

Do you know how your brand is perceived across the world and what market segments are more profitable for your business?

As market conditions toughen and growth opportunities start to dwindle, retailers and consumer brands will turn toward selling in other regions to achieve growth. Internationalization is a strategy being deployed by many companies today to extend their reach, build their brand, and increase top line revenue. It is no secret that the quickest and most cost effective way to get brand penetration in these new markets is through the online channel.

International expansion is appealing for several reasons. First, the primary motivation revolves around growth. Second, retailers are using international expansion to connect with consumers. Third most companies are experiencing intense pressure within their of-line retail channels. Finally, many companies are considering international expansion because their sophistication in managing the world of online retailing has matured to the point that this is the next frontier of challenges for them to embrace.

International e-commerce expansion has its own distinct set of requirements and considerations:

- Cultural
- Organizational
- Operations
- Language
- Currency
- Payment Management
- Legal

3TouchPoints team members have personally spent many years in the retail and e-commerce industry and we understand the importance of above requirements. Our analytical services can be extended to any region and are capable to provide deep-dive insight in to visitor behavior across multiple locales and their engagement with a retailer's catalog, content, shopping cart, payment methods and store locator.

Our goal is to provide a unified view of brand performance across multiple regions with new success metrics and locale-specific data values. Our services leverage your existing web analytics infrastructure and make it scalable across multiple regions based on new business rules.

To learn more about our Global Analytics services, please contact us.