



FREE PLAYBOOK · 5 MINUTES · NO FLUFF

The Global **DTC** Playbook

Generate 7X global revenue within a few hours. The complete guide for DTC brands ready to go global.

For DTC & eCommerce brands doing \$10K+/mo who want to sell internationally.

83%

Revenue lost by most brands globally

3.5x

Avg conversion lift after localization

500+

Brands already scaling with SellAbroad

THE HARD TRUTH

You're Losing Up to 83% of Your Global Revenue

Most brands think they've "gone global" because they ship internationally. The reality:

- ✗ **No local payment methods** → conversion drops 40–60%
- ✗ **Slow international shipping** → LTV collapses
- ✗ **No duties/taxes at checkout** → abandonment spikes to 70%+
- ✗ **No localized pricing** → kills purchase intent

You already have international demand and traffic. You're just not converting it.

The Math Nobody Talks About

100K visitors/mo, 15% international, \$80 AOV:

Broken: 0.3% = 45 orders = \$3,600/mo | **Localized:** 2.5% = 375 orders = \$30,000/mo

SELF-DIAGNOSIS

Find Your Stage

STAGE 0

Untouched

Not selling internationally. Invisible to global demand.

STAGE 1

Leaking

Some intl orders but conversion is broken.

STAGE 2

Scaling (Broken)

High traffic, poor infra. More spend = more waste.

STAGE 3

Localized with SellAbroad (Elite)

Convert like a local brand in every market.

Your goal: Fix **Payments**, **Logistics**, and **Compliance** to move up stages. Find your stage on the next pages.

STAGE 0



Untouched

This is you if you don't actively sell internationally. You assume expansion is complex, expensive, or "not yet."

CHECK EVERY BOX THAT APPLIES

- I do not track international traffic on my store
- I do not show local currencies for international visitors
- I do not offer any international checkout experience
- I block or ignore certain countries
- I assume international expansion requires entities, local teams, or heavy investment
- I have never looked at where my website traffic comes from geographically

WHAT YOU'RE LOSING

You have demand from global customers but capture none of it. Every visitor from outside your country leaves without buying.

"You're not failing globally — you're invisible globally."

STAGE 1

1

Leaking

You receive occasional international orders. You have traffic from multiple countries. But your international conversion rate is a fraction of domestic.

CHECK EVERY BOX THAT APPLIES

- I get international orders but they're inconsistent and unpredictable
- My checkout only supports card payments (no local methods)
- I do not offer BNPL, local wallets, or regional payment options
- Shipping is slow, expensive, or unclear to the customer
- Customers frequently abandon checkout on international orders
- I have no idea what duties/taxes my customers pay on delivery

WHAT YOU'RE LOSING

You are capturing less than 20–30% of your potential international revenue. The demand is real — your checkout is killing it.

“Demand exists. Your checkout is killing it.”

Scaling (Broken)

You have significant international traffic. You may be running ads globally. You might have set up operations in one region. But your infrastructure can't keep up.

CHECK EVERY BOX THAT APPLIES

- I sell in multiple countries but performance varies wildly
- I do not offer local payment methods in each country
- Shipping times vary significantly by destination
- Duties and taxes are NOT shown at checkout
- Conversion rates differ heavily by country (some 3%, some 0.2%)
- I'm spending on international ads but ROAS is poor
- Returns and chargebacks are higher on international orders

WHAT YOU'RE LOSING

You are scaling inefficiency. More traffic + broken infrastructure = more wasted ad spend and higher CAC.

"More traffic doesn't fix broken infrastructure."

STAGE 3

3

Localized with SellAbroad (Elite)

You provide local payment methods. You offer fast, predictable delivery. You show duties and taxes upfront. You convert global traffic like a local brand.

CHECK EVERY BOX THAT APPLIES

- Customers see local payment options (Mada, GiroPay, iDEAL, Klarna, Tabby, Cash App, BNPL, wallets)
- Delivery is fast and predictable (5–10 days in target markets)
- Pricing is shown in local currency automatically on checkout
- Duties and taxes are calculated and shown at checkout
- Conversion rates are consistent across regions (3–5%+)
- Compliance and tax reporting are handled automatically

WHAT YOU'VE UNLOCKED

You convert global traffic like a local brand in every market. International revenue is predictable and scalable.

“This is where profit scales.”

DIY REALITY CHECK

What It Actually **Costs** to Go International Alone

Most brands think they can figure out international on their own. Here's what "doing it yourself" actually looks like for just 3 markets:

What You Need	Cost	Time
Legal entity per country — register a business in each market	\$5K–\$15K per country	2–6 months each
Local bank accounts — open business accounts in each country	\$500–\$2K per country	1–3 months each
Payment processor integrations — build each one individually	\$10K–\$30K dev cost	3–6 months
Shipping & logistics setup — negotiate carriers per market	\$5K–\$15K	2–4 months
Tax & customs compliance — hire consultants per country	\$10K–\$25K	2–4 months
Software development — localized checkout, currency, storefront	\$30K–\$80K	4–8 months
Hire local teams — support, ops, compliance staff	\$3K–\$8K/mo per market	Ongoing
TOTAL (3 markets, conservative)	\$100K–\$250K+	8–14 months

The “Fragmented” Approach Isn’t Better

Some brands try to piece it together with multiple vendors — one for payments, one for shipping, one for compliance. Here's why that fails:

- **No unified checkout:** Each provider has separate integration, separate dashboard, separate billing
- **Payments don't adapt by region:** MOR providers often aren't plugged into the checkout properly — they don't switch payment methods based on the customer's location
- **No DDP shipping:** Customers still get hit with surprise duties at the door
- **Compliance gaps:** One vendor handles payments, nobody handles tax filings — you're still exposed
- **Ongoing cost:** You're still paying \$5K–\$15K/mo in combined vendor fees, dev maintenance, and team costs

One integration. Live in hours. Starting at \$99/mo. AI-powered checkout that adapts to every region automatically.

THE SELLABROAD SOLUTION

How **SellAbroad** Fixes All Three Pillars

SellAbroad is a single integration that fixes all three pillars simultaneously. No matter your market, your product, or your size — you go live in hours, not months.



Payments

Local payment methods per country

BNPL options (Tabby, Klarna, Afterpay)

Native currency pricing

Apple Pay, Google Pay

No foreign transaction friction



Logistics

Fast delivery (5–10 days)

Transparent shipping costs

DDP (Delivered Duty Paid)

Regional fulfillment

Reliable tracking



Compliance

Duties & taxes at checkout

Merchant of Record handling

Currency risk removed

Export documentation

Tax compliance per country

PROOF, NOT PROMISES

Real Results From Real DTC Brands

Fizzy Goblet



🌐 US, UAE & Europe in 3 days

3.7x International Conversion Rate

\$67K USD generated in first 19 days

Unniyarcha

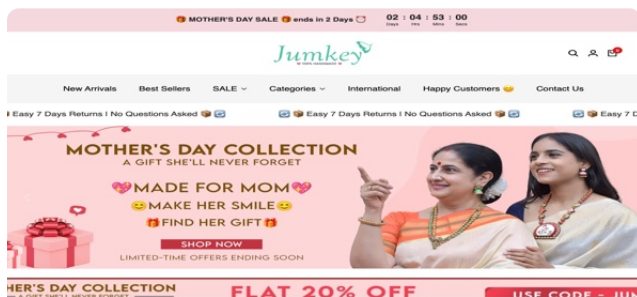


🌐 US, GCC, Europe & AUS in 4 days

4.4x International Conversion Rate

\$43K USD generated in first 13 days

Jumkey

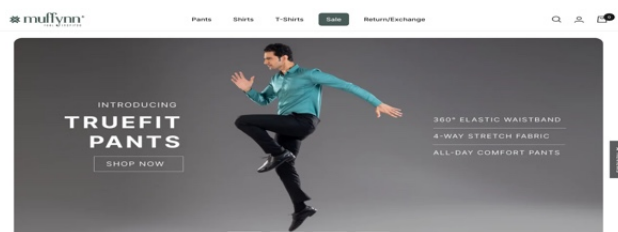


🌐 US, UK & Europe in 3 days

3.4x International Conversion Rate

\$27K USD generated in first 15 days

Muffynn



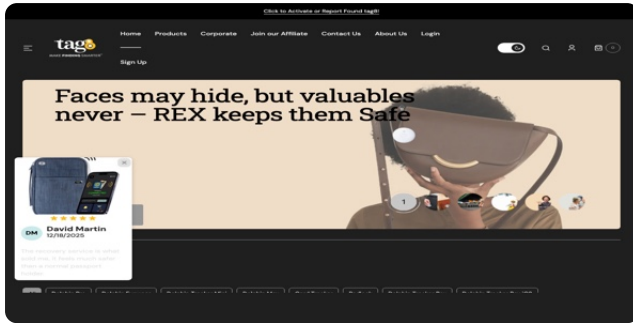
Why Choose Muffynn

🌐 US & Europe in 3 days

3.9x International Conversion Rate

\$77K USD generated in first 27 days

Tag8

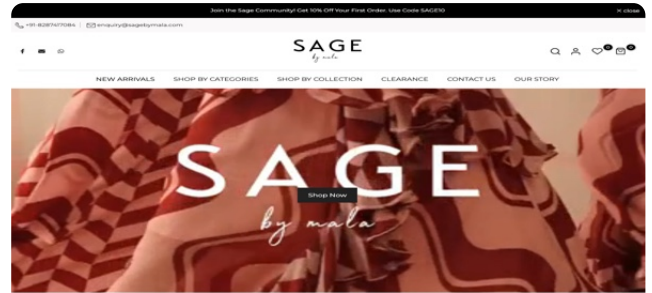


GCC & Europe in 3 days

4.1x International Conversion Rate

\$33K USD generated in first 21 days

Sage by Mala



GCC in 1 day

3.2x International Conversion Rate

\$18K USD generated in first 31 days

Scarters



GCC in 2 days

2.8x International Conversion Rate

\$17K USD generated in first 11 days

Neesh



OUR BESTSELLERS

FOR HIM FOR HER GIFT SETS SAMPLES

Europe & GCC in 2 days

4.3x International Conversion Rate

\$22K USD generated in first 25 days

Average: 3.7x conversion lift • \$38K revenue in the first month • Live in 2.5 days

NEXT STEP

See How Much Revenue You Can Unlock

Most brands underestimate how much they're leaving on the table globally.

Fixing payments, logistics, and compliance can unlock:

3–5x

Higher conversion rates

2–3x

Higher international LTV

30 days

To first international revenue

[Book a Free Global Audit Call](#)

or

[Get a Custom 12-Month Revenue Forecast →](#)

No commitment. No pitch. Just a clear picture of what you're leaving on the table.

 **Sell Abroad**