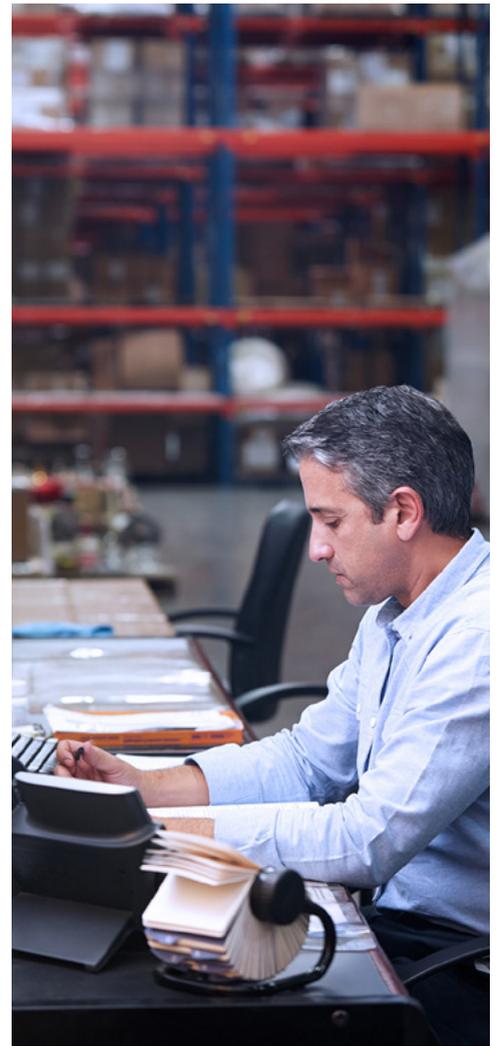


# 2021 LEADING VENDORS TO THE TOP 1000 RETAILERS

Ranking, data and analysis of the  
top ecommerce technology providers



## ESHOPWORLD

RANK IN  
CATEGORY

2


  
formerly eShopWorld
2020  
TOP 1000  
RETAIL  
CLIENTS

14

eShopWorld powers cross-border ecommerce for many of the world's best-known brands, creating safer, simpler, and faster shopping experiences for consumers all around the globe. ESW optimizes the entire shopper journey with a combination of technology and expert guidance, from demand generation to checkout, through shipping, customer service and returns. With configurable end-to-end solutions available in more than 200 markets worldwide, ESW fully manages payments, compliance, data security, fraud protection, taxes, and tariffs, helping retailers enter new markets in as few as 6 weeks, and improve results in current markets. Bringing together more than 400 experts across multiple disciplines, the ESW team delivers profitable growth for retailers and brands worldwide.

PRIMARY URL

eShopWorld.com

YEAR  
LAUNCHED

2010

TOTAL 2020 TOP 1000  
CLIENT WEB SALES

\$15.89 BILLION

TOP 1000 CLIENTS BY CATEGORY

Web Only: **1** Chain: **4** Manufacturer: **7** Catalog/Call Center: **2**

TOP 1000 CLIENTS BY WEB SALES

\$40M or less: **1** \$40-125M: **2** \$125-500M: **2** \$500M or more: **9**

KEY CLIENTS

PVH  
Movado  
Tarte  
Nike  
Estee Lauder

PRODUCTS &amp; SERVICES

Crossborder ecommerce services for customer acquisition, market-specific pricing, checkout, shipping, returns and customer support.

**Pricing:** ESW uses a shared success model, taking a percentage of retail sales made through their platform.

Source: Digital Commerce 360 2021 Leading Vendors to the Top 1000.

*Note:* Category leaders are ranked on the total number of clients they have in the 2020 Digital Commerce 360 Top 1000. Only parent companies of retailers are included. The information on this page is sponsored by the vendor but all data originated from the Top 1000 and editorial content was supplied by Digital Commerce 360.

CORPORATE

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MANAGEMENT

Tommy Kelly, CEO  
Ahmed Naiem, Chief Commercial Officer  
Mark Kirschner, CMO

# Q&A

Enabling cross-border e-commerce is a must during the pandemic

An executive conversation with **Tommy Kelly**, CEO, eShopWorld



COVID-19 has forced customers around the world indoors. Shoppers who had traditionally shopped in stores now rely on ecommerce for both essential and discretionary purchases. This shift has created an unexpected rise in cross-border ecommerce sales. Furthermore, popular social media platforms, such as TikTok and Instagram, have introduced consumers to brands from around the world. Retailers that were able to acquire new international customers and deliver positive customer experiences to them during the early days of the pandemic have now established long-lasting brand loyalty. To discuss how enabling cross-border ecommerce will help retailers persevere during COVID-19, Digital Commerce 360 spoke with Tommy Kelly, CEO of eShopWorld.

## How would you describe the current state of global ecommerce?

Cross-border is here to stay. Over the past few months, our own internal data has shown ecommerce growth of up to 600% from brands that have just scratched the surface of cross-border selling but haven't even fully adapted to shopper preferences by country. Those are peak-level increases. Retailers must provide a seamless and consistent user experience, no matter where the customer is and how or when they engage with a brand. Shopping overseas should feel as safe and convenient as shopping from a store down the block. With most U.S. brands seeing only about 20% of sales coming from the international market, there is a tremendous upside. Establishing a strategic cross-border solution to execute global sales efficiently provides an enormous opportunity for retailers today.

## What are the biggest challenges retailers face regarding their global businesses because of COVID-19?

As retailers began to understand both the obstacles and the ecommerce opportunities the pandemic created, many rushed to market with inadequate cross-border solutions. These self-service platforms lacked the human support and functionality needed to offer a seamless, user-friendly cross-border solution. Furthermore, many brands found that they did not have the experience and expertise required to expand into new international markets using technology alone.

Another challenge is acquiring data needed to support expansion decisions. Retailers must have reliable data to understand the intended market and its customers and to inform these important decisions.

## What mistakes have retailers made trying to enter global markets?

As online demand during the pandemic skyrocketed, retailers recognized the potential of expanding globally. However, many lacked the tools needed to execute a genuinely global ecommerce strategy properly. They simply localized the currencies and added duties and taxes, but still presented a U.S. experience in a foreign market. This half-baked approach results in a below-average shopper experience and low conversion rate.

## How can they overcome these challenges?

Executing a seamless, omnichannel, cross-border customer experience is extremely complex for retailers. Every market into which they expand is different. There simply isn't a one-size-fits-all solution for cross-border commerce, and solutions need to be configurable.

In all cases, retailers must start by establishing a presence or having a partner with boots on the ground in each prospective region to fully understand the local consumer and the behavior of each market. They need sophisticated, cloud-based order management systems enabling ship-from-store or warehouse inventory to expedite shipping times and reduce costs. They also need user-friendly fulfillment options, such as buy online, pickup in store, and simple returns, as well as localized communications. eShopWorld, for example, helps retailers do this by using local data to analyze the behavior of each market and the buying habits of the local consumers. We configure a quick-to-market, proven solution upon which retailers control the entire customer journey—from communications and promotions to inventory management and supply chain and ultimately, sales and fulfillment.

# Unlock Cross-Border Demand for Your Brand

**+ ESW CLIENTS AVERAGED 100%+ YOY ECOMMERCE GROWTH OVER THE PAST SIX MONTHS**



**ESW IS THE LEADING SOLUTION FOR GLOBAL APPAREL, BEAUTY, LUXURY, AND FOOTWEAR BRANDS BECAUSE WE:**



Identify your next profitable markets and scale them quickly



Solve complexities ranging from omnichannel to customer service



Enable a simpler, faster shopper journey even in existing markets



Reinforce your brand experience with demand gen and CX services



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