Convert Globally

Koumantakis Manos
eBusiness Consultant

CONVERT GROUP™
eBusiness Consulting

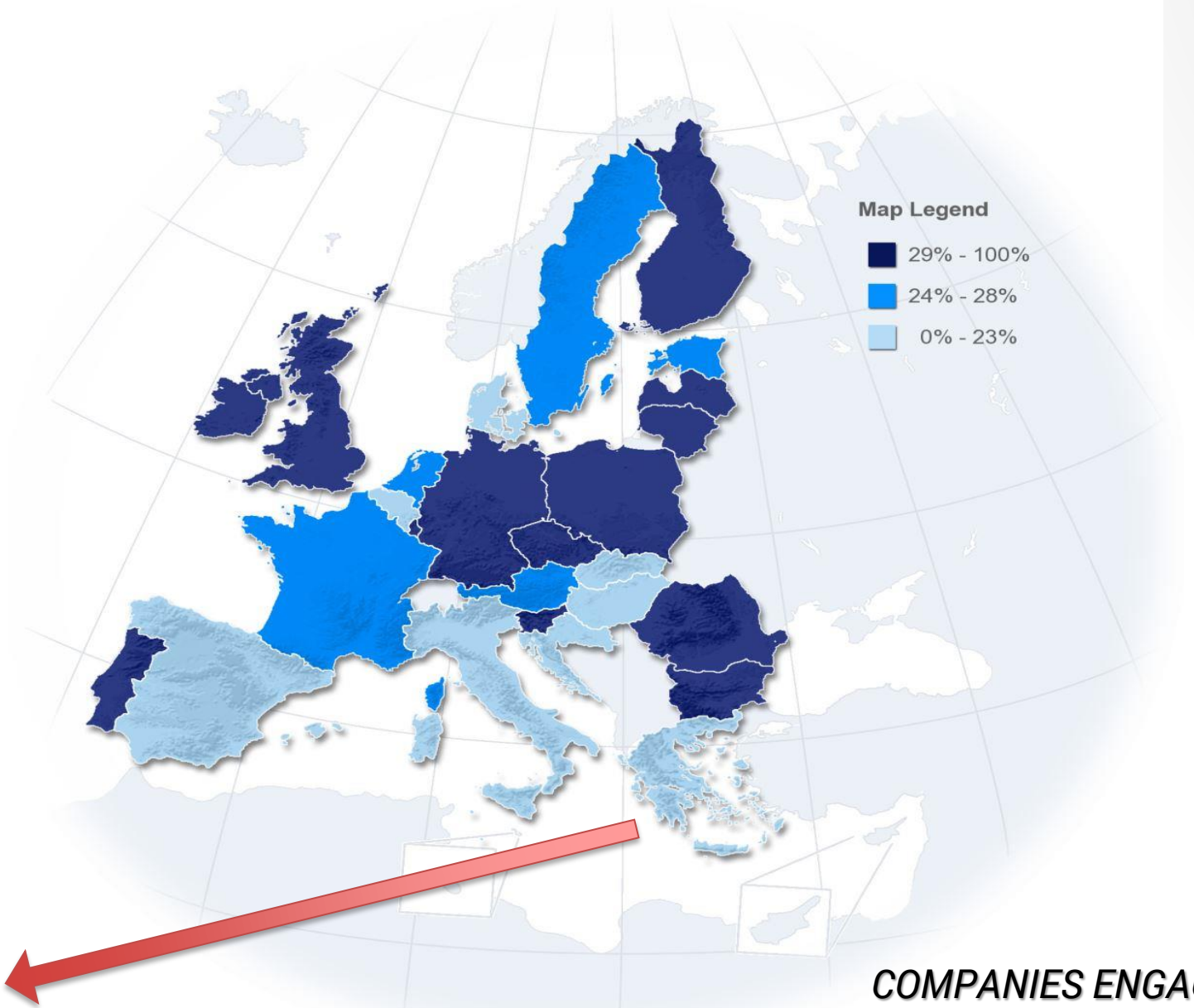
Why Globally

Approximately what percentage of the value of your sales in 2014 came from online sales

Question: D7. Approximately what percentage of the value of your sales in 2014 came from online sales?

Answers: Average

LU	46.4%
LV	37.2%
RO	36.0%
PL	33.9%
BG	33.9%
UK	32.5%
LT	32.3%
PT	31.8%
FI	31.6%
CZ	30.1%
SI	29.8%
DE	29.3%
IE	29.3%
EE	28.0%
SE	26.6%
FR	26.5%
NL	26.0%
TOTAL	25.7%
AT	25.4%
HR	23.6%
DK	23.0%
IT	22.7%
BE	22.1%
HU	20.3%
ES	20.0%
SK	19.2%
EL	18.3%



Eurobarometer 413
COMPANIES ENGAGED IN ONLINE ACTIVITIES
January-February 2015

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Global Online Measurement Standard for E-commerce (GOMSEC)

ECOMMERCE EUROPE

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...surement Standard for E-commerce (GOMSEC)

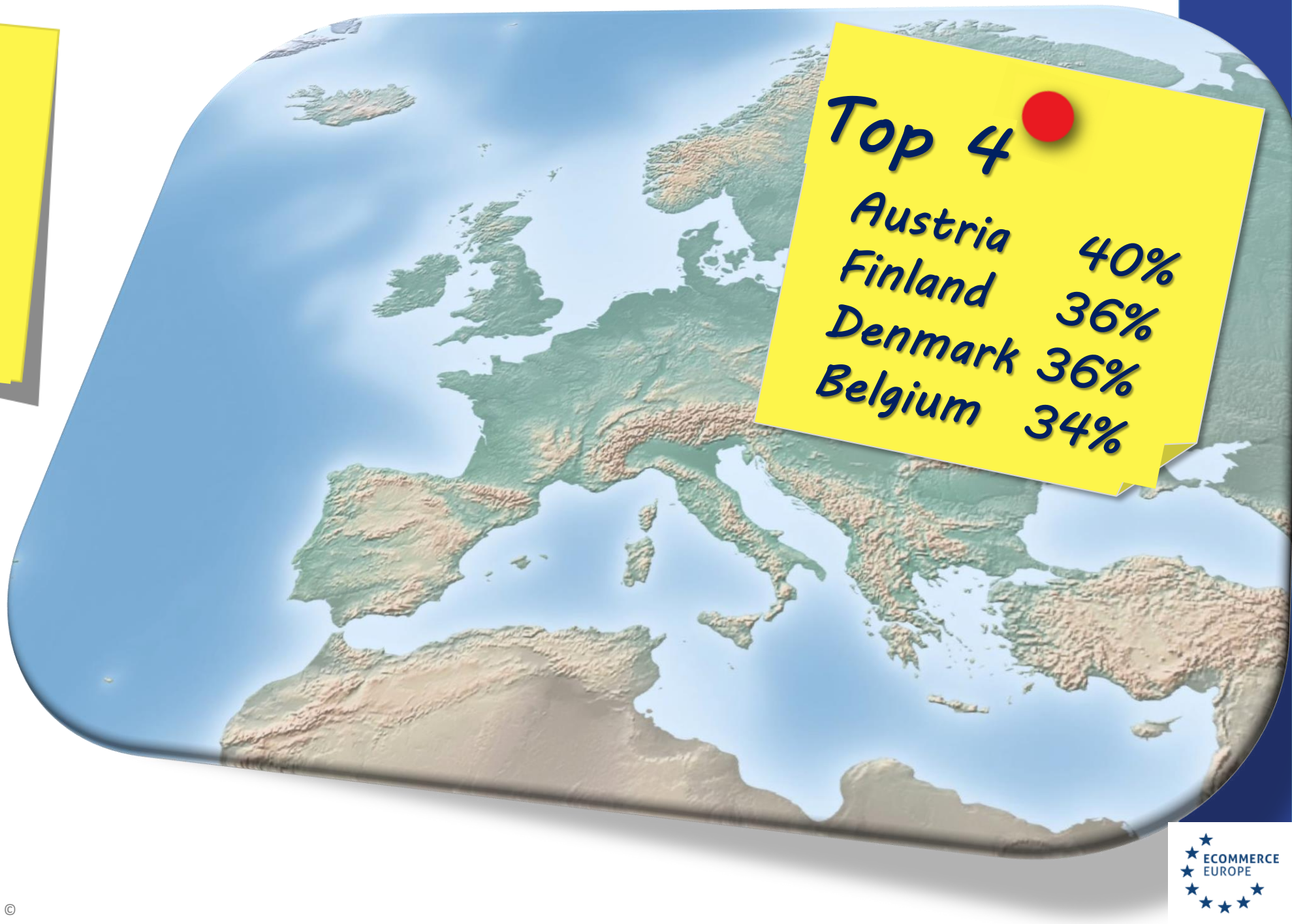
ECOMMERCE EUROPE

15%

Of all EU28 Consumers purchased cross-border in 2014

23%

YoY Growth



Top 4

Austria	40%
Finland	36%
Denmark	36%
Belgium	34%

ECOMMERCE EUROPE

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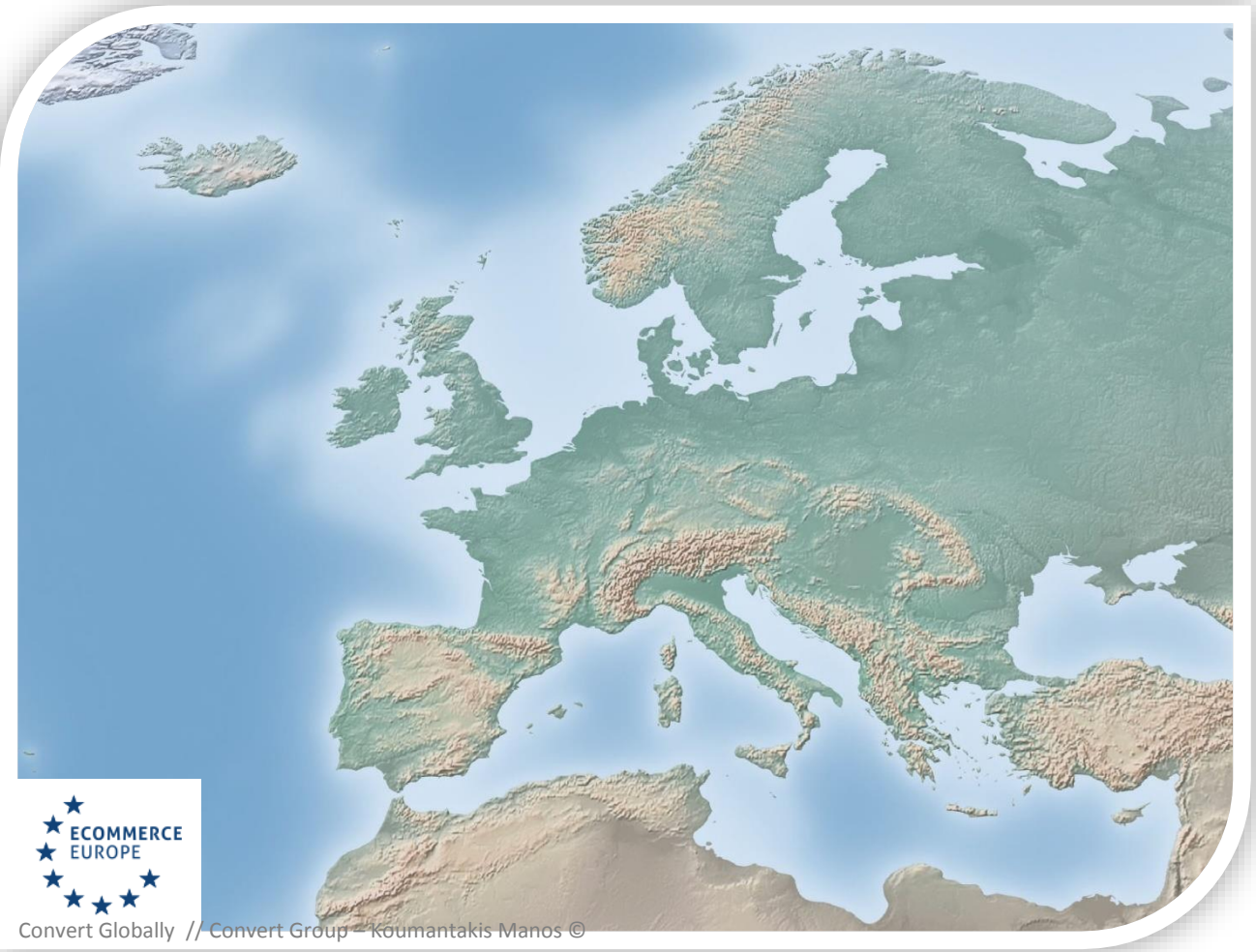
EUROPEAN COMMISSION

COMMISSION PRIORITY

Digital Single Market

Bringing down barriers to unlock online opportunities



- Internet Security & Data Protection
  - *More harmonization with room for innovation*
- Consumer Rights
  - *More simplification, self-regulation, and competition*
- E-Payments
  - *More focus on mobile and stimulate innovation*
- Taxation and VAT
  - *Harmonize VAT and expand the Mini-One-Stop Shop*
- E-Logistics
  - *More efficient cross-border parcel delivery*

Andrus Ansip
European Commission Vice-President for the Digital Single Market

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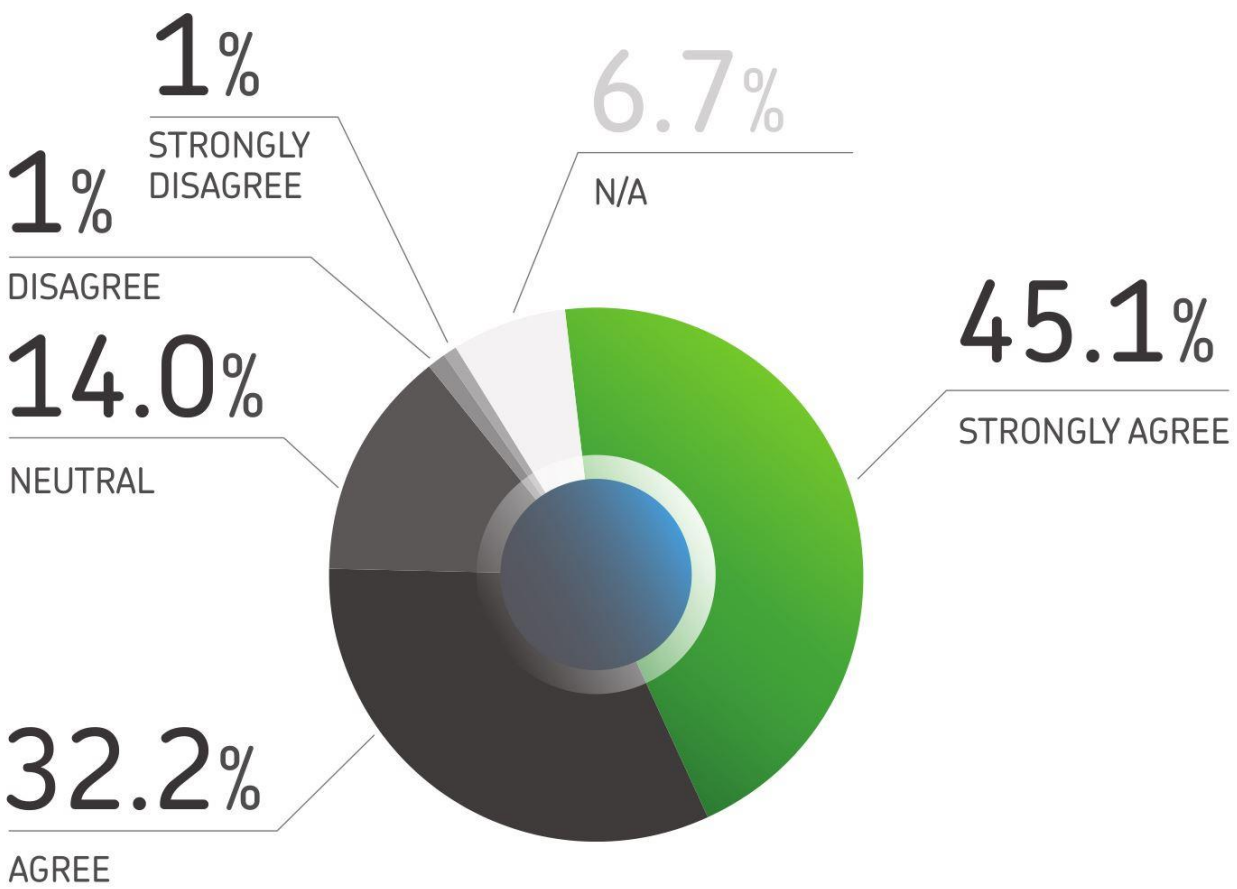
SELLING OUR PRODUCTS AND SERVICES ACROSS BORDERS HAS PROVEN TO BE PROFITABLE.



Source: Key Business Drivers and Opportunities in Cross-Border Ecommerce 2014
Keira McDermott - Payvision

By 2020 cross-border transactions will account for 1/3 of all the worldwide trades.

Deloitte.

Why doesn’t every single merchant selling Globally ?

Lack of Information

WE ARE
GREEKS
WE HAVE
THE POWER
TO IMAGINE
AND NOW
IT'S TIME
TO IMAGINE
OUR FUTURE

Peter Economides
Brand strategist

ΓΙΝΕΤΑΙ !
GINETAI !

How ?

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Think Globally – Act Locally

Cross Border Strategy

Strategy is required !

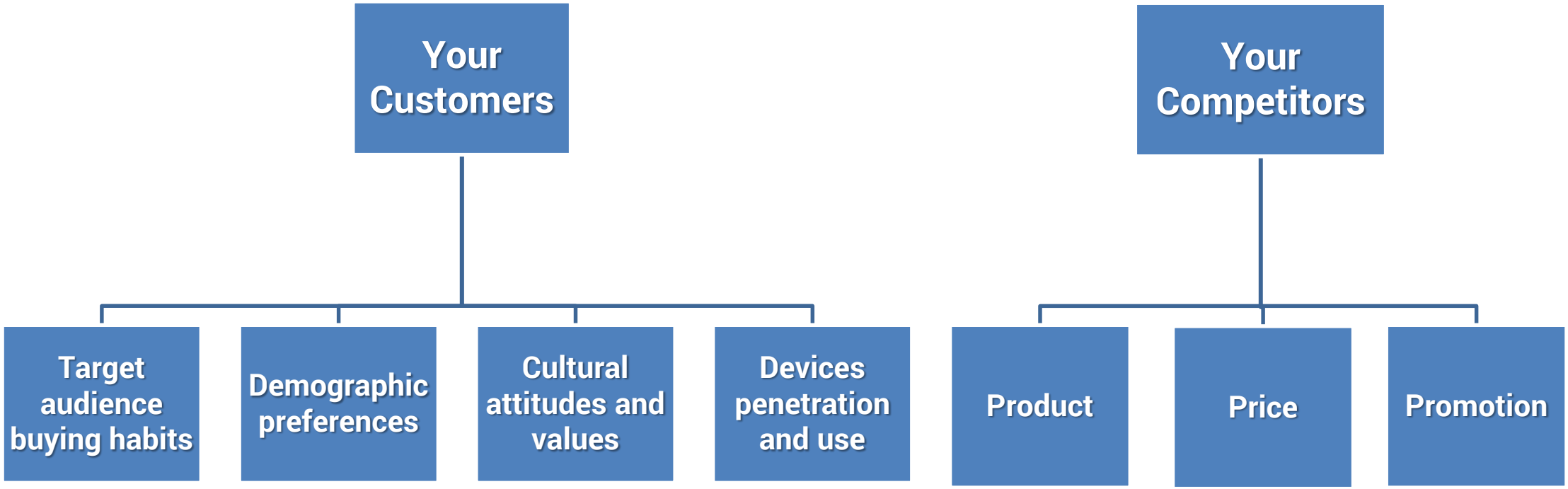
- Market Locally
- eShopping Experience
- Payments
- Logistics
- Legislation
- Promotion

Marketing to local audiences

Lets have a sandwich

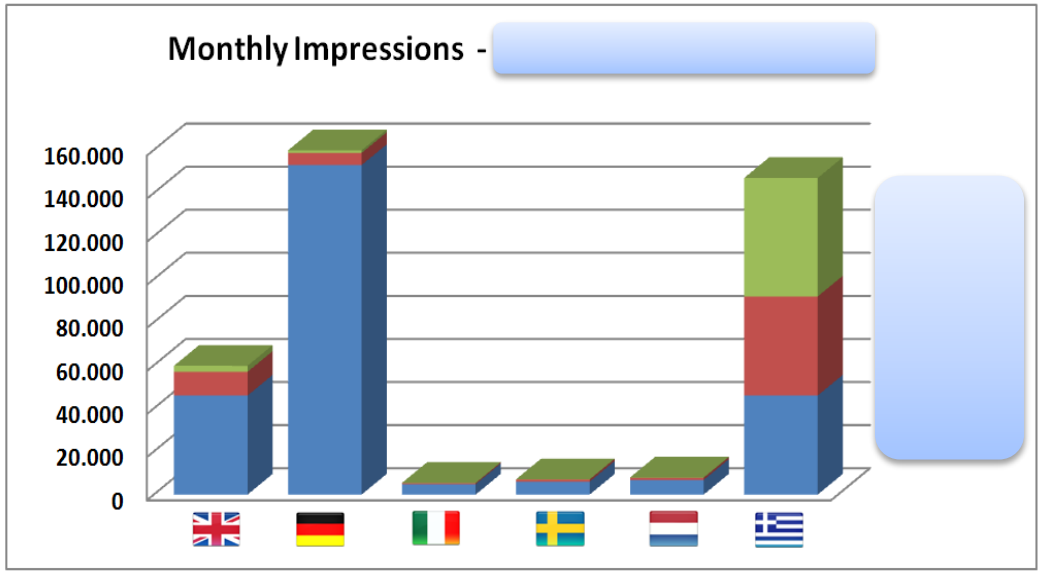
Marketing to local audiences

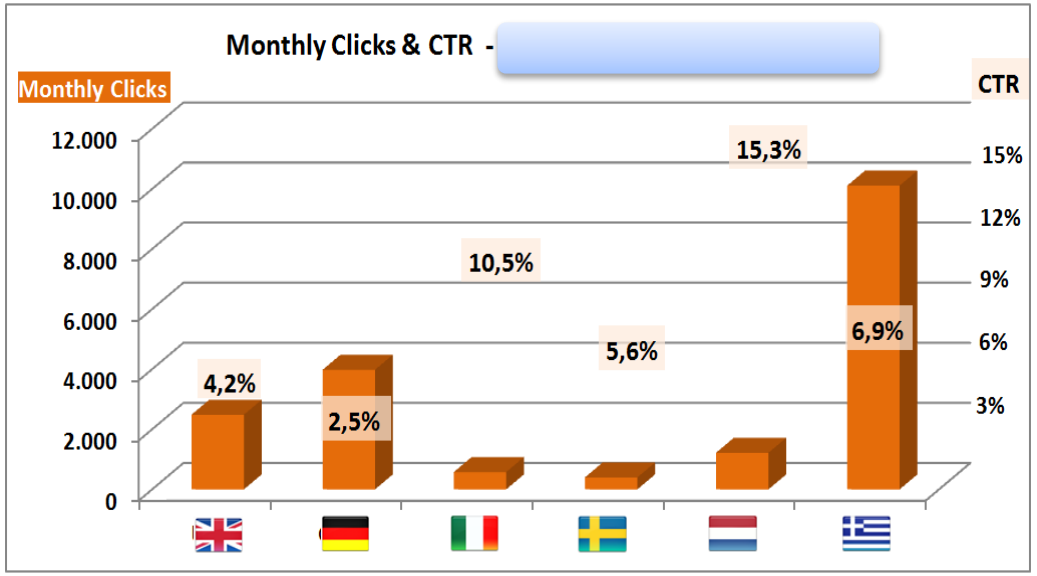
Market Research & Competition Analysis

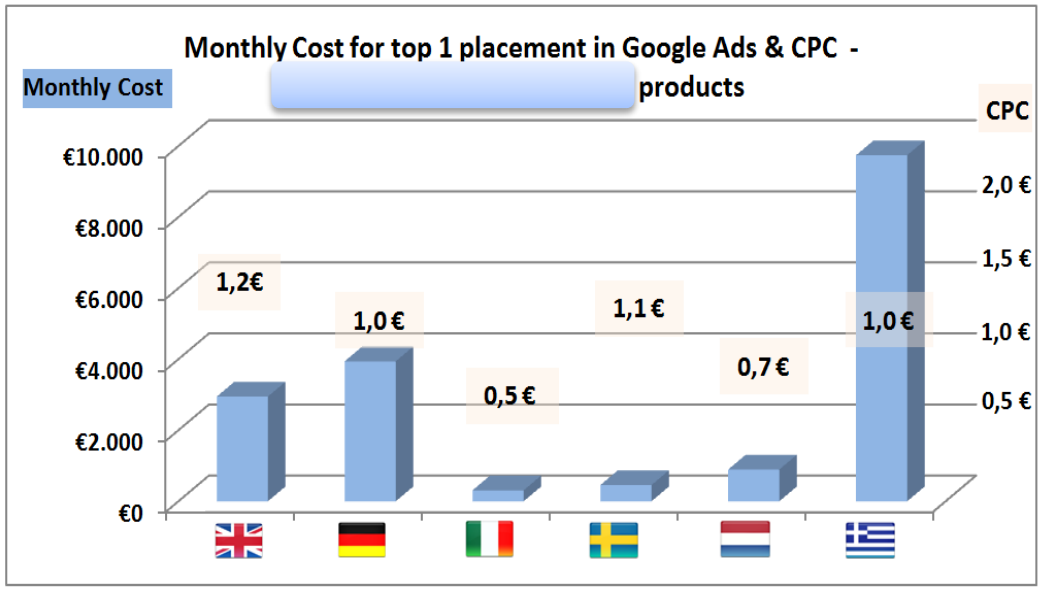


Case Study: Google searches & monthly impressions, clicks, CTR, CPC

products

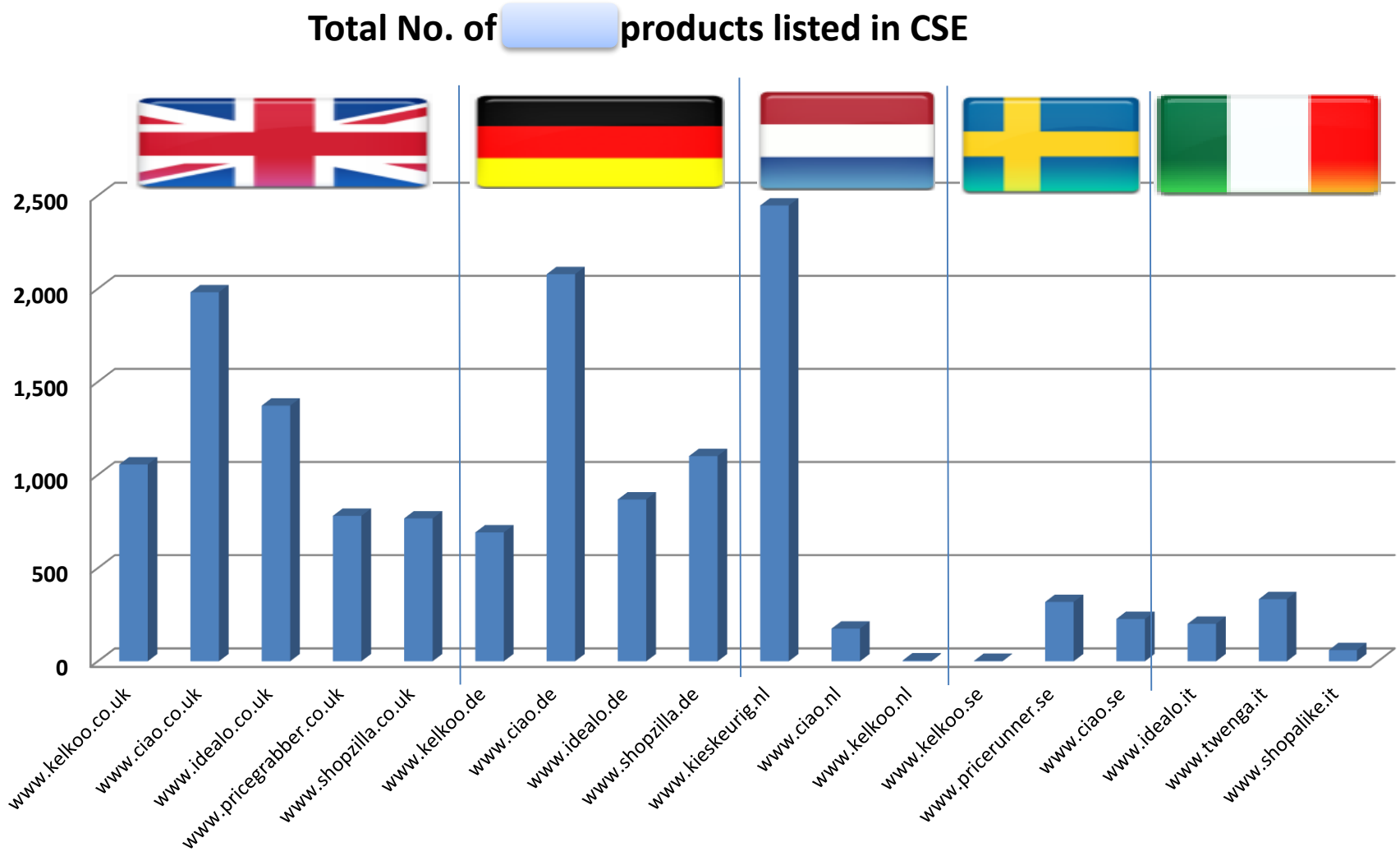






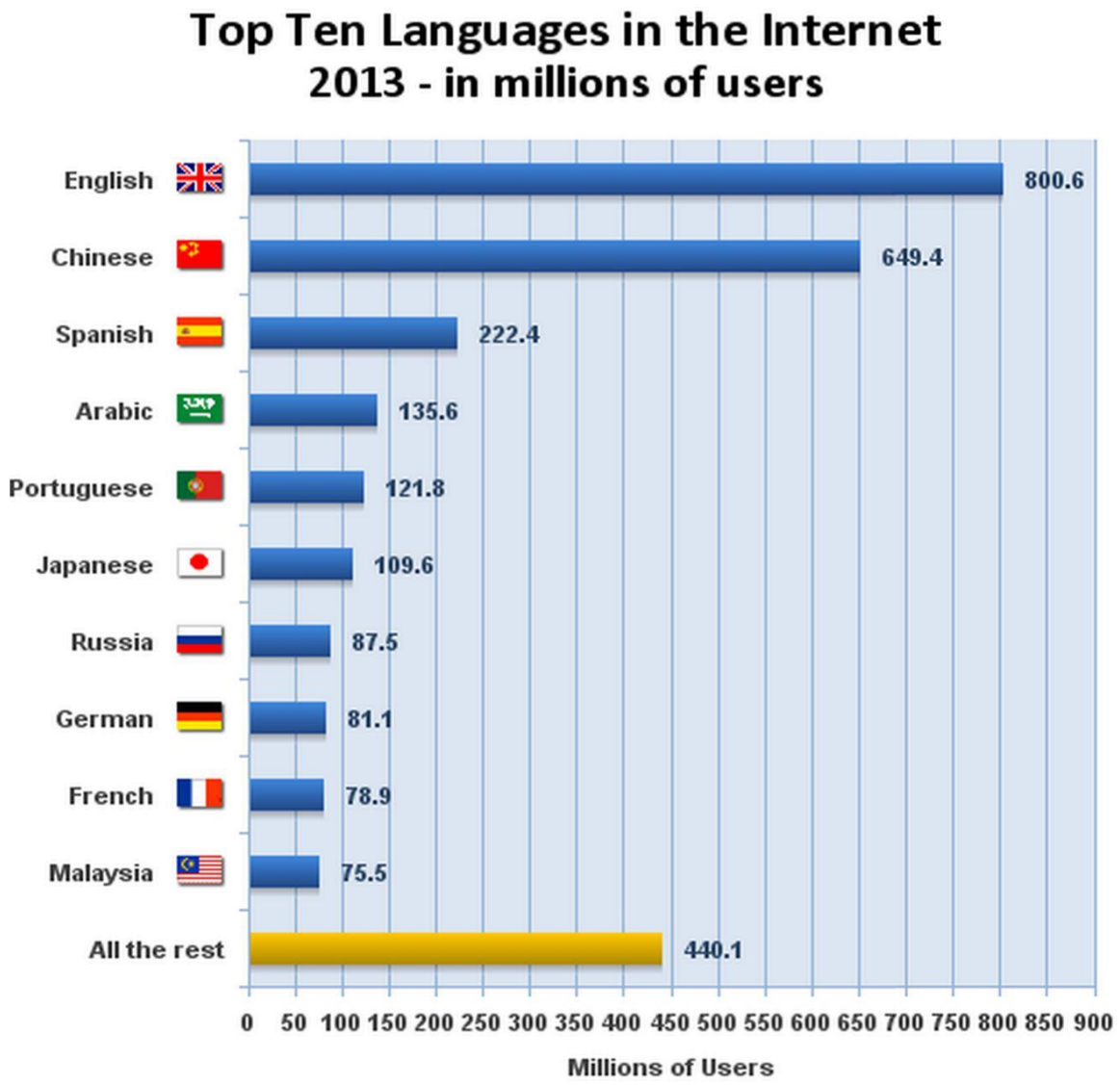
	Monthly Impressions	Monthly Clicks	CTR	Monthly Cost	Avg. CPC	Avg. Pos.
UK	59.800	2.485	4,2%	2.948 €	1,2 €	1,0
Ger	159.830	3.981	2,5%	3.940 €	1,0 €	1,1
Ita	5.448	575	10,5%	307 €	0,5 €	1,0
Swe	7.110	397	5,6%	455 €	1,1 €	1,0
Net	7.973	1.218	15,3%	894 €	0,7 €	1,0
Gre	147.000	10.109	6,9%	9.741 €	1,0 €	1,0
Total	**387.161**	**18.764**	**4,8%**	**18.285 €**	**1,0 €**	**1,0**

Case Study: Research on Local Comparison Search Engines



CSE: Comparison Search Engines

eShopping Experience



80% of non-native English, prefer to read & use their language

Convert Group converts multilingual

eShopping Experience

eShopping Experience

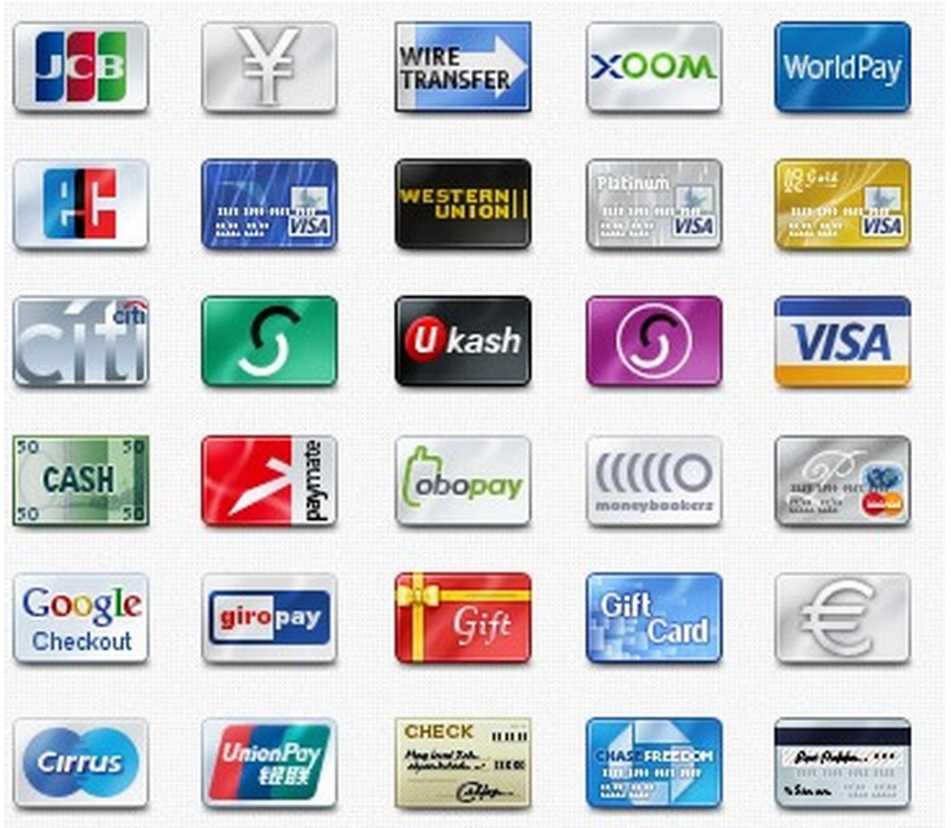
Building online customer TRUST !

PROUD MEMBER OF
LOCALCOMMERCE CANADA

Google Trusted Store

Payments

- Market penetration
- Associated risks
- Costs associated
- Selecting a Payment Service Provider



Logistics

Fulfillment

TOTAL DELIVERY TIME
ORDER PLACED
ORDER SHIPPED
ORDER DELIVERED
PROCESSING
SHIPPING

Legislation

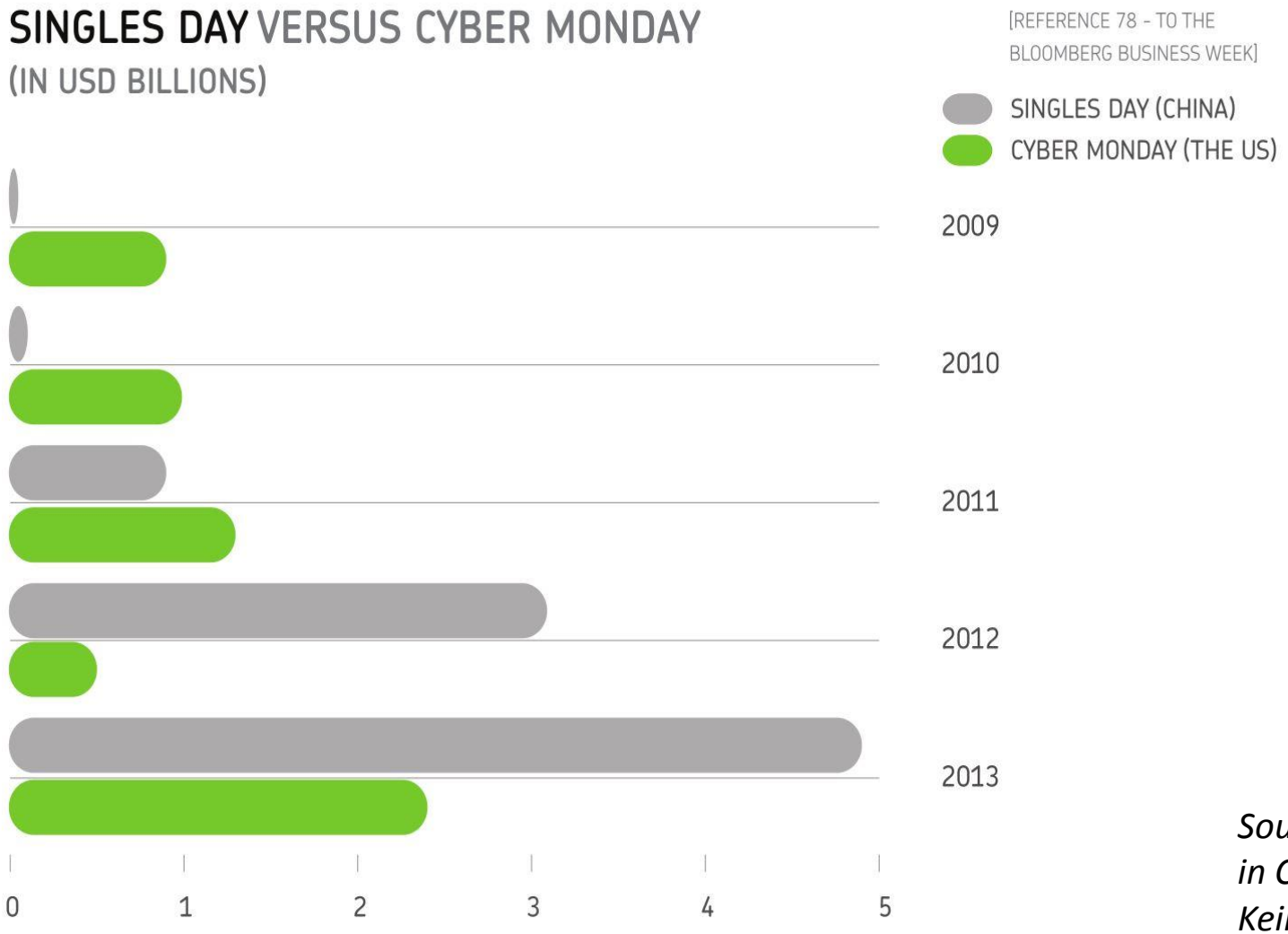
- Taxes
- Import/ Export laws
- Prohibited & Restricted goods & services
- Consumer privacy and protection laws
- Legislation on Return Policies

Promotion

➢ Local Price Comparison Engines

LOCAL
INTERNET ADS™

Promotion

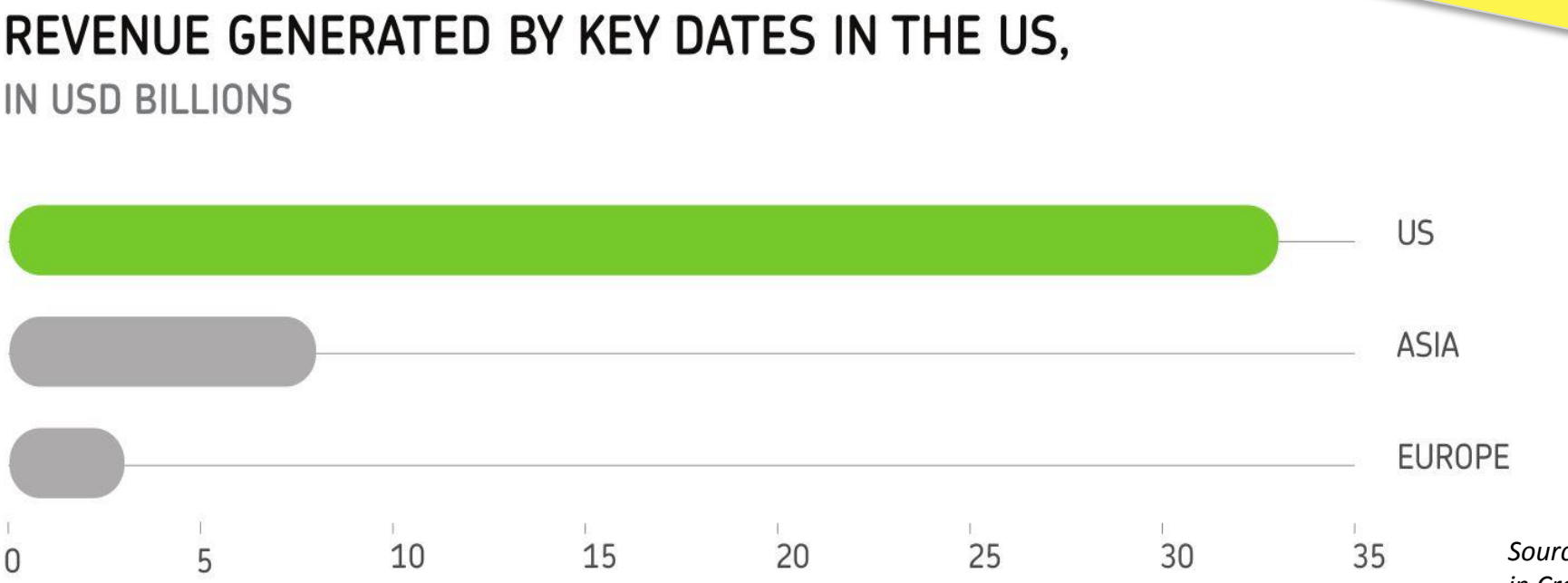


Do not forget their local seasonal offers, holiday-specific promotions and Culture !

Source: Key Business Drivers and Opportunities in Cross-Border Ecommerce 2014
Keira McDermott - Payvision

Promotion

Do not forget their local seasonal offers, holiday-specific promotions and Culture !



Source: Key Business Drivers and Opportunities in Cross-Border Ecommerce 2014
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Helps U to Convert Globally
Are U Ready ?

athlenda
Eurobank
AB
MAPFRE
Pharma PLUS
ΣΥΦΑΚ
Troosk
makro
ΦΙΛΗΣ Glass
To farmakeio mou.gr
super market
APIVITA
Pharmacy Discount
tripinview
SNK ACS
anesis home
ΟΠΑ AUEB
XL CLOSET
PLUS SIZE FASHION
upstream
e-outfit.com
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eBusiness Consulting
isobar
iProspect
GLEEK
CONSULTING • INTELLIGENCE • TRAINING • RECRUITING
reldirect
welhome
VARDAS
lynne
YOLENI'S
Μεϊδάνης
Z.mall
Johnson&Johnson
attica
Kardiagram
KARAYIANNI MEDICALS
Pharmacy online
assa roxani & sia o.e.
10 χρόνια δίπλα σας on line
Cityfab
youpharmacy.gr
το δικό σου φαρμακείο
FrigoHellas
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BSB
SPORT CAFE