

# How to Convert Late Buyers

Our Global Voices Report identified how to convert last-minute shoppers by removing friction and building trust. Here are 5 tactics to help you do just that.

## 1 Know Your Late Buyer



Late-season shoppers are:

- **Urgency-driven** (last-minute gifting, travel, events)
- **Deal-sensitive** (waiting for final promos)
- **Conversion-ready** (if friction is removed)

They're not browsing, **they're buying**. But only if the experience is fast, clear, and trustworthy.



**Tip:** Gen Z & Millennials are cutting back - use deals to win late-season buyers.

## 2 Localize Pricing to Remove Doubt



- **Transparent pricing** is critical: 39% abandon carts due to surprise costs.
- **Use Delivered Duty Paid (DDP)** to show fully landed costs upfront.
- Offer **local currencies and payment methods**. Buy Now Pay Later (BNPL) and digital wallets are key in APAC and Europe.



**Tip:** Test thresholds for free shipping or discounts by region to convert deal-hunters.

## 3 Build Trust in the Final Mile



- 42% of global shoppers abandon carts over **payment security concerns**.
- Use **local trust signals**, such as secure payment logos, reviews, and certifications.
- Offer **real-time tracking**, clear cut-off dates, and responsive support to reassure buyers.



**Tip:** Use SMS/email reminders with urgency messaging to recover abandoned carts.

## 4 Accelerate Delivery with Local fulfillment



- Only 1% will pay for faster shipping - **free in 4-7 days** is ideal.
- Use **in-country warehousing** to reduce delivery times and avoid cross-border delays.
- Set **market-specific expectations**. For example, shoppers in Italy expect delivery in 3 days, while buyers in Brazil may wait 2 weeks.



**Tip:** Promote “still time to deliver” messaging based on region and cut-off dates.

## 5 Simplify Returns to Remove Risk



- Shoppers in **LATAM and Spain** are least likely to buy if returns aren't free.
- Offer **local drop-off or return-to-store options**.
- Communicate return policies clearly and tailor them to regional norms.



**Tip:** Use reverse logistics partners or local hubs to speed up refunds and reduce costs.



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