



Head north: How to succeed at cross-border e-commerce

To grow your business north of the border, invest in an e-commerce program that caters to Canadian online shoppers.

To grow international sales, head for the border—the Canadian border. Our friendly northern neighbor is the No. 1 or 2 top U.S. trading partner year after year, accounting for nearly \$2 billion in cross-border activity each day, according to the office of the U.S. Trade Representative.

With more than 75 percent of Canadians living within 100 miles of the United States, Canada should be a natural extension of any company's export business. To succeed, companies need to invest in localized e-commerce programs that seamlessly integrate the financial, tax and shipping aspects of exporting to the Canadian market.



Here's what the numbers tell us about what it takes to win over Canadian shoppers.

THE NORTHERN GOLD MINE



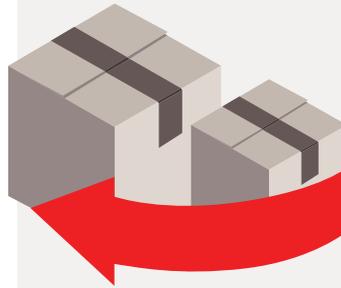
36.7
hours/month

Time the average Canadian spends online, the highest among populations of several major economies, including the United States and United Kingdom.

60%

Canadian shoppers who buy from U.S. online retailers.

PRIORITIZE SHIPPING



4 in 10

Canadian shoppers unlikely to complete a sale if they have to pay for returns shipping.

62%

Global shoppers who consider delivery speeds.

65%

Canadians who would shop more with a retailer if the retailer had a hassle-free returns policy.

76%

Global shoppers who consider shipping fees when searching and selecting products online.

BY REQUEST: CUSTOMIZE YOUR E-COMMERCE PLATFORM



75%

Of consumers whose top consideration when shopping internationally is the total cost of the order, including clearly stated duties and taxes.

27%

Of the top 500 web merchants in North America that use a global e-commerce solution, such as UPS i-parcel® technology, to create customized, cross-border transaction experiences.

38%

Consumers who buy internationally for access to brands or products unavailable locally.

42%

Consumers who buy internationally for unique products.

73%

Consumers who want all prices to be stated in one's home currency.

Canada from A to Zed

Thanks to recent enhancements to our ground shipping network, UPS can now deliver packages from 411 U.S. cities to Canada one day faster. Check out our [time and cost calculator](#) to determine your best delivery options.