

Is your website available in multiple languages? / Do you apply currency conversion? / Do you offer localized payment options?

Websites offer different languages to reach a global audience, with 90% of EU internet users preferring content in their native language. This strategy, supported by Common Sense Advisory, boosts user engagement, satisfaction, and purchase likelihood. Moreover, multilingual content enhances SEO, as search engines prioritize region-specific and language-relevant results, improving a website's visibility and accessibility.



Currency conversion on websites is crucial for global commerce, as it simplifies transactions for users around the world. According to a study by Common Sense Advisory, 72.4% of consumers are more likely to buy a product online if the information is available in their native language, and this preference extends to currency. Providing users with the option to view and pay in their local currency not only enhances user experience but also significantly reduces friction in the purchasing process, contributing to increased sales and customer satisfaction.



TAKE A LOOK AT THE EXPANDING GLOBAL MARKETPLACE



CANADA

29 million online shoppers
71% cross-border buyers



BRAZIL

46 million online shoppers
44% cross-border buyers



US

219 million online shoppers
46% cross-border buyers



MEXICO

57 million online shoppers
59% cross-border buyers

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