BlueSnap®

Your Guide to Growing Global Online Sales in Israel — and Around the World

In Israel, eCommerce is on the upswing. While the steep increases were likely a result of the global pandemic, it looks like these digital habits are here to stay:

63%
Israelis shopped online in 2017[1]

85%
Israelis shopped online in 2020[2]

Israelis are enjoying other conveniences of online[3]

89%
made online payments

80%
bank online

75%
book appointments online

This translates to a lot of shekels...

₪**13.7B**
($4.2B) Israel's eCommerce revenue in 2020[4]

But that's just a piece of the opportunity

₪**20.86T**
($6.39T) projected global eCommerce revenue in 2021[5]

Are You Ready to Optimize Your Online Global Sales?

While eCommerce can help you reach global audiences more easily, successfully selling cross-border can be challenging. You need to understand the global payments landscape and how to be sure you are truly maximizing for the opportunities presented by selling internationally.

Here is a helpful checklist of what you need to increase your sales, improve your authorization rates and reduce your costs to make the most of your online global sales:

☑ 1. Local Acquiring in Every Market

Local acquiring is one of the most important parts of selling cross-border. It allows you to avoid unnecessary fees and reduce the number of flagged or canceled transactions by processing payments through a bank located in the same country as the customer (rather than the same country as your business).

The Catch: Local acquiring can be time-consuming and pricey for businesses to set up independently. You would have to find and build relationships with local banks in each market you want to sell in, set up an entity in each location and find a payment processor that works in that country and with the specific bank you've chosen. The ideal solution is to work with a payments provider that offers access to a large network of global banks to provide local acquiring services.

☑ 2. Accepting Payments in Local Currencies

Offering payments in shoppers' local currencies helps you increase your sales and reduce fees. At BlueSnap, many of our customers have seen a 12% increase in sales by offering local currencies to their shoppers. Customers feel more comfortable when presented the currencies they understand and knowing exactly what they're going to pay, and that means more sales for you.

The Catch: Again, this can be tricky to set up on your own. Integrating to an all-in-one payment solution that can provide this service automatically and without any extra work on your end is the best way to offer payments in local currencies.

☑ 3. Local Payment Methods

As you sell cross-border, you quickly learn that offering local currencies is not enough — you also need to offer local payment methods. While cards and digital wallets might be popular in Israel, shoppers might prefer other payment types specific to their geographies, like iDEAL in the Netherlands or Boleto Bancario in Brazil. Some shoppers might not even use cards based on where they live. Offering the right payment methods is crucial for combating cart abandonment.

The Catch: It is near impossible for a growing international eCommerce company to be an expert in payments for every geography around the world. Your key is to identify a payments partner that has the expertise and the right technology to guide you in the intricacies of each location and help you increase sales.

Global Payments: A Better Way with BlueSnap

With a single integration to BlueSnap's All-in-One Payment Platform, merchants can benefit from **local acquiring in Israel as well as more than 46 other countries** around the world. We have an extensive network of global banks and offer 100+ currencies and 110 global payment methods. You get all of this to help you increase sales and reduce costs with one account, one integration, one underwriting, one payout and one reconciliation.

Interested in increasing your global sales while reducing costs?
Learn more at www.bluesnap.com