double-digit** e-commerce growth.

(Source: Shopify)

GLOBAL CROSS-BORDER B2C E-COMMERCE MARKET

share, by category, 2021 (%)



$719.0B

GLOBAL MARKET SIZE, 2021

(Source: Grand View Research)

Cross-Border Trade Growth

Borderless e-commerce is becoming a profitable option for enterprise retailers.

As the number of international consumers increases, there are still many operational barriers enterprise merchants need to overcome.

Globally, shipping costs (for both the brand and its consumers) are a huge concern, leading to cart abandonment. Duties and taxes make it a struggle for shippers to provide accurate landing costs at the point of sale, and reducing cart abandonment calls for a shipping solution that offers multiple delivery options and clear tax and duty amounts.

INTERNATIONAL PARCELS CURRENTLY ACHIEVE ONLY A 60% SUCCESS RATE ON FINAL SCANS, EVEN ON TRACKABLE PRODUCTS.

Shipping costs are the #1 reason enterprise brands avoid expanding internationally.

Click to view our new **International Shipping Infographic** and more global parcel resources.

VIEW CONTENT >

TOP 5 PAIN POINTS ENTERPRISE RETAILERS FACE WHEN EVALUATING A CROSS-BORDER STRATEGY.

- #1 Dealing with shipping costs
- #2 Automating manual ITN filing
- #3 Indentifying the proper international markets
- #4 Onboarding the correct cross-border carriers
- #5 Increasing advanced capabilities to accomodate international shipping processes

Benefits of Shipping Internationally

In order to grow, merchants should be looking at how they can capture new markets and new consumers, and how to successfully increase additional sales of existing inventory without having to create new products and services.

The Canadian market has enormous potential, with cross-border Canada-U.S. trade valued at over $1.7 billion each day. Selling in Canada is also not drastically different from selling domestically, since it has a vast English-speaking market with consumers who grew up exposed to American advertising, promotional activities and product aesthetics, and receive it well.

WHY CHOOSE CANADA?

- Similar population characteristics
- More disposable income for B2C
- Canadians spend more money per capita online shopping of any country in the World
- 16 of Canada's largest cities are within a 90-minute drive of the Canada-US border

PROSHIP'S **CANADA-FOCUSED** RESOURCES

VIEW ProShip carrier library (domestic and international carriers)

VIEW CARRIERS ›

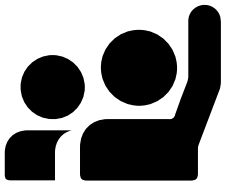
LISTEN ProShip ParcelCast podcast episode with Purolator International

LISTEN TO EP. 9 ›

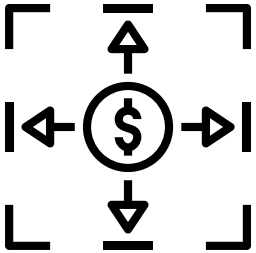
VIEW Purolator International via ProShip brochure

VIEW BROCHURE ›

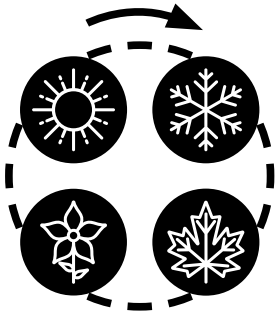
Why Ship Internationally?



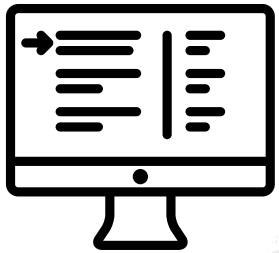
TO EXPAND BUSINESS GROWTH FROM A NEW MARKET OF FOREIGN CUSTOMERS



INCREASE YOUR MARGINS BY SELLING TO OTHER MARKETS



EXTEND THE SALES OF SEASONAL MERCHANDISE



THIN OUT DOMESTIC COMPETITION

The success of your current cross-border initiative is directly related to the

EFFECTIVENESS OF YOUR CROSS-BORDER SHIPPING STRATEGY.

When examining your current international shipping process, it's important to ask the following questions:

- *What is the average time it takes to ship a package cross-border?*
- *What is the average cost for shipping a package cross-border?*
- *Do you have multiple shipping options for cross-border customers?*
- *What is your tax and duty collection strategy? Who pays, and when?*

Steps for Implementing a Cross-Border Initiative

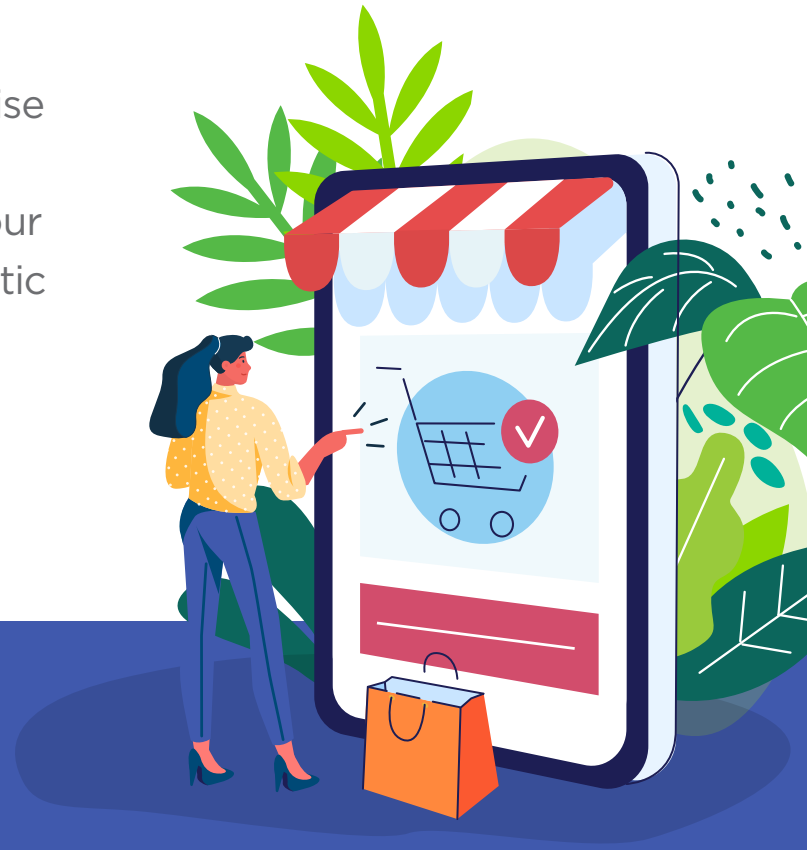
1 **EXPOSE** THE CHALLENGES HOLDING YOU BACK FROM GOING INTERNATIONAL TODAY

2 **UNCOVER** YOUR COMPLIANCE REQUIREMENTS

3 **STREAMLINE** YOUR SHIPPING PROCESSES SO CROSS-BORDER SHIPPING DOESN'T HAVE TO BE TREATED DIFFERENTLY THAN DOMESTIC SHIPPING

How to Streamline Your International Shipping Process

In order to successfully enable a cross-border initiative, enterprise companies look to automation through technology. The right multi-carrier shipping software can seamlessly integrate into your Enterprise Software Stack (ESS) and alleviate both your domestic and international shipping pain points.



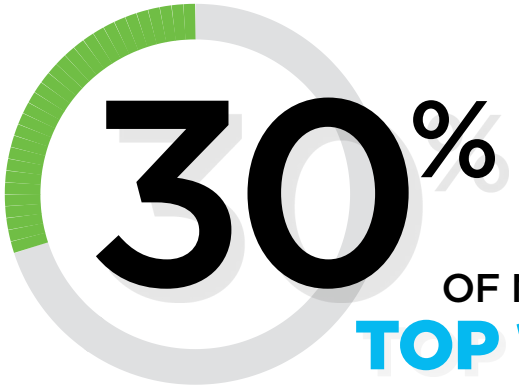
Here are some of the **key international shipping features** your team should be looking for:

- AES Direct / ACE Gateway for ITN (International Transaction Number) Filing
- Support for Carrier INTL Services and INTL Consolidator Options, such as Zone Skip / Carrier Hub injection (US to Canada and Canada to US) & Consolidator Clearance (UPS Worldease, FedEx IPD, IGD, DHL BBX, etc.)
- Advanced INTL consolidation capabilities (ETD/ITD/TradeDirect)
- Document automation output (CI, SLI, MCA, Other)
- Hazmat Crossborder (DGIS)
- Integrated handling of commodity line-item details
- International origin (EU, APAC, etc.)

***DID YOU KNOW** that ITN Filing serves as proof that an exporter has informed the U.S. government about the details of an export shipment (applies to exports $2,500+ in value)?*

Where does shipping software fit in the mix?

With ProShip's shipping solution, retailers can further automate, simplify and reduce costs in the supply chain while driving revenue and creating a strong return on investment. ProShip streamlines your international shipping process for improved efficiency and productivity by utilizing a **SINGLE POINT OF ACCESS** offering international batch shipping, and by providing a **SINGLE INTERFACE** no matter what carriers you use.



OF NRF'S **TOP 100 RETAILERS***

TRUST PROSHIP MULTI-CARRIER SHIPPING SOFTWARE

**Retailers who ship parcel*

READ The ACE (AESDirect) Filings blog

LEARN MORE ›

ProShip is also a certified ACE filings vendor, giving you a quick and easy AES filing process with real-time response from ACE.

ProShip handles the export compliance, label creation and carrier regulations while automating the electronic filing of your export documents.

Whether international or domestic, **top shippers trust ProShip.**

ProShip multi-carrier shipping software can streamline your cross-border process to ensure customer packages are delivered on time to the right destination, as cost-effectively as possible. **Schedule a discovery call** with one of our parcel experts to learn how ProShip can supercharge your shipping strategy today.

SCHEDULE A CALL OR DEMO

414-302-2929

sales@proshipinc.com

ProShip

About ProShip, Inc.
ProShip, Inc. is the most trusted global provider of automated multi-carrier shipping software. ProShip empowers its customers to ship at lightning speeds, stay carrier compliant 24/7/365 and build stronger-than-ever customer revenue streams. With over a decade of enterprise experience in the shipping and supply chain industry, ProShip's time-tested technology and advanced functionality continues to remain unmatched. Customers who choose ProShip, choose the number one in speed, compliance, reliability and experience. Go beyond the box with ProShip. For more information, please visit www.proshipinc.com.

ProShipinc.com

Learn more **800.353.7774**
or sales@proshipinc.com

ProShip, Inc., 400 N. Executive Drive, Suite 210, Brookfield, WI 53005
800.353.7774 | 414.302.2929 | sales@proshipinc.com

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