HOW TO TARGET AN ADDITIONAL 58 MILLION ONLINE SHOPPERS?

—

Crossing the border to Germany

Avalara
Tax compliance done right

TRUSTED SHOPS

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1. INTRO

Cross-border business remains one of the very few growth opportunities in today's highly optimized e-commerce landscape. Utilizing the differences in pricing, taxes, consumer preference and scale, smart **merchants can easily access huge potential** even if their home markets are already mature and saturated.

But despite all EU harmonization efforts, there are still **local requirements and pitfalls for merchants who want to go abroad** – from the local adaptation of key processes such as payment methods, to legal and tax compliance, and of course consumer preferences. Each market has its pros and cons, and only the biggest merchants and players in the market appear able to solve them. **This white paper, however, will show a viable solution for SME players as well.** Germany is definitely one of the most attractive e-commerce markets in Europe – but entering this market "comes with a price".

In this white paper we'll not only **show** what the "price" of cross-border business for a merchant could be, but also how to minimize **the efforts for a successful go-to-market in Germany.**

Together with its partners, **idealo offers a highly pragmatic way both to start a cross-border business in Germany and to scale it as well** – while remaining compliant and overcoming most of the typical restrictions and obstacles to entering a mature market such as Germany.

» Opening up new markets will become indispensable in the future. «

2. BENEFITS OF CROSS-BORDER TRANSACTIONS

To further accelerate their growth, online shops must continuously strike out on new paths. **Opening up new markets will be one of the most important levers for steadily increasing sales** and meeting the continuously growing demand from consumers all across Europe in the future.

Cross-border trade is currently very promising and **will become indispensable in the future.** According to forecasts, it will **grow twice as fast as national trade,** and **by 2020 one fifth of the total online revenue will come from international transactions.**[1 2]

Shopping abroad is becoming increasingly popular with consumers. **In Germany alone, 40% of online shoppers have already deliberately ordered from foreign merchants.** 65% stated that the desired product was not available in Germany as the main reasons, while 49% found that their desired item was cheaper abroad.[3]

By strategically expanding business into the German market, European merchants can offer additional inventory and equivalent products at lower prices. **The benefits for German consumers are obvious: exclusive products, larger product range, and lower prices.**

GO-TO-MARKET STRATEGY: SHOPPING PLATFORM

One good and easy way to enter into cross-border trading is to **integrate one's range of products and services into local marketplaces and price comparison platforms.**

These have the advantage of reflecting the country-specific conditions (and requirements); they already have a **loyal customer base** and **list various international products and services.** Online shoppers are more inclined to purchase products from international shops since the platform is well-known.

In addition, **merchants will require fewer translation services and therefore save costs.** The following approach pays off. Six of the top ten Amazon.de merchants are located in other European countries and successfully conduct cross-border trade to Germany with their online shops.[4]

» Cross-border trade will grow twice as fast as national trade. «

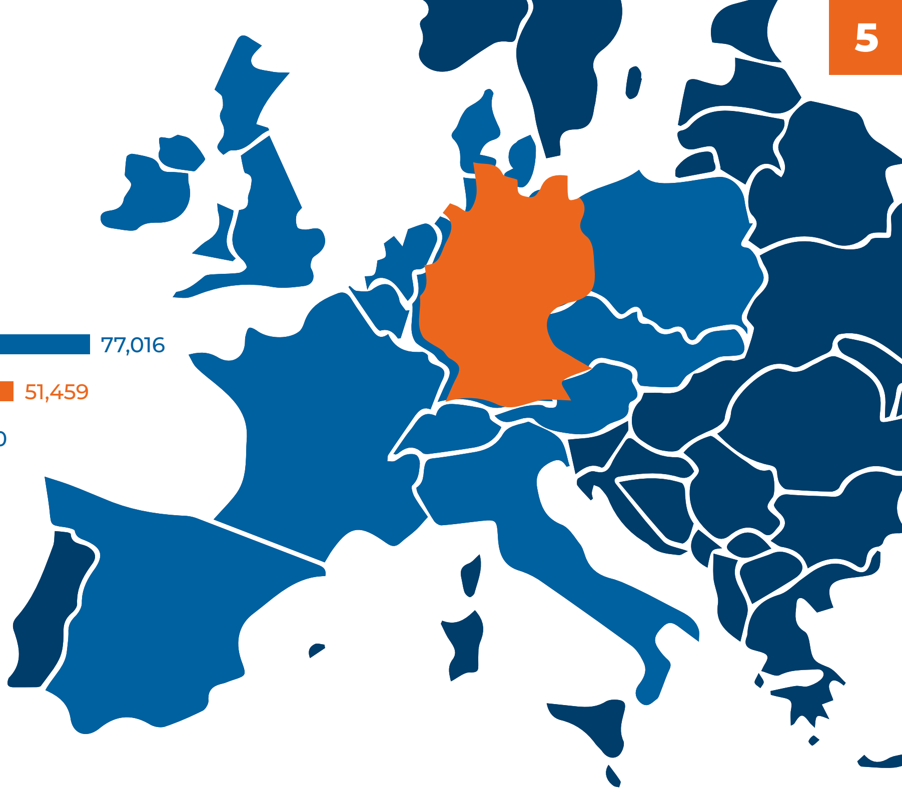
3. FACTS AND FIGURES ABOUT THE GERMAN E-COMMERCE

Why should merchants consider Germany as one of the first markets to enter with their cross-border strategy? Germany's e-commerce market has considerable potential. **A closer look at the numbers and ranking shows that Germany is one of the biggest e-commerce markets** and harbors many opportunities **for growing the online businesses** of European retailers.

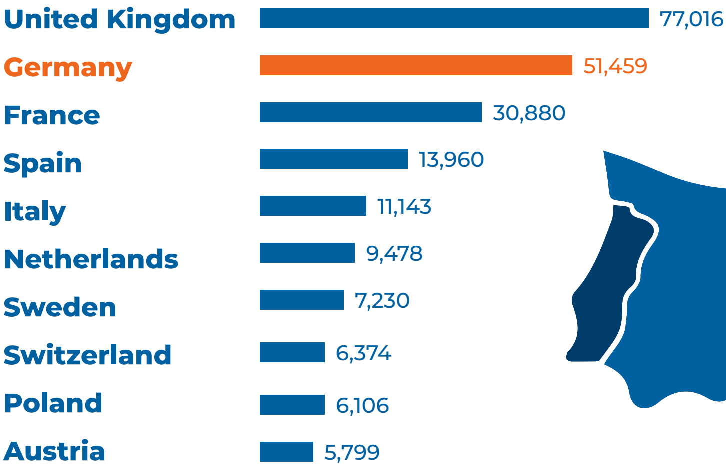
In terms of sales, **Germany ranks** among **the top five of the world's largest e-commerce markets,** joining China, the USA, the UK, and Japan.

In Europe, Germany follows on the heels of the UK in the European top-selling e-commerce markets. **And the market is constantly growing.** In contrast to 2012's total of €28 billion in sales,[5] Germany recorded €58.5 billion in 2017.[6] Experts predict that by 2022 it will be up to €81 billion.[7]

» The 100 most popular German online shops generated about €27.4 billion in 2016 alone; around double Italy's entire e-commerce turnover. «



Top 10 European countries by e-commerce (gross) revenue in 2016 in million euros



Clothing, shoes, books, music, and movies in particular are extremely popular with German online customers. **Consumer electronics and household appliances** are often bought online as well.

The 100 most popular **German online shops generated around €27.4 billion in sales in 2016** alone, which is roughly equivalent to twice the e-commerce turnover for all of Italy.

Germany offers a well-organized infrastructure and a wide range of marketplaces, shopping platforms and online merchants of all sizes. There are plenty of intermediaries that merchants can **join and** use to **enter the market.**

As you can see, cross-border does not always mean overseas trading. **Let's start in the EU,** because online shops there have relatively few obstacles to international trade. **The European Commission has been working for years to reduce the online trade hurdles within Europe.** Keywords such as "General Data Protection Regulation", "shipping costs regulation", "EU consumer law", or "harmonization of intra-European online trade" are no longer just jargon, but are entering the mainstream. **Trade across borders within the EU is easier than ever.**

88% of Germans regularly shop on the Internet, which amounts to 58 million additional users, offering great potential for both domestic and foreign merchants.[8]

» Trade within the EU is easier than ever «

idealo

4. CHALLENGES AND REQUIREMENTS FOR CROSS-BORDER TRADE

If merchants within the European Union are interested in expanding their business to the German market, they should **ensure the necessary requirements** are met **and take some aspects into account** in advance.

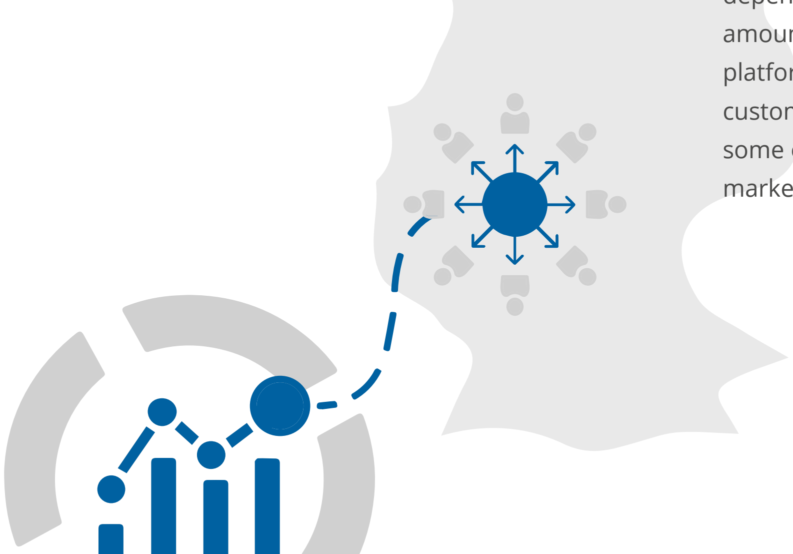
MARKET ANALYSIS

Learning about market requirements is essential if operations in international markets are to succeed. Store operators should **collect and analyze market information** about the customers, country-specific buying trends – and above all, the competitors.

The following questions could help:

· *What makes German online shoppers tick?*
· *What local preferences exist in terms of delivery times and returns?*
· *Are the merchant's products available at a lower price locally than in the merchant's home country?*
· *Can the merchant offer additional products and thus create exclusivity?*

Using the competitive analysis, merchants can better plan their entry into the new market and consider an **optimal market entry strategy** for themselves.



MARKETING

Marketing for the new target market does not generally differ from marketing for the domestic market in terms of target position: gaining customers, marketing your products, and increasing sales.

Nevertheless, **strategies, actions, and budget distribution for the marketing channels should be redefined** and not copied exactly from the playbook for the local market. The results of the market and competition analysis and the reality that the merchant will be unknown in the new target market at the start must be taken into account. Cross-border business may require a hefty marketing budget for the initial phase because merchants have to "buy" themselves into a new market e.g. to build up their brand and to localize the online marketing channels.

The **online marketing channels** to be operated must be **adapted to the local requirements** of the new market. The country-specific requirements for affiliate marketing and price comparison portals must also be taken into account, as must the linguistic adaptation of SEO/SEA, display and content marketing.

Since the success of the marketing essentially depends on the **quality of implementation** and the amount of money spent, many merchants opt for a platform strategy as well. True to the motto "if the customers don't come to me, I'll go to the customers", some of the marketing budget will be spent on marketplaces.

TRUST AND CUSTOMER LOYALTY

3 **One of the biggest issues in e-commerce is trust.** Successful marketing activities alone are usually not enough to hit international sales targets. The crux of e-commerce is **converting prospective buyers into buyers and motivating first-time buyers to repurchase.** A decisive trust criterion is that online shoppers give credit to the online shop. Trust can be gained from first-time buyers through various trust signals, such as customer reviews, a wide range of payment methods, and a free return option. Additional seals of quality and certifications are particularly important in Germany. They give the buyer the feeling that the merchant is reputable.

Good customer loyalty is needed if customers are to become repeat buyers. This includes a lean and secure checkout process, a smooth fulfillment process, and after-sales communication in the local language. Accessibility by phone and customer service are also highly valued among German online shoppers.

Trust is something a merchant typically earns over time – from each individual customer as well as with each individual order.

TRANSLATIONS

4 The language barrier is perceived by many merchants as an intimidating hurdle for cross-border trading. **Websites and product descriptions must be professionally translated.** A simple translation using tools such as Google Translate is definitely not good enough. The correct language for product titles and descriptions, order confirmations, shipping details, and invoices are indispensable for error-free communication and professionalism. **Customer service staffed with native speakers is essential.**

5 LEGAL REQUIREMENTS

Cross-border trade opens doors into established and profitable e-commerce markets such as Germany. **The European Union has taken important steps to abolish trade obstacles by harmonizing different sets of rules.** However, legal differences remain.

Harmonized legal e-commerce regulations exist within the EU in many areas, for example in the design of the ordering page of online shops, the right to cancel, and the information obligations under distance-selling regulations. **Since the regulations of the Consumer Rights Directive (CRD) came into force in 2014, the varying cancellation periods that once existed have been replaced in all member states by a right to cancel within 14 days**. This eases cross-border trade in many ways.

One of the harmonized information obligations of the CRD is that **consumers must be informed that prices include VAT.** German law clearly demands this information be posted next to each price indication where there is a possibility to order and is therefore stricter than in most other countries. **Despite harmonization, legal differences remain, and foreign retailers must consider them.** When you choose a platform or shop software that complies in its structure with German law, such a particularity as the price indication on the product page is already taken care of.

BUT WHY WORRY ABOUT GERMAN LAW, ANYWAY?

With the Consumer Rights Directive, much of consumer law has been harmonized, but not all areas of law are harmonized to the same extent. Data protection law, price indication law, contract law (e.g. conclusion of contract, warranty and liability), and sanctions for legal non-compliance (warning, monetary fines) differ across the EU. **The new EU General Data Protection Regulation (GDPR) entered into effect on May, 25th 2018 and introduced a wide range of harmonization with regard to data protection laws.** Nonetheless, the GDPR contains 50 to 60 open clauses and therefore leaves room for differences in national implementation.

Depending on the area of law, different principles regarding the applicability of law apply – namely the country of origin principle, country of destination principle, home country principle and market place principle. This also makes cross-border project quite complex.

Regarding Consumer Contracts, Art. 6 of the Rome I Regulation basically allows retailers to choose the applicable law; that choice of law, however, may not deprive the consumer of the law of the state in which he has his habitual residence. **In other words, if you target German consumers you cannot agree on Italian law if German consumer law is more favorable for the German consumer.**

The answer to the question of whether or not you target foreign consumers is evaluated according to the criteria of an ECJ (European Court of Justice) judgment on a case-to-case basis. When a foreign retailer sets up a German language website and uses targeted AdWords for Germany, it is quite obvious that the intention is to attract German consumers. Hence, German consumer protection laws must be complied with.

ABMAHNUNG – A THREAT THAT REMAINS MOSTLY UNKNOWN TO FOREIGN RETAILERS

„Abmahnungen" i.e. legal warnings, which can lead to high monetary fines if not complied with, comprise a specific competition law issue in Germany. This legal instrument is mostly unknown to foreign retailers, as their national sanction systems provide no such measure. Abmahnungen can be issued by competitors, by consumer protection associations, or by competition associations. **To avoid being targeted it is very important to be on the safe side legally by ensuring a proper design and compliant texts in the online shop.**

MANAGING GLOBAL VAT

E-commerce businesses trading across borders will probably have to deal with a VAT burden. **The good news is that their VAT pains can be eased.**

Generally, non-resident (no permanent establishment) businesses that must register for VAT in another EU state face a nil registration threshold. An exception to this rule is e-commerce sellers to consumers, for which there are special EU distance-selling VAT thresholds. Businesses providing taxable supplies that have exceeded the resident VAT registration threshold are required to register. For EU VAT-registered companies selling goods online to consumers in Germany, the VAT registration threshold (distance-selling) is €100,000 per annum.

Merchants should keep in mind that **Germany has, at 7% and 19%, a very low tax rate** compared to most other European countries. That could lead to further positive margin effects.

Once you have exceeded the resident VAT threshold **you will need a valid, unique VAT number.** Once a business has its VAT number, it is free to commence trading and to charge German VAT. It is important to remember that Germany requires VAT filings within 10 days of the end of the reporting period.

Failing to comply with VAT requirements will incur penalties. As with everything else, the consequences of non-compliance can vary, but avoiding the consequences is worth all the trouble. Countries often penalize late registration, late filing, and late payment of VAT. Attempting to manage the complex world of tax is of course one option. Many businesses with sufficient resources and skills may decide to attempt to 'go it alone' using complex manual processes.

In general, online merchants are advised to obtain expert tax advice from a tax consultant before trading across borders. **Tax advisors and software providers such as Avalara help businesses of all sizes achieve compliance with VAT, sales and excise tax and other transactional tax requirements.**

PAYMENT

When talking about Cross-Border business, proper payment handling comes automatically to mind. Not only because payment is a crucial element of a successful transaction in any case, but because consumers in different countries have other forms of payments to choose from. **Payment methods such as credit cards or PayPal are ubiquitous across the EU, but their share of the e-commerce transaction pie differs from place to place.** While in the UK, for example, the majority pays with credit cards, this payment method only accounts for about 10% of purchases in the German e-commerce market. There are several reasons for this, mostly culturally motivated, and these reasons do not give way overnight. It is also worth bearing in mind that certain payment methods charge varying fees in different countries (i.e. PayPal). But even the alignment of credit card disagio in the EU (MIF regulation), which resulted in drastically decreased credit-card costs in Germany, did not lead to higher consumer acceptance of credit cards in e-commerce.

Very often, this leads to some uncertainty in strategy and costs for merchants when going cross-border. **Which payment methods are necessary when going abroad, how will they be implemented, and how costly will they become?** Merchants also have to think about both ways, including returns and cancellations, as certain payment methods sometimes require different processes, call for different information to be collected, and affect the return/cancellation rates. If merchants sell fashion in Germany, for example, Payment On Invoice (Rechnungskauf) is a kind of benchmark and challenges foreign merchants regularly when it comes to collecting the money in a risk-optimized way, and also when the money must be refunded, if necessary, to the consumers' bank accounts.

A good strategy, therefore, is always to look into the big local players in certain categories to decide which payment methods are "nice to have" and which are truly crucial for a successful cross-border business. In Germany, apart from PayPal, bank account-related payments such as Payment On Invoice and Electronic Direct Debit (ELV, Lastschrift) are crucial, while brands such as SOFORT are "nice to have".

FULFILLMENT AND CUSTOMER EXPERIENCE

8 The perfect delivery experience is a key driver of online sales. In Germany, it is essential to **focus on a perfect customer experience** nowadays, and this includes a **perfect delivery experience with short delivery times and a smooth returns process.**

But how to tackle these requirements as an international seller delivering cross-border?
In order to keep their promise of delivery, **merchants should first determine their delivery times and costs as accurately as possible.** It's important to obtain a truthful indication of the delivery times and ensure that these are adhered to for the sake of customers and legislation.

Online shops have two alternatives for logistics and international shipping: shipping from their own country and their own warehouse or through a cross-border fulfillment partner operating in Germany.

CROSS-BORDER FULFILLMENT

Many studies show that the acceptable time between placing an order and receiving the product is shrinking fast. German customers also expect **fast deliveries,** and these days a late cut-off time (the latest time a customer can place an order to have it shipped the same day) is **a big part of online success.**

One way to offer a perfect delivery experience and to compete with local merchants is by **using a cross-border fulfillment solution** – in other words, by keeping stock in local markets. A fulfillment solution provider (such as Salesupply) allows international merchants to stock their product internationally/in Germany at a local level by **offering local warehouses or a network of warehouses.**

By storing the best sellers or even all products locally, international sellers can deliver faster at lower local shipping rates. This not only **shortens the delivery time** but also **allows the seller to work with more local carriers and save money on shipping and return costs.**

LOCAL RETURNS SOLUTION

What about returns handling? International returns are always a challenge. For the sellers, it costs time and money to get the goods back; the online customer faces the expense of sending the goods back internationally if the return is not free – and on top of that, it takes yet more time to receive the refund. One solution is a local returns solution. **Having a local returns hub offers the seller a cheaper return delivery and shortens the time to refund the customer.** Both have a positive effect on customer experience and will contribute to a happy and repeat customer.

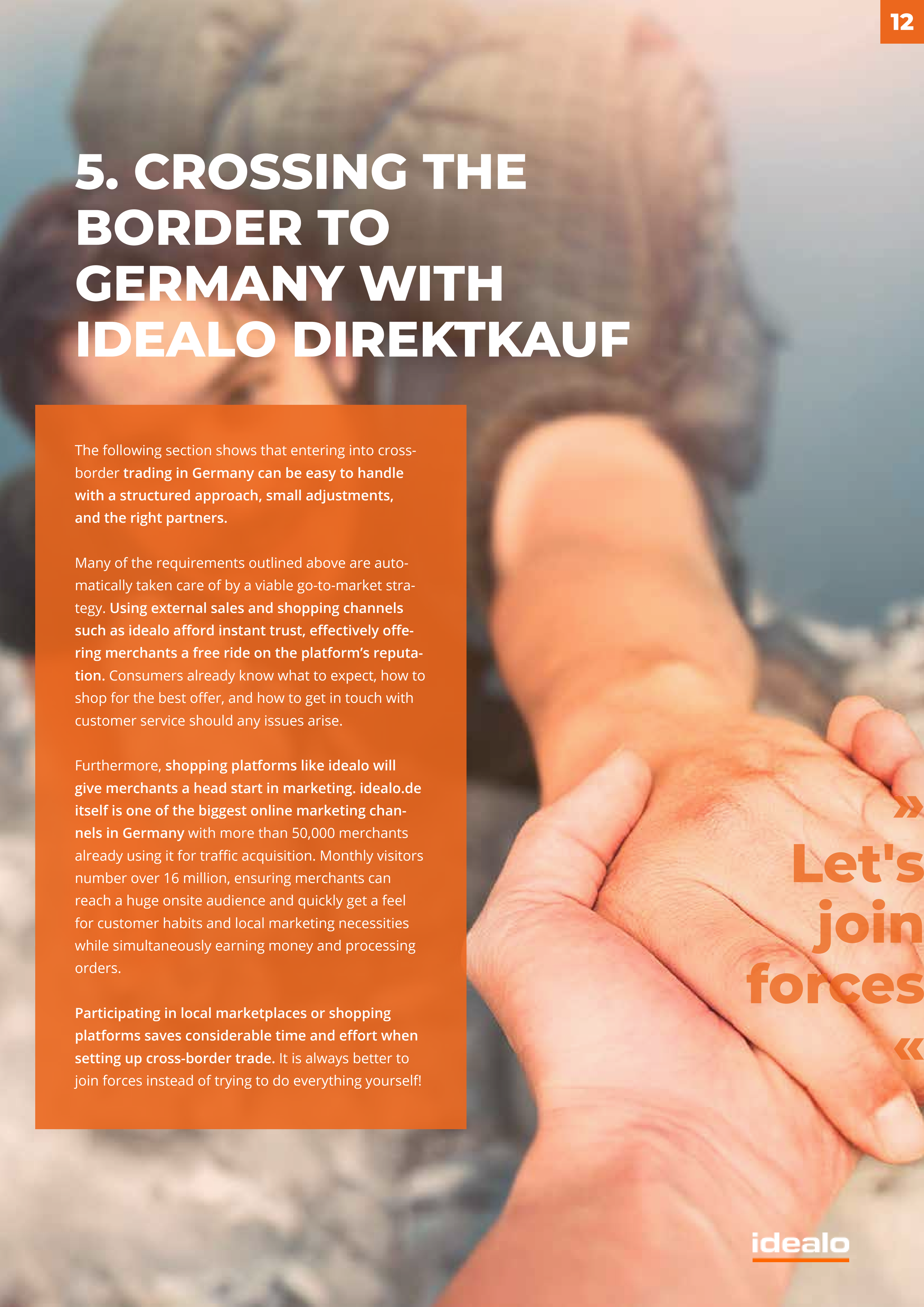
These cross-border fulfillment and return services come with multiple strategic advantages for cross-border selling merchants:

- *Faster delivery*
- *Lower shipping costs*
- *Lower return costs*
- *Lower costs in customer service – shorter delivery and returns refunding time will decrease customer service inquiries.*

CUSTOMER COMMUNICATION

A German **after-sales process** must be in place. That means that after the purchase the customer expects an **order confirmation,** to be **followed by shipping confirmation once the parcel is on its way to the online shopper.** Both confirmations should be in German or at least in English.

To complete the customer experience, it is always advisable to **offer a tracking link or ID** within the merchant's confirmation of order and shipping. **The online customer should be able to track their parcel delivery** via the tracking link throughout the entire shipping process. Last but not least, the customer experience and **after-sales communication must offer a local customer service in the national language.** If there are any questions or complaints, the customer must be able to **contact a local customer service.**



5. CROSSING THE BORDER TO GERMANY WITH IDEALO DIREKTKAUF

The following section shows that entering into cross-border **trading in Germany can be easy to handle with a structured approach, small adjustments, and the right partners.**

Many of the requirements outlined above are automatically taken care of by a viable go-to-market strategy. **Using external sales and shopping channels such as idealo afford instant trust, effectively offering merchants a free ride on the platform's reputation.** Consumers already know what to expect, how to shop for the best offer, and how to get in touch with customer service should any issues arise.

Furthermore, **shopping platforms like idealo will give merchants a head start in marketing. idealo.de itself is one of the biggest online marketing channels in Germany** with more than 50,000 merchants already using it for traffic acquisition. Monthly visitors number over 16 million, ensuring merchants can reach a huge onsite audience and quickly get a feel for customer habits and local marketing necessities while simultaneously earning money and processing orders.

Participating in local marketplaces or shopping platforms saves considerable time and effort when setting up cross-border trade. It is always better to join forces instead of trying to do everything yourself!

» Let's join forces «

IDEALO DIREKTKAUF (IDEALO CHECKOUT)

idealo – with **price comparison and shopping platform in one** – is a unique platform business model, most notably in Germany, where **it serves as a gateway between merchants and customers.** The company offers both enterprise and SME merchants a helping hand in improving their e-commerce business and increasing their sales; it also helps solve cross-border issues in the German market. **Over its 18-year history, idealo has gained a high level of technical expertise and stands for transparency, continuous development, and neutrality.**

i**dealo Direktkauf (idealo Checkout)** is the latest enhancement, adding a convenient sales channel to what was previously a pure marketing channel. **Consumers can now opt to checkout directly via idealo in three easy steps.** However, the order is only initiated and completed via idealo; the associated legal contract remains between the individual merchant and consumer.

ABOUT IDEALO

idealo internet GmbH is Germany's **leading shopping and price comparison portal**, with success in German e-commerce dating back to 2000. Around 16 million people visit the site each month, making idealo **the fourth most popular e-commerce website and the fifth most popular mobile retail app in Germany.** The app records approximately 750,000 active monthly users in Germany alone and has been downloaded 5.5 million times.

Consumers can compare around **330 million products and services from over 50,000 merchants** on idealo.de. In addition, the company is active in five other European countries, with representation in Italy, Spain, France, Austria, and the United Kingdom. **idealo offers the perfect combination of traffic supplier and sales platform.** As idealo is not a merchant, it does not compete with online shops.

BENEFITS FOR CROSS-BORDER MERCHANTS WORKING WITH IDEALO DIREKTKAUF

Direct order processing through idealo creates numerous advantages for cross-border merchants.

Cross-border merchants:

- **do not have to translate their web shop, since the customers are not being forwarded to it**
- **can link their offers directly to the huge array of product descriptions created by idealo for the German site**
- **can take advantage of the detailed idealo product catalog (incl. product reviews, tests etc.)**
- **will benefit from consumer trust in idealo Direktkauf**
- **will receive a price and market data report for the initial market analysis**
- **will gain more exposure as a result of idealo's own marketing**
- **only require a PayPal account to participate in idealo Direktkauf**
- **are supported by idealo's Berlin-based customer service**
- **and best of all: costs will only arise for the merchant when orders are placed. Cross-border business is completely risk-free and is based on a cost-per-order (CPO) model.**

BENEFITS IN DETAIL

• TRUST

As described above, gaining the trust of German online shoppers is an essential criterion for expanding successfully into Germany. idealo is the largest German price comparison portal, and it has earned this position through its principle of neutrality (the product listing is based strictly on price) and its high level of trustworthiness. By joining the idealo Direktkauf system, idealo's popularity and reputation is effectively passed on to the merchant. This overcomes a major hurdle in entering the German market.

• MARKETING

In addition, merchants benefit from the marketing activities of idealo. idealo advertises the merchants' products in display advertising, search engine listings, and lists the products on Google shopping as well. Last but not least, idealo itself is one of the biggest marketing channels in Germany (with a direct traffic share of over 42%). The consumer is literally coming to idealo to look for the merchants' inventory, and not the other way around.

• MARKET ANALYSIS

Merchants who participate in idealo Direktkauf will receive a free price and market data report for the initial market analysis as well as further price monitoring and competition assessment throughout the partnership. Merchants can determine their position on the market at any time, and check within individual categories or even at product level.

• TECHNICAL ONBOARDING

Connection to idealo Direktkauf is uncomplicated and quickly done. Merchants that are already listing products on idealo sites outside Germany just need to expand their data feed with international delivery costs and times. New merchants need to forward an extended feed as a CSV file or ideally use a real-time interface (API).

To connect to the real-time interface, idealo offers a variety of plug-in solutions for the most popular online shop and multichannel systems such as Magento, Tradebyte, Lengow and others.

Once the feed details are complete, the product listings can be quickly and easily transferred to the idealo product catalog. Product descriptions, attributes, and detailed data sheets are already available in German for each of the approximately 2.3 million products listed on idealo. Accordingly, merchants will not need to provide their own product descriptions and will therefore save on translation costs.

• AFTER-SALES

The API is used by the merchant to communicate information to both idealo and the customer. After an order has been placed, the order data is immediately transmitted via the API, along with subsequent status updates. Updates such as order and shipping confirmation is then automatically sent out to the end customer by idealo in the local language.

• PAYMENT

When it comes to paying for the purchase, idealo has placed the go-to-market hurdle very low. The sole requirement to participate in idealo Direktkauf is that the merchant have a PayPal account. PayPal makes international trade much easier and facilitates uncomplicated entry into foreign markets without the need to immediately adapt to local payment peculiarities. In addition, payments by credit card or bank transfer are now also possible in idealo Direktkauf.

idealo ensures that local payment preferences and risks are both continuously monitored and implemented in the correct manner, without creating any additional barriers for the merchant.

• CUSTOMER CARE

Even if customers have been specifically told that they are buying the product from the merchant and not from idealo, idealo's customer service is still the first point of contact and is available seven days a week. This approach guarantees first-level support regardless of the corresponding merchant's typical business hours, language, and capacity to process customer inquiries.

IDEALO DIREKTKAUF provides foreign merchants with a simple way of crossing the border to Germany and accessing 16 million additional customers each month.

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With no need to worry about language barriers or technical integration, IDEALO DIREKTKAUF is the ideal partner for becoming successful in Germany.

6. SUCCESS STORY MYALPISTORE.DE

ABOUT MYALPISTORE

Our company was founded in 2012 as a subsidiary of Onlinestore AG, which is one of the leading online shops in the Italian region. **It is located in Kastelbell, in the beautiful South Tyrol region. Our employees take care of all orders from here** and try to do everything quickly and to the fullest satisfaction of the customers.

Our shop is divided into various categories. Although our core business is related to small to large household appliances and consumer electronics, like digital cameras and TVs, **we** also **carry the best-known brands** in a range of other categories such as garden, sports and outdoor.

WHY DO YOU CONDUCT CROSS-BORDER TRADING AND WHAT ADDED VALUE DO YOU GET FROM IT?

We use cross-border trading to reach new customers and a new market. This international trade option has great added value for us. Not only do we reach new customers, but we also gain new experience relating to the needs of German customers. This helps us constantly improve our business and our site.

WHAT ADVANTAGES HAS IDEALO DIREKTKAUF OFFERED SINCE YOU STARTED PARTICIPATING?

idealo Direktkauf is advantageous in the sense that, although another partner is between us and the customer in a purchase transaction, **we receive all orders quickly, can deliver them easily, and the employees at idealo always work well with us on customer questions.** This intermediate point is almost unnoticeable and still helps us gain greater customer accessibility.

WHAT GENERAL ADVANTAGES ARE THERE TO IDEALO DIREKTKAUF? AND IDEALO?

idealo Direktkauf not only gives customers the benefit of having instant access to the best merchants at a glance and of allowing them to order via idealo with just a few clicks, it also gives merchants the big advantage of being exposed to a huge number of potential customers, since **idealo is one of the largest and best sites in the German-speaking area, when it comes to price and trustworthiness.**

WHEN DID YOU START PARTICIPATING IN IDEALO DIREKTKAUF? AND WHAT WERE YOUR GOALS?

We started about three years ago. **We are very happy to have taken this step with idealo,** since we've been able to continuously increase our sales during this time.

"Our goals were easy integration and a big increase in sales. idealo Direktkauf accounts for 50% of our sales increase. Consequently, I am happy to recommend idealo Direktkauf."

– Myalpistore.de –

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PARTICIPATING PARTNERS

THE EXPERTS YOU NEED FOR A SUCCESSFUL LAUNCH IN GERMANY

About idealo:
idealo internet GmbH is Germany's leading shopping and price comparison portal, with success in German e-commerce dating back to 2000. Around 16 million people visit the site each month, drawing on idealo's price expertise in online trading. Consumers can compare around 330 million products and services from over 50,000 merchants on idealo.de. In addition, the company is active in five other European countries, with representations in Italy, Spain, France, Austria, and the United Kingdom. idealo offers the perfect combination of traffic supplier and sales platform. idealo is not a merchant and therefore does not compete with online shops.

partner.idealo.com

Avalara
Tax compliance done right

About Avalara:
Avalara helps businesses of all sizes comply with their international VAT and transactional tax obligations. Whether you're expanding into new markets, implementing new technology, or simply trying to be more efficient, our software solutions and managed VAT services can help you cut costs and improve filing accuracy.

avalara.com

TRUSTED SHOPS

About Trusted Shops:
Trusted Shops offers you individual assistance and creates your relevant legal text such as your supplier identification, the GDPR-compliant privacy policy, the cancellation policy, and your terms and conditions that are compliant with German laws. You can implement them into your idealo account and start entering the German e-commerce market right away.

business.trustedshops.de

SALESUPPLY

About Salesupply
Salesupply is a global logistics and call center solution provider that empowers retailers to achieve a perfect customer experience.
Salesupply provides a full range of front to back office outsourced but 'embedded' solutions, ranging from global logistics fulfillment to international return handling. Comprehensive multi-channel customer and operational support in 15 languages is also in place. Salesupply offers a solid solution for growing brands and e-commerce business, allowing clients to stay focused on their core business.
Salesupply has sites in all of Europe's major countries, as well as in Russia, Brazil, USA, China and Australia, supporting over 450 satisfied clients like Segway, 7-for-all-mankind, G-Star, EKOSPORT, Unisport and many more.

salesupply.de

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