

ESW Helps Global Cosmetics Brand Localize in 50+ Markets



esw.

Contents



03 WHEN THE ONLINE SHOPPING EXPERIENCE LACKS PROPER LOCALIZATION

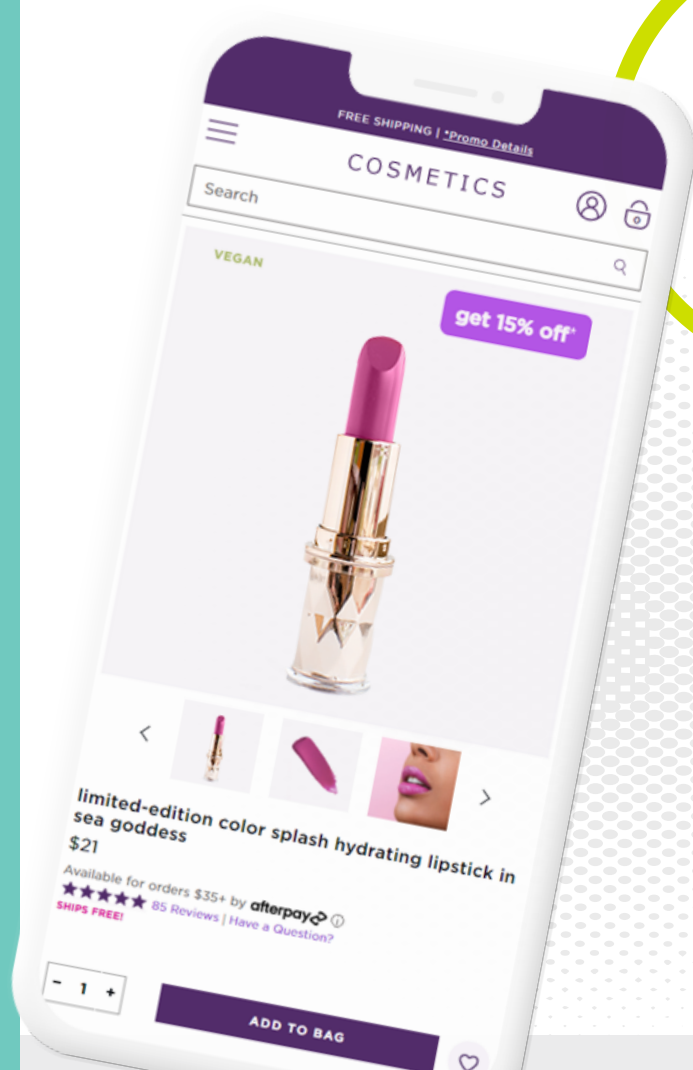
06 ESW LOCALIZES MORE THAN 50 MARKETS

07 RESULTS: IMPRESSIVE GROWTH IN A SHAKY MARKET

09 ABOUT ESW

When the Online Shopping Experience Lacks Proper Localization

When this global beauty brand came to ESW, they had been meeting global demand by partnering with a vendor that provided basic international shipping capabilities. The vendor was not helping them to truly localize the shopping experience by market and did not have local logistics networks set up in each region, which negatively impacted customer experience in multiple ways. It was clear they needed a partner that could accommodate additional complexities unique to their business.





Surprise Charges: Shoppers would see duties and taxes tacked on during the checkout process. This type of experience often leads to a drop in conversions, as shoppers do not like to see the order price rise significantly just before they supply their payment details.



Limited Payment Methods: The existing payment options were not optimized by market to provide the most popular and highest converting methods that would ensure higher conversion rates at checkout.



Incorrect Estimated Delivery Dates: It was difficult to provide accurate delivery windows to shoppers. Because they did not have relationships with local carriers in each market, the lead times for orders were often very long and unpredictable.



Packages Held Up in Transit: Several key markets had been turned off, such as Mexico and Russia, where packages shipped via DHL have to go into a formal clearance process if the retailer doesn't have local shipping partners or brokers. In Mexico, cosmetics are very difficult to clear through these processes and packages would often sit for weeks. In Russia, packages often got stuck in the postal network as carriers reached out to the brand to provide the required shopper ID documentation, which caused massive delays.



Customer Service Inquiries: The customer service team was flooded with calls and emails with questions about duties and taxes, as well as customers checking on orders that were past their promised delivery dates.





Inefficiencies: In addition to logistical challenges, the brand was operating in several markets in which they were receiving only a handful of orders per year. Effectively, the effort to keep these markets running was costing more than they were worth to the company.



Brexit: Before Brexit was finalized at the end of January 2021, EU orders were being shipped out of the UK. The brand faced increased fees and shipping delays if they continued that model post-Brexit.



Personalization Complexity: In addition to the challenge of getting orders to shoppers around the globe in a timely manner, the brand's biggest sale of the year adds another layer of complexity by allowing customers to create their own personalized makeup set. This sale requires a high level of logistical expertise to appropriately code thousands of unique items and pack them for shipping to multiple destinations.



ESW Localizes More than 50 Markets

ESW worked to ensure the brand's global shoppers would have a domestic-equivalent experience, localized to make both checkout and package delivery smooth and seamless by addressing the challenges they had been facing with their previous vendor.

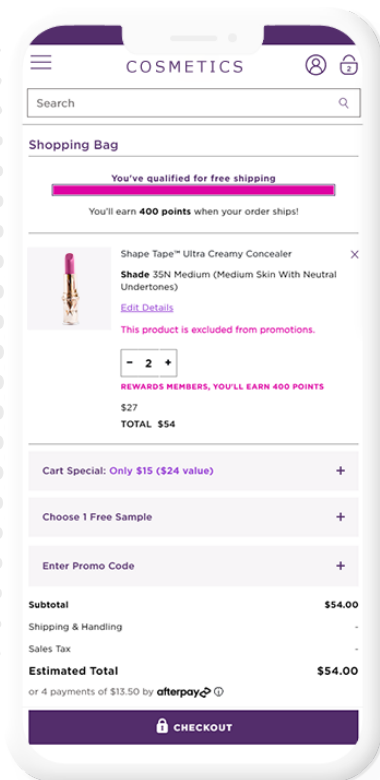


ESW SOLUTION	BENEFITS
Elimination of Surprise Charges	ESW integrated with the brand's Salesforce cartridge, including a bespoke checkout solution to support their famous custom kit promotion. Now they had full control to localize pricing in every market, with duties and taxes included and no surprises to the shopper at checkout.
Payment Methods	The brand knew that installment payments were already popular with their US customer base of mostly 18-35 year-olds, but they didn't have the business entities set up to enable them globally. ESW leveraged its global footprint to turn on installment payments like Afterpay and Klarna in multiple markets.
Optimized Logistics	ESW optimized the company's inventory and shipping lanes, increasing the speed of delivery to the shopper.
Eliminated Shipping Challenges	ESW has direct relationships with local carriers that specialize in shipping from the US into Mexico. These carriers have a faster clearance model via local postal networks than larger entities like DHL. In Russia, ESW collected ID information from shoppers up front and leveraged local carriers in their network instead of DHL, which eliminated delays.
Improved Customer Service	ESW's order API enabled data flow between the brand's system and ESW's for order cancellations, returns, and replacements, which meant more accurate communications and quicker resolutions of shopper issues.
Streamlined Program	ESW advised the company to eliminate the countries where only a handful of orders were coming from per year and focus on their top markets.
Brexit Solution	ESW was able to quickly change the distribution point for non-UK orders going to the EU to The Netherlands. The brand's operations didn't skip a beat as ESW kicked into action to optimize their global logistics.
Bespoke Logistics	ESW's logistics team was up to the challenge, overseeing a 2020 sale of personalized makeup kits that was more successful than the prior year, even during the COVID pandemic.

Results: Impressive Growth in a Shaky Market

During 2020, when McKinsey reported that face and lip makeup were seeing global declines in sales*, ESW helped the brand increase their international ecommerce revenue by 4% over 2019. Average order value (AOV) grew across the board at an average of 5% throughout 2020. Early 2021 numbers have shown an increase of over 40% in AOV globally as the end of the pandemic comes into sight.

With the implementation of additional payment methods, this beauty business saw an immediate lift in places like Australia, where Afterpay is now used by about 36% of shoppers at checkout. ESW also added popular e-wallet methods like Alipay in China, Apple Pay, and Google Pay. The average conversion rate from order creation to confirmation is 45-50%, and payment success rates are over 96%.



*McKinsey Report

Because of ESW's partnerships with local carriers, the company was able to turn Mexico and Russia back on, which meant \$2-3Million in annual revenue would be restored. After ESW's optimization of inventory and logistics, estimated delivery dates became more predictable and accurate, which has reduced customer service inquiries to less than 1% of all orders. Eighty-one percent of those inquiries are now resolved during the first touch thanks to ESW's API solution.



WITH THE INCREASE IN AVAILABLE PAYMENT METHODS AND BETTER OVERALL CUSTOMER EXPERIENCE THROUGH ESW, THE 2020 SALE GENERATED **34% HIGHER REVENUE OVER 2019, AND A **51%** HIGHER AOV.**

As the COVID pandemic has only accelerated ecommerce growth and demand for self-care products, ESW will continue to help bring this beauty leader's offerings to shoppers around the globe.





esw.

ESW is the cross-border ecommerce leader, empowering the world's best-loved brands and retailers to make global shopping better, safer, simpler and faster, end-to-end. From compliance, data security, fraud protection, taxes, and tariffs to checkout, delivery, returns, customer service, and demand generation, our powerful combination of technology and human ingenuity covers the entire shopper journey across 200 markets.

Brands partnering with ESW can enter new international markets in as few as 6 weeks, up to six times faster than if they attempted to do so on their own – all while engaging directly with customers and retaining ownership of all the data collected during the shopping process.



WANT TO TALK ABOUT GLOBAL EXPANSION?
CONTACT US AT GROWMYBRAND@ESHOPWORLD.COM
OR VISIT [ESHOPWORLD.COM](https://www.eshopworld.com).

