Blueprint for Subscription Success

Choosing the Right Subscription Platform for International Expansion

Recurly | Powering Subscription Success

What's Inside

International Opportunities Await

"The world is your oyster." - WILLIAM SHAKESPEARE

E-commerce is increasingly global, and subscription businesses that want to take advantage of the opportunities international markets offer need to have the right subscription management platform—one that supports the specific and varied requirements of doing business in different countries and locales.

What are some of the capabilities your subscription platform needs to have in place to drive your business' international growth and expansion?

Your subscription platform should be able to support many different international currencies and payment methods, as this will boost overall conversion rates and subscriber acquisition. Choosing a payment gateway with broad international payment support and experience can also greatly assist subscriber acquisition efforts. Localized billing and communications will aid retention. Mobile support is vital to increase conversions and engagement.

You will also need tools to help streamline international tax compliance. And of course you must be able to meet privacy, security, and data protection requirements across multiple locales.
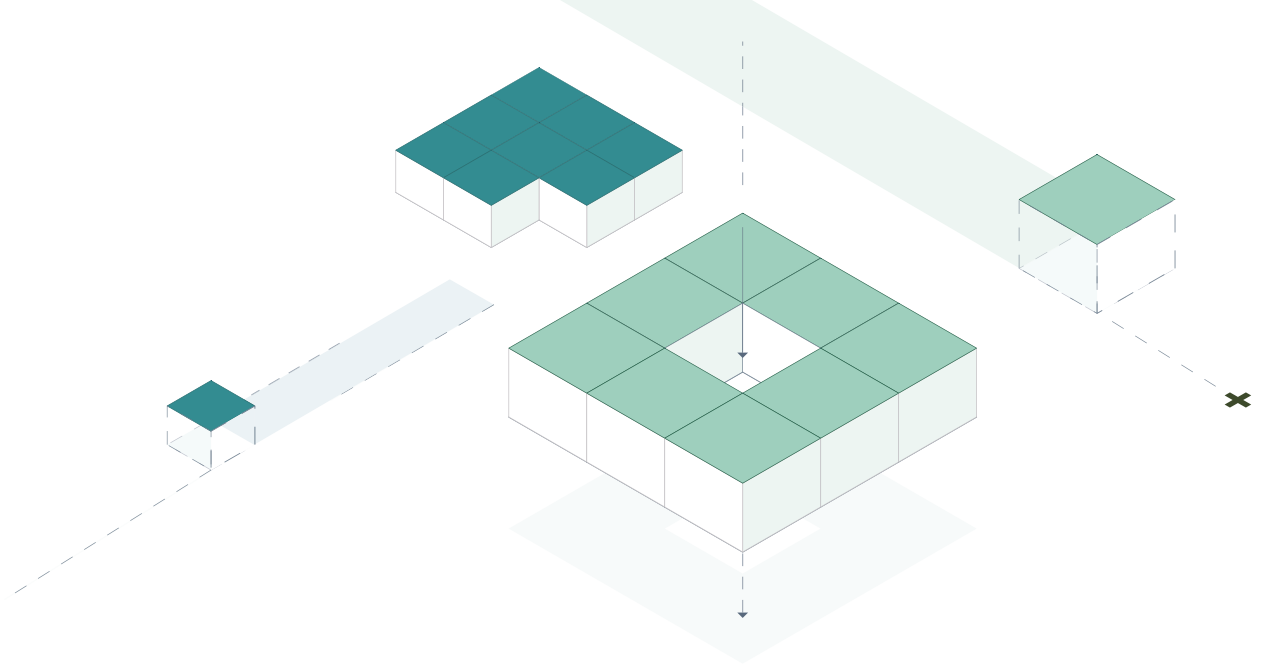
Improve Conversions by
Enabling Different Payment Methods

Conducting business internationally requires that subscription businesses accept credit cards AND the payment methods commonly used in local markets. For example, credit cards dominate in North America, but they're much less common in Europe where people prefer a number of other payment methods. Accepting local payment methods improves conversion rates—which boosts sales.

This means identifying a subscription management platform that supports not just credit cards, but also direct debit, prepaid methods, mobile wallets that allow for recurring payments, and other local payment types. Processing these alternative payment methods must be accomplished in a seamless and secure way.
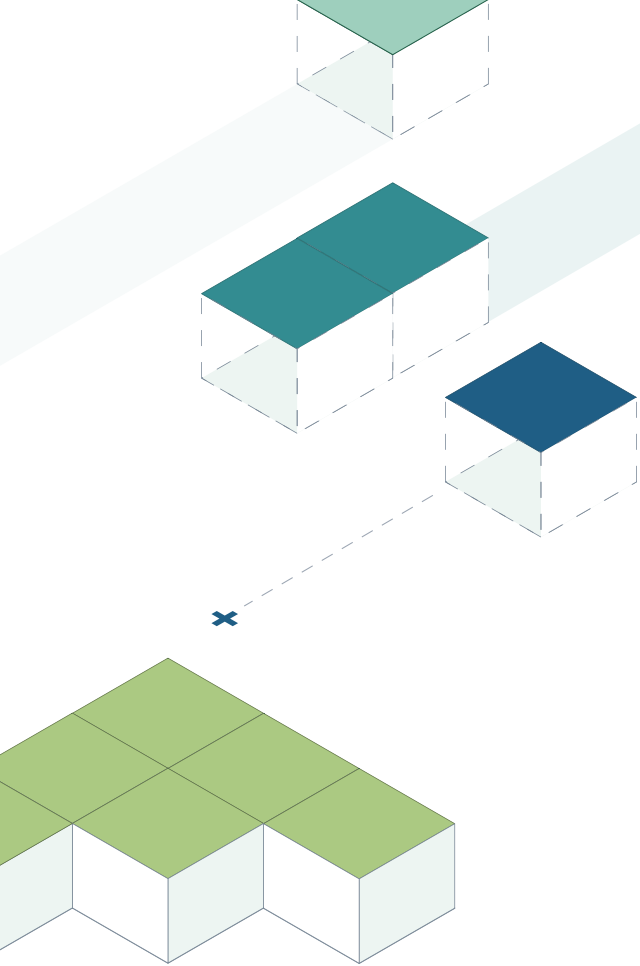
Improve Conversions With
Multi-Currency Support

Subscribers want to pay using their local currency, and if this is not an option, prospects may abandon the purchase and never return.

Support for different currency options is a key consideration when choosing the subscription management platform for your business' international expansion. Some platforms support many different currencies, some only a few. Make sure that the subscription platform you choose can **process the currencies** you'll need.

You should also look for a subscription platform that has integrations with gateways that are geared towards international commerce.
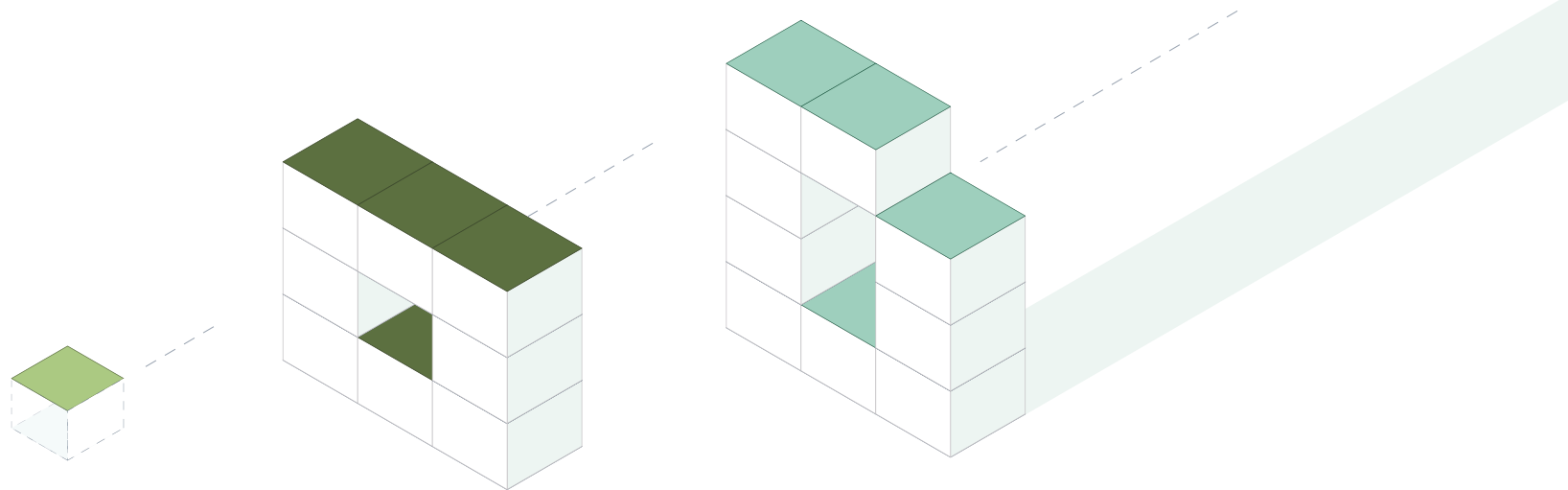
Expand Into More Countries With the
## Right Payment Gateways

Subscription businesses that want to expand globally need a **payment gateway** that knows how to navigate local regulations and other localized requirements related to cross-border commerce. This experience should enable the gateway to provide you with guidance on what you'll need to have in place before you can begin processing transactions.

For example, different markets may have different regulations regarding what licenses you'll need to process payments or transmit money. Some markets may also have policies limiting chargebacks or other market-based rules and restrictions.

How well your business can anticipate and address potential obstacles will result in a faster time-to-market.

Also look for a gateway with a robust support organization that includes highly experienced staff, multiple avenues of communication (phone, email, chat), coverage in multiple time zones, and clearly defined SLAs.

Learn more about how to choose a payment gateway.
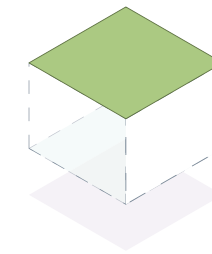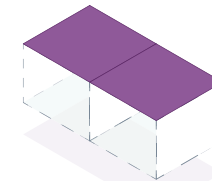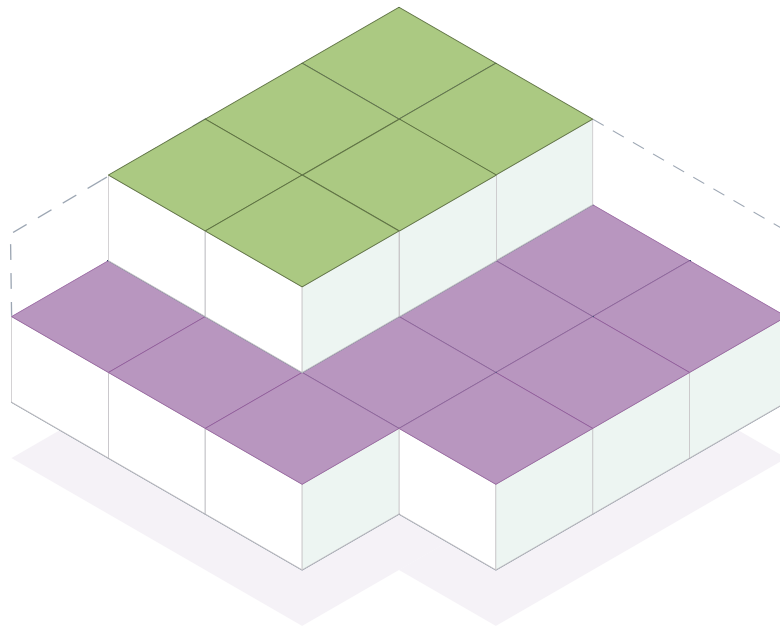
Recurly + adyen

Recurly has an integration with Adyen, a leading global payments company. Adyen supports transactions via credit and debit cards, along with over 50 other payment methods. These include prepaid methods and mobile wallets that are used in North America, Europe, Latin America, and Asia.

This integration makes it easy for subscription businesses to accept the local payment methods commonly used in these regions—and to do so in a seamless and secure way.

The breadth of coverage that Adyen offers, along with their expertise in serving international markets and navigating local regulations, are just some of the reasons why Recurly has chosen to partner with them.

Streamline Tax Compliance
Across Multiple Jurisdictions

International tax regulations can be quite complex, with multiple rules and regulations applied by different countries or jurisdictions. Not only are there multiple tax jurisdictions, each with their own rules, there are also special taxes applied to certain types of products or services, which adds an additional layer of complexity.

For example, more and more governments are implementing a tax on cross-border services, commonly known as the "Netflix tax." This tax began appearing in some U.S. cities (notably Chicago) in 2015, and it then spread across the country and around the globe. Locations as diverse as New Zealand and Russia have adopted these kind of taxes on digital services. Their purpose is to compensate for tax revenue that's being lost to B2C digital streaming services—services that are neither local nor taxed. B2B sales are generally excluded.

Businesses seeking to do business internationally must ensure that for every transaction, the most accurate tax rules, rates, and exceptions are applied automatically. When assessing subscription platforms, look for one that offers comprehensive, **integrated tax support** for sales and use taxes, along with VAT and GST taxes.

Recurly has integrations with two leading tax automations solutions, **Vertex** and **Avalara's AvaTax**, which are built to meet the needs of today's global businesses and their international VAT and transactional tax obligations. Enter new markets with confidence with streamlined tax solutions that instantly provide precise tax calculations based on location, taxability rules, and customer exemption status, in addition to detailed reporting and filing capabilities.

Comply With **Privacy, Security, and Data Regulations**

As your subscription business expands into new countries and regions, it may well face new privacy, security, and data protection regulations with which you'll have to be compliant.

For example, the European Union released a compliance standard titled the **General Data Protection Regulation** (GDPR) which imposes rules and regulations regarding data privacy. These rules impact all businesses that operate in the EU, along with any business handing personal data belonging to EU residents.

As a Processor, Recurly is fully compliant with the mandates of the GDPR regulation which went into effect on May 25, 2018. Recurly is also **PCI-DSS Level 1 compliant**—the

highest level of security a business can offer. We meet or, in many cases, exceed all industry-standard payment security practices to protect your business and your customers' data.

Additionally, Recurly is compliant with SSAE 18 (Statement on Standards for Attestation Engagements), the most current regulation of the Auditing Standards Board of the American Institute of Certified Public Accountants. This regulation redefines and updates how service companies report on compliance controls.

Increase Sales by
Optimizing for Mobile

To reduce friction and convert more prospects, you must optimize your prospects' and subscribers' **mobile shopping and checkout experience**. In many parts of the world, particularly in Southeast Asia, Japan, Australia, and New Zealand, smartphones are used more frequently than desktops or laptops for e-commerce transactions.

Checkout forms and the process of entering payment data should be designed with the mobile user in mind. For example, how the user can move to the next field can also be tricky on forms that are not designed to accommodate mobile devices. Allowing apps and extensions such as an iCloud Keychain to pull in credit card information and automatically populate it is another way to improve the mobile user's experience.

Making the mobile shopping and purchasing process as easy as possible reduces errors and improves conversions. Give prospects and subscribers the convenience they want by choosing a subscription management platform that provides a variety of streamlined and secure tools for accepting mobile payments.

Recurly is focused on providing the best tools to create a frictionless checkout experience, with the mobile user top of mind. **Read more** about our mobile options and meeting the needs of the mobile user.
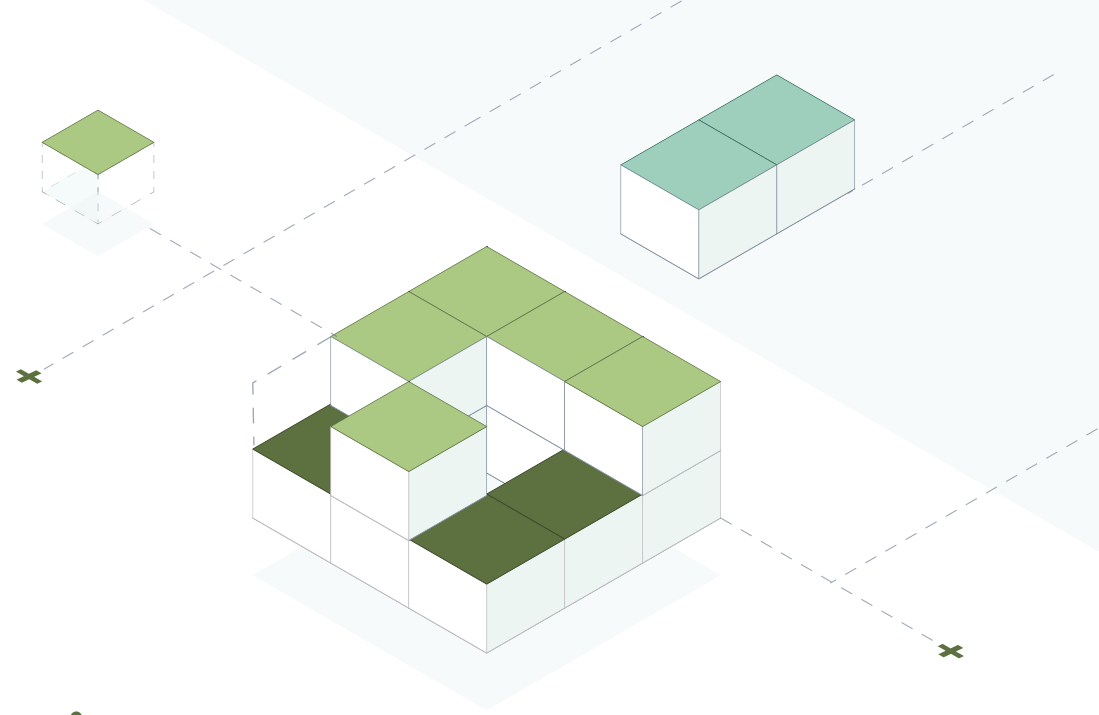
Aid Conversion With
Localized Communications

Whether local or global, subscription billing is a complex undertaking, and the ability to communicate with subscribers effectively is essential for healthy subscriber retention and loyalty. Just as shoppers expect to be able to use the payment methods preferred in their countries, they expect marketing communications and checkout pages to be in their language too, which will improve conversions.

At minimum, your checkout flow and invoices should be localized. Additionally, ongoing subscriber communications such as purchase confirmation emails and dunning messages should be translated into the appropriate local language.

Language support can include not only different languages but different dialects within each language. Dialects include U.S. English along with British, Canadian, New Zealand, and Australian English. Date formats also differ around the world. A fully localized experience includes automatically converting the date format (mm/dd/yyyy vs. dd/mm/yyyy) and currency format ($1,234.50 vs. 1.234,50 $) to match the locale. The right subscription platform will have these capabilities built in.

Providing language options and other localized assets to your subscribers improves communications and encourages stronger engagement. And engaged and satisfied subscribers are less likely to churn.

A Platform for
International Expansion

Any subscription business seeking to expand internationally needs to ensure its subscription management platform has the necessary tools and features to support global, cross-border subscription commerce. The platform must support a wide range of currencies and payment methods. Your payment gateway should also support international payments and have experience working with different locales so that they may provide guidance on how to succeed in global markets.

A subscription platform that enables you to be compliant with all taxation rules and regulations is critical. The platform must also adhere to rigorous standards for privacy, security,

and data protection rules and regulations across multiple jurisdictions. Optimizing the checkout flow for the mobile user improves conversion as does the ability to localize the checkout flow and other subscriber communications.

By choosing the right subscription platform, you'll improve your time-to-market so you can concentrate on building successful relationships with existing subscribers and earning revenue across multiple geographies.
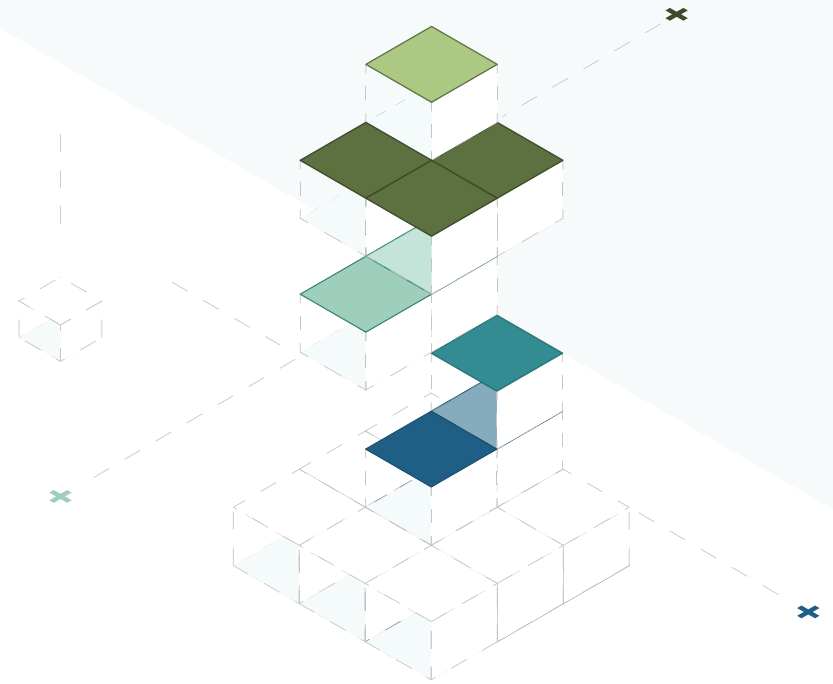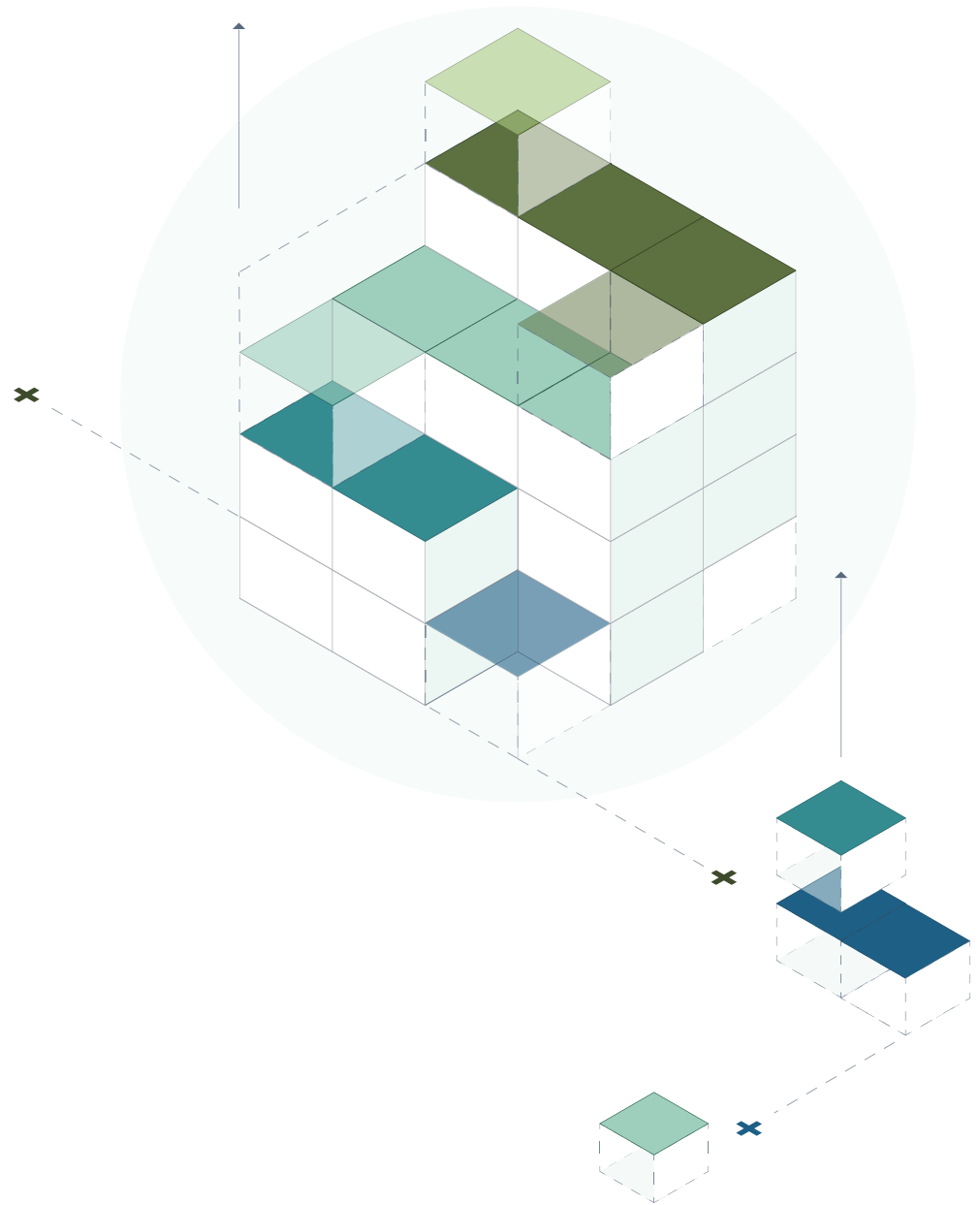
To learn more about how Recurly supports international subscription commerce, talk to a Recurly expert at 1.844.732.8759 or sign up for a demo.

[↗ REQUEST A DEMO]

Recurly

Recurly provides enterprise-class recurring billing management for thousands of subscription-based businesses worldwide.