

10

Steps to Increasing your Sales in Brazil with Shopify

Pag|Brasil

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1

Introduction

Shopify is one of the leading ecommerce platforms worldwide,

now powering **over 1 million merchants** across the globe. Businesses using Shopify have contributed \$183 billion in global economic activity from 2016 to 2018.



1 million

Merchants

\$183 billion

Economic activity

MERCHANTS WHO WANT TO INCREASE THEIR SALES IN BRAZIL



With comprehensive tools and apps, the platform enables merchants to sell not only locally, but also cross-border. That said, many businesses target Latin America – and, more specifically, **Brazil – because of its high potential.**

Learning the particularities of the country you want to sell to is a fundamental step to success in order to maximize profits and provide a remarkable customer experience.

This ebook is designed for merchants who want to increase their sales in Brazil by offering the best customer experience possible. This content will help guide you through optimization processes and offer you a clearer understanding of the Brazilian eshopper profile.

2

Why sell to Brazil?

Whether you are just starting to sell to Brazil, or you have recently entered the market but haven't seen satisfying conversion rates, we should let you know – or remind you – about the country's potential.



Brazil is Latin America's **largest retail ecommerce market**

Brazil	\$24.23 billion
Mexico	\$20.64 billion
Argentina	\$4.5 billion
Other	\$21.97 billion

Source: eMarketer, May 2019

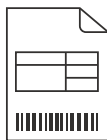
Brazil has **23 million** cross-border digital buyers

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Understanding the Brazilian market

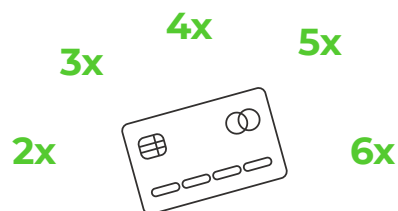
Like any other country, the Brazilian market has specific characteristics. Local legislation and domestic payments methods are a few, but there are also many cultural aspects that account for this uniqueness.

Domestic payment methods



Domestic payments play a huge role in the Brazilian ecommerce market. High cash usage and limited access to credit make alternative payment methods such as the **boleto bancário** very common in the country.

Learn more about the boleto bancário in [this article](#).

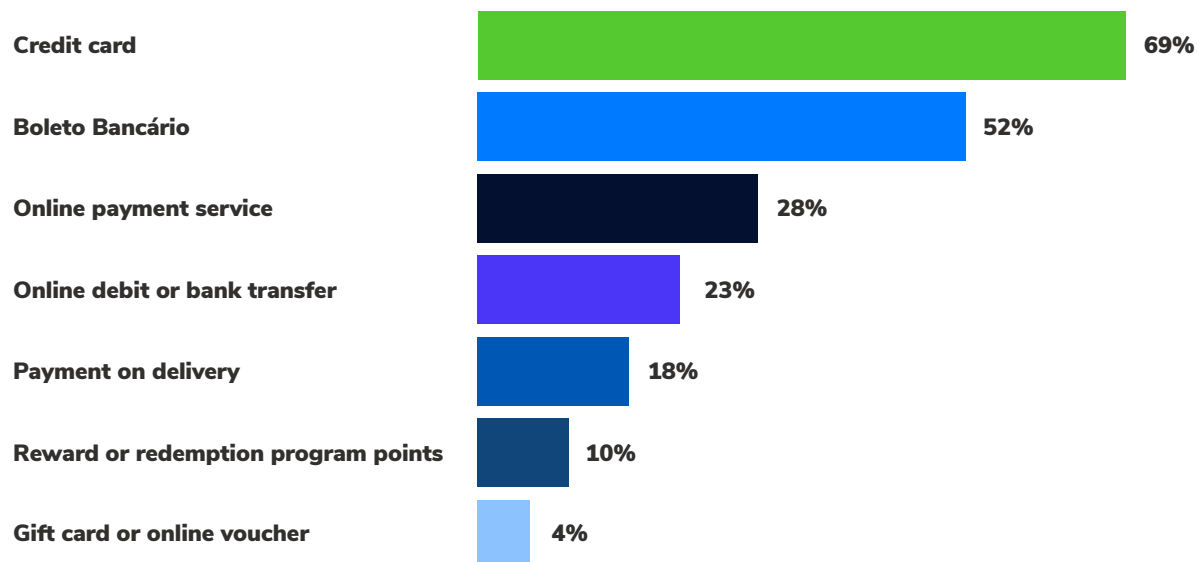


In addition, **installment payments** – a practice that allows customers to split their purchase into monthly payment using their **credit cards** – are also popular in Brazil, as it allows customers to fit their purchases into their budgets.

How Brazilians pay

How do digital buyers in Brazil pay for their digital purchases?

% of respondents, March 2019



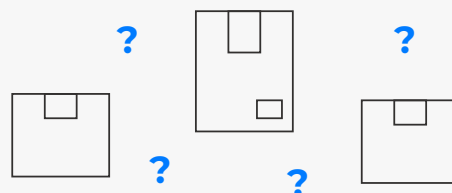
Source: CETIC.br, August 2019

Unbanked population

A large number of adults in Brazil do not have a bank account. They also want to be included in the digital shopping phenomenon, as many products are cheaper in foreign countries – even with currency rates and with the applied taxes and fees.



Source: Instituto Locomotiva



Logistics

Once parcels arrive in Brazil, they are sent to one of the three logistics centers in the country for examination and customs clearing. This may delay the delivery process, as the parcel may remain retained in customs for days.

Understand the delivery process for import goods in Brazil in [this article](#).

How to succeed in Brazil with your Shopify store: a step-by-step guide



1. Translate your website

Translating your website is the very first action you must take if you wish to succeed in Brazil – and this includes not only product name and description, but also menus, buttons and fields. This helps drive conversions, as Brazilian visitors immediately identify that your business ships to their country, not to mention that customers feel more welcome when they access a website in their native language.

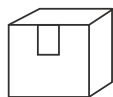
Shopify merchants may easily alter the theme's language by accessing their dashboard and installing one of the many apps available. A separate URL with the translated content will be created. To learn more, [go to this link](#).



2. Offer Brazilian Portuguese customer support

Simply translating your website to Brazilian Portuguese might not be enough for your customers. In Brazil, consumers often prefer phone calls over email because they believe they'll have their problem fixed faster this way.

Local payment processors may be very helpful in this situation, as **they are based in Brazil and may assist customers with their issues.**



3. Provide clear information every step of the way

When selling cross-border into Brazil, parcels may take weeks to arrive at their final destination. This causes the customer to feel anxious, and to sometimes even file a chargeback, believing the purchase won't ever arrive.

State on your website the delivery process so customers are aware of this situation. If possible, provide an estimate date of arrival. Notification emails are also a good call to keep your customer up to date with every process of their order.



4. Offer local payment methods

Most credit cards issued in Brazil are limited to domestic transactions. Many eshoppers are prevented from buying from cross-border e-commerce stores because they don't have access to payment methods that suit them.

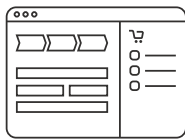
To enable Brazilian payment methods in your Shopify store, it **is crucial you work with a local payment service provider (PSP)**.

5. Simplify extensive forms

Nobody enjoys filling in forms. Keep your checkout page as short as possible and try to automate as many functions as you can.

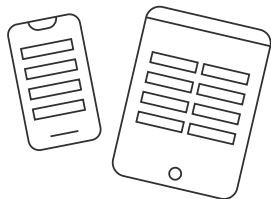
Provide a faster checkout process by enabling address validation and autofill. This way, once the customer provides the postal code, the address fields are automatically filled in.

PagBrasil's Shopify app automatically completes address information once the postal code is provided, including street, neighborhood, city and state. It is also possible to add fields requesting the building's number and additional information – such as apartment number – separately.



6. Offer direct checkout

Redirecting your customer outside of your online store to complete payment may significantly harm your conversion rates. **Be sure to choose a local payment provider that offers direct checkout functionality.**



7. Make sure your checkout is mobile-friendly

Did you know 85% of smartphone owners in Brazil have made at least one purchase with their device? For that reason, it makes sense that your checkout is mobile-friendly in order to provide an excellent experience for your customers.

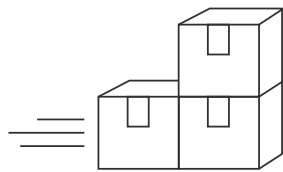
PagBrasil's Shopify app is completely responsive and adapts the checkout page to any screen resolution. In addition, the exclusive Boleto Flash® enables users to easily copy and paste the boleto bancário code to their banking apps or digital wallets in order to complete the payment.



8. Confirm the requirements to ship to Brazil

As of January 1st 2020, all international parcels that arrive in Brazilian territory now require the customer's CPF number – the Brazilian individual taxpayer's registry identification – or any other valid document, such as the CNPJ – the company fiscal number – or passport number. Parcels that do not attend to this requirement will be returned or destroyed.

Because the CPF field is not a native feature of Shopify, merchants must find an alternative solution to meet the requirements. A common practice is to add the field "Company name" to the checkout and change the placeholder and label in the language editor.



9. Work with the best shipping model

To guarantee your product won't take too long to arrive, be sure to work with the ideal shipping model for your business.

Shops shipping from other countries may use Correios or other courier services. However, it is important to highlight that all international purchases will go through Brazilian Customs, which means parcels won't arrive as quickly as the ones sent from inside of Brazil. Therefore, providing a tracking code is essential for customer satisfaction.



10. Be aware of despacho postal

The despacho postal is a handling fee charged by Correios for all international purchases that arrive in Brazil. If the customer does not pay for this extra charge, the delivery process will not be resumed, and the product is returned to the sender. Merchants must inform the customer about the despacho postal and guide them about the payment process for the handling fee in order to avoid delays in the delivery processes.

Learn more in our article [Despacho Postal: All You Need to Know.](#)

Bonus tip:

Offer accelerated confirmation for cash payments



2°

most popular payment method in Brazil

The boleto bancário is the second most popular payment method in Brazil. However, payment confirmation may take up to three business days. In addition, many customers don't immediately pay for their purchases because the boleto is set to expire within days. These two elements combined may delay the delivery process.

PagBrasil offers Boleto Flash®, the only boleto on the market that confirms payment in less than one hour. In addition, the exclusive PEC Flash® also enables cash payments with immediate confirmation. This way, the purchase is quickly delivered.

BoletoFlash

PECFlash

Exclusive Boleto Flash® features for your Shopify store:

- Add your logo to the boleto to gain consumer trust and boost conversion rates
- Remind your customers to complete the purchase through SMS and email
- Send payment confirmation notifications through SMS and email
- Set the best payment due date for the boleto
- Extend the payment due date even after it expires

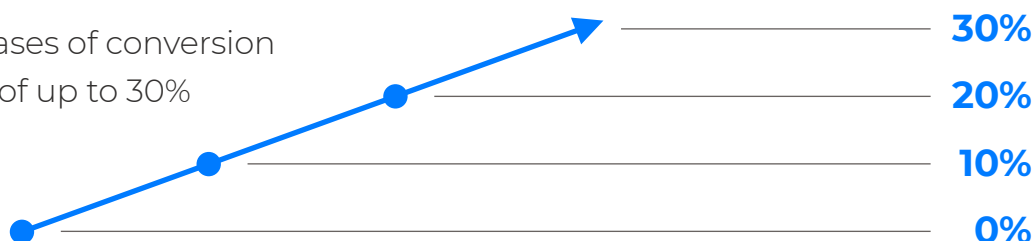
PagBrasil's Shopify App

PagBrasil's Shopify APP

PagBrasil's Shopify app provides the best customer experience for the Brazilian market, resulting in the highest increases of conversion rates of up to 30%. Our exclusive features reduce the checkout steps, eliminating payment friction.



Increases of conversion rates of up to 30%



Unique benefits for PagBrasil's Shopify app:

- Direct checkout
- Offers the broadest set of payment methods in Brazil
- Exclusive Boleto Flash® and PEC Flash® payment methods
- Allows the charging of interest on installment payments
- CPF/CNPJ validation mask
- Allows address validation and autofill
- Enhances pixel tracking for Facebook ads
- Boosts your credit card conversion rates with the PagShield® antifraud tool
- Email and SMS notifications and reminders

Learn more about
[PagBrasil's Shopify app!](#)

About PagBrasil



PagBrasil is a leading Brazilian fintech company processing payments in Brazil for ecommerce businesses around the globe. We aim to stand out with innovations creating the best possible online payment infrastructure for the Brazilian market. Our team is committed to providing our customers with an outstanding service and brilliant solutions. With innovative technology, such as Boleto Flash® and PEC Flash®, we are creating unique value for our clients and their customers.

Learn more about PagBrasil: www.pagbrasil.com

Pag|Brasil