



Marketing Proposition Management

THIS DOCUMENT AND THE INFORMATION WITHIN ARE PROPERTY OF
GLOBAL-E AND ARE PROVIDED IN CONFIDENCE, AND MAY NOT BE
DISCLOSED TO ANY THIRD PARTY OR USED FOR ANY OTHER PURPOSE
WITHOUT THE EXPRESS WRITTEN PERMISSION OF GLOBAL-E.



Table of Contents

- Introduction..... 1
- Marketing Proposition..... 2
 - Focus Countries..... 3
 - View additional information----- 4
 - Configure Focus Countries ----- 5
 - Add a country to Focus Countries ----- 5
 - Change a country coefficient----- 5
 - Define shipping rates and cart ranges ----- 6
 - Zones..... 7
 - Change a zone coefficient ----- 8
- Returns 9
 - Define shipping rates for returns----- 9
- Campaigns 10
 - View campaign details----- 11
 - Create a new campaign----- 12
 - Campaign status ----- 14
- Changes History..... 15
 - View history ----- 15

Introduction

This tutorial describes how to use Marketing Proposition Management to configure marketing propositions. The feature enables merchants to do the following:

- Change the shipping rates and coefficients for individual countries or groups of countries
- Define campaign shipping rates
- Define shipping rates for returned products ("returns")

To begin, open **Global-e** portal, and navigate to **Configuration > Countries**.

Marketing Proposition Management opens, and displays the default **Marketing Proposition** tab.

The screenshot displays the Global-e Marketing Proposition Management interface. The top navigation bar includes tabs for Payment, Merchants, Orders, Configuration, System, and Store Orders, with the Global-e logo on the right. The left sidebar shows the Marketing Proposition Management menu with options for Marketing Proposition, Campaigns, and Changes History. The main content area is titled 'FOCUS COUNTRIES (6)' and features an 'Add Country' button and a search bar. Below this is a table of focus countries with columns for Country, Currency, and Country Coefficient. The table lists Belgium, India, Ireland (Republic of), Switzerland, United Arab Emirates, and United States. Below the focus countries section is a 'ZONES (2)' section with a table listing zones ROE and ROW, their respective currencies (EUR and GBP), country coefficients (N/A), and the number of countries (37 and 151).

COUNTRY	CURRENCY	COUNTRY COEFFICIENT
Belgium	EUR	10%
India	INR	5%
Ireland (Republic of)	EUR	5%
Switzerland	CHF	10%
United Arab Emirates	AED	5%
United States	USD	5%

ZONE	CURRENCY	COUNTRY COEFFICIENT	COUNTRIES
ROE	EUR	N/A	37
ROW	GBP	N/A	151

Marketing Proposition Management is comprised of three tabs:

- Marketing Proposition - change the shipping rates and country coefficients
- Campaigns - define shipping campaign rates
- Changes History - view a history of changes

Marketing Proposition

Click **Marketing Proposition** to define shipping rates and country coefficients for Focus Countries and Zones.

☼

Payment

Merchants

Orders

Configuration

System

Store Orders

Global

e

Marketing Proposition

Campaigns

Changes History

FOCUS COUNTRIES (6)

Add Country

Search a country... Q

COUNTRY	CURRENCY	COUNTRY COEFFICIENT	
 Belgium	EUR	10%	▼
 India	INR	5%	▼
 Ireland (Republic of)	EUR	5%	▼
 Switzerland	CHF	10%	▼
 United Arab Emirates	AED	5%	▼
 United States	USD	5%	▼

ZONES (2)

ZONE	CURRENCY	COUNTRY COEFFICIENT	COUNTRIES	
 ROE	EUR	N/A	37	▼
 ROW	GBP	N/A	151	▼

Focus Countries

Focus Countries display a list of your focus countries.

For each focus country, you can view the following:

- Local currency of focus country
- Country coefficient
- Shipping rates for each cart range
- [Pricing information](#)
- [Duties and taxes information](#)
- Campaign status

Denotes the number of focus countries

Search for a specific country

Click to show or hide information

FOCUS COUNTRIES (12) **Add Country**

COUNTRY	CURRENCY	COUNTRY COEFFICIENT
Australia	AUD	0%
Bulgaria	BGN	0%

Prices include 20% local VAT

COUNTRY COEFFICIENT: - 0% +

CART RANGE	EXPRESS COURIER (AIR)	STANDARD DELIVERY
BGN 0 BGN 200	BGN 28	BGN 18
BGN 200 BGN Max	BGN 18	BGN Free

+ Add Range

Save **Cancel**

Canada	CAD	0%
--------	-----	----

View additional information

Relevant duties and taxes information, and pricing information, are displayed in the expanded view.

- Pricing information (denoted by an orange icon) is predetermined during the configuration process. Hover over the icon to view pricing information.
- Duties and tax information is displayed beneath the name of the country



The table below describes the additional information available:

Pricing Information

Description

Products with fixed prices are not affected by country coefficient

Some products have fixed prices for this country

Some of the products also have specific product coefficient

Some products have an additional, specific product coefficient

Fixed FX rate of

There is a fixed rate to the country's local currency

Duties and Taxes Information

Description

Duties and taxes are subsidized

The customer's duties and taxes are subsidized for this specific country

Duties and taxes are partially subsidized

The customer's duties and taxes are partially subsidized for this specific country

Prices include - % local VAT

The customer pays local VAT

Additional % VAT coefficient

The price includes the merchant country VAT as an additional coefficient

Configure Focus Countries

In the Focus Countries section, you can do the following:

- [Add a country to Focus Countries list](#)
- [Change a country coefficient](#)
- [Define shipping rates and cart ranges](#)

Add a country to Focus Countries

1. In Focus Countries, click **Add Country**. The Add Country pop-up appears.
2. In the Add Country pop-up, add countries to Focus Countries.
Note: When you add a country to Focus Countries, the country is removed from its previous zone.
3. If required, change the country coefficient, cart range, and shipping rates.
4. After you add a country to Focus Countries, do one of the following:
 - Click **Save** to apply the changes

Click Cancel to cancel the changes

Change a country coefficient

1. Click the country you want to change.
2. In the Country Coefficient field, do the following:
 - Click + to increase the country coefficient percentage (max. 25%)
 - Click - to decrease the country coefficient percentage (min. -25%)

Important

An **increase** in the country coefficient percentage leads to a **decrease** in conversion rates

3. After you modify the country coefficient percentage, do one of the following:
 - Click **Save** to apply the changes
 - Click **Cancel** to cancel the changes

Define shipping rates and cart ranges

1. View the country in its expanded format.
2. Enter shipping rates for each cart range.

The screenshot shows a configuration interface for shipping rates and cart ranges. It is divided into three main sections: 'Cart ranges', 'Cart range field', and 'Shipping rates'.

- Cart ranges:** A vertical list of two cart ranges. The first range has a start price of '0' and an end price of 'Max'. The second range has a start price of '0' and an end price of 'Max'. Below the list is a '+ Add Range' button.
- Cart range field:** A dropdown menu with a downward arrow, currently showing '0'.
- Shipping rates:** A table with two columns: 'STANDARD COURIER' and 'TRACKED STANDARD'. Each column has two rows of input fields. The first row of 'STANDARD COURIER' has a 'zł Rate' field. The first row of 'TRACKED STANDARD' has a 'zł 10' field. The second row of both columns has empty 'zł' fields. There are trash can icons to the right of each row. At the bottom right, there is a 'Unsa' button.

- Shipping rate fields displaying the word **Rate** indicate the price is not flat, but is instead based on the rate card. Shipping rate fields displaying the word **Rate** cannot be modified.
- The number of available shipping rates (express, standard, etc.) cannot be modified
- Prices must be entered for all shipping rates and their cart ranges
- To display a shipping rate or cart range price as **Free**, enter the number **0** in the relevant field
- A faster shipping method must have a higher shipping rate than a slower shipping method
Example: The express shipping price cannot be less than the standard shipping price
- When a faster shipping method is **Free**, slower shipping methods are not displayed

If required, change the cart range prices:

- If there are multiple cart ranges, the cart range fields automatically update to reflect the price changes
- If you have two cart ranges, \$0-\$100 and \$100-\$200, a customer who purchases an item for exactly \$100 is classified into the higher cart range (\$100-\$200)

If required, add or delete cart ranges:

- To add a cart range, click **+ Add Range**
- To delete a cart range, click the trash can icon associated with the cart range you want to delete

3. After you modify a shipping rate or cart range, do one of the following:

- Click **Save** to apply the changes
- Click **Cancel** to cancel the changes

Zones

Zones are comprised of countries sharing the exact same country coefficient, cart range, currency, and shipping rates.

Zones make it easier to define shipping rates and coefficients for multiple countries in parallel.

In Zones, you can do the following:

- [Change a zone coefficient](#)
- [Define a zone's shipping rates and cart ranges](#)

Number of zones

Number of countries in a specific zone

Click to show/hide information

ZONES (12)

ZONE	CURRENCY	COUNTRY COEFFICIENT	COUNTRIES
Price Zone 1	GBP	0%	5

COUNTRY COEFFICIENT

- 0% +

CART RANGE

£ 0 £ 50

£ 50 £ 110

£ 110 £ Max

EXPRESS COURIER (AIR)

£ 13.11

£ 13.11

£ 0.66

+ Add Range

Save Cancel

Belgium Guernsey Jersey Luxembourg Netherlands

Countries in each zone

Change a zone coefficient

Note: A zone's coefficient can only be changed if ALL the countries within that zone share the same coefficient.

1. View the zone you want to change in its expanded format.
2. In the Country Coefficient field, do one of the following:
 - Click + to increase the country coefficient percentage for all the countries in a specific zone
 - Click - to decrease the country coefficient percentage for all the countries in a specific zone

Important

An **increase** in the country coefficient percentage leads to a **decrease** in conversion rates

3. After you modify the zone's coefficient percentage, do one of the following:
 - Click **Save** to apply the changes
 - Click **Cancel** to cancel the changes
4. If required, define shipping rates and cart ranges.

Returns

Returns enables you to define shipping rates for products returned from the customer ("returns").

Define shipping rates for returns

1. In the sidebar, click **Returns**. The Returns window opens.

The screenshot shows the 'Returns' configuration window. On the left is a sidebar with navigation links: 'Marketing Proposition', 'Campaigns', 'Returns' (highlighted), and 'Changes History'. The main panel is titled 'FOCUS COUNTRIES (20)' with a search bar. It displays a table of countries and their currencies, with 'Austria' and 'EUR' selected. Below the table, there are four shipping method fields: 'CART RANGE' (read-only, showing € 0 to € Max), 'STANDARD COURIER Economy prepaid return' (€ 3.99), 'TRACKED POST Prepaid Return' (€ 3.99), and 'COLLECTION POINT Prepaid drop off' (€ 3.99). 'Save' and 'Cancel' buttons are at the bottom right.

COUNTRY	CURRENCY
Austria	EUR
Belgium	EUR
Czech Republic	CZK
France	EUR
Germany	EUR
Greece	EUR
Hong Kong	HKD
Italy	EUR
Kuwait	KWD
Luxembourg	EUR
Malaysia	MYR
Malta	EUR
Netherlands	EUR

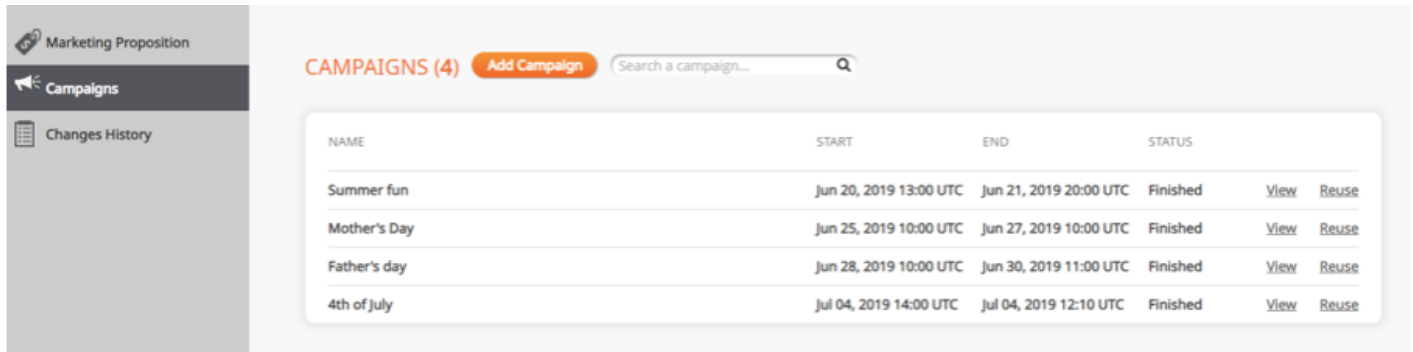
Shipping Method	Rate
CART RANGE	€ 0 to € Max
STANDARD COURIER Economy prepaid return	€ 3.99
TRACKED POST Prepaid Return	€ 3.99
COLLECTION POINT Prepaid drop off	€ 3.99

2. Click the country or zone whose rates you wish to define.
3. In the shipping method fields, define the returns shipping rate for each available shipping method. (The Cart Range field is read-only)
4. Click **Save**.

Campaigns

Campaigns enables you to temporarily change the default shipping rates and cart range prices during a marketing campaign.

In the sidebar, click **Campaigns**. The Campaigns window opens.



NAME	START	END	STATUS		
Summer fun	Jun 20, 2019 13:00 UTC	Jun 21, 2019 20:00 UTC	Finished	View	Reuse
Mother's Day	Jun 25, 2019 10:00 UTC	Jun 27, 2019 10:00 UTC	Finished	View	Reuse
Father's day	Jun 28, 2019 10:00 UTC	Jun 30, 2019 11:00 UTC	Finished	View	Reuse
4th of July	Jul 04, 2019 14:00 UTC	Jul 04, 2019 12:10 UTC	Finished	View	Reuse

In the Campaigns window, you can do the following:

- View the names and dates for each campaign
- [View campaign details](#)
- [Create a new campaign](#)
- [View and change the campaign status](#)
- Use the search field to search for a campaign
- Reuse the campaign shipping rates from a previous campaign

View campaign details

1. In the Campaigns window, click **View** located next to the campaign you want to view more details about. The Campaigns Details window opens displaying the following information:
 - Campaign names, dates, and status
 - Focus countries and zones (included in the campaign)
5. In the Campaigns Details window, do one of the following:

The screenshot displays the 'Campaigns Details' window. On the left is a sidebar with 'Marketing Proposition', 'Campaigns' (selected), and 'Changes History'. The main content area has a 'Back to Campaigns' link and the title 'CAMPAIGN DETAILS'. It shows a campaign named 'Xmas Free Delivery Australia' with dates 'Dec 09, 2017 12:00 UTC' to 'Dec 14, 2017 22:00 UTC' and a status of 'Finished'. A 'Reuse' button is in the top right. Below is the 'FOCUS COUNTRIES (1)' section with a search bar and a table listing 'Australia' with currency 'AUD'. The 'ZONES (5)' section contains a table with four rows of price zones.

COUNTRY	CURRENCY
Australia	AUD

ZONE	CURRENCY	COUNTRIES
Price Zone 2	GBP	2
Price Zone 2	GBP	2
Price Zone 1	GBP	5
Price Zone 1	GBP	5

- View cart ranges and shipping rates
- Click **Back to Campaigns** to return to the Campaign window
- Click **Reuse** to use the cart range and shipping rates from a previous campaign

Create a new campaign

1. In the Campaigns window, click **Add Campaign**. The New Campaign window opens.

Marketing Proposition

Campaigns

Changes History

CAMPAIGNS (4) Add Campaign Search a campaign...

NEW CAMPAIGN

1. CAMPAIGN DETAILS

NAME
Sample Campaign

STARTS 18/07/2019 TIME 12:01 AM UTC

ENDS 19/07/2019 TIME 12:01 AM UTC

☐ Free shipping for the cheapest shipping option

Cancel Next

6. In the New Campaign window, enter the campaign details:
 - In the Name field, enter a name for the campaign
 - In the Starts and Ends fields, define the start and end dates of the campaign
 - In the Time fields, use the time picker to enter the campaign start and end times in UTC

TIME 11:59 PM UTC

11 : 59 PM

- Check the **Free shipping for the cheapest shipping** option if shipping is free for the cheapest shipping option
2. Click **Next**.

3. By default, new campaigns are not comprised of any countries. Individually select a focus country or zone to include in the campaign, or click **Select All** to include all countries in the campaign.

Note: New campaigns use the default shipping rates of each country

NEW CAMPAIGN
2. SELECT COUNTRIES
 [Select All](#)

☐  **Albania**
☐  **Australia**
☐  **Austria**
☐  **Belgium**
☐  **Brunei Darussalam**
☐  **Canada**
☐  **Cyprus**
☐  **Czech Republic**
☐  **Denmark**
☐  **Finland**
☐  **France**
☐  **Germany**
☐  **Greece**

4. Click **Create Campaign**. The window closes, and a campaign is created with the default shipping rates for each country.

The campaign name, date range, and campaign countries appear in the Campaigns window.

Marketing Proposition
Campaigns
Changes History

CAMPAIGNS (2)

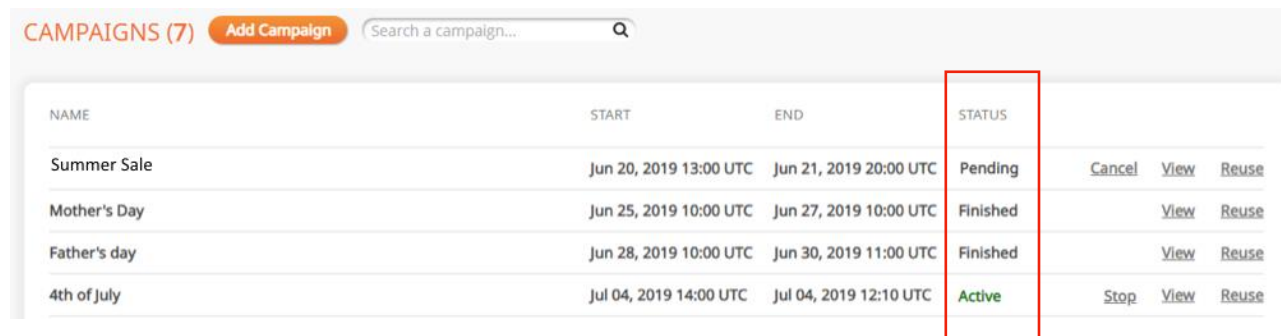
NAME	START	END	STATUS	
Free delivery campaign - IR, US, DE	Mar 04, 2019 00:00 UTC	Mar 17, 2019 22:00 UTC	Finished	View Reuse
Free shipping campaign	Apr 29, 2019 00:01 UTC	May 12, 2019 23:59 UTC	Finished	View Reuse

5. After creating a campaign, define the campaign shipping rates and campaign cart range prices.

Campaign status

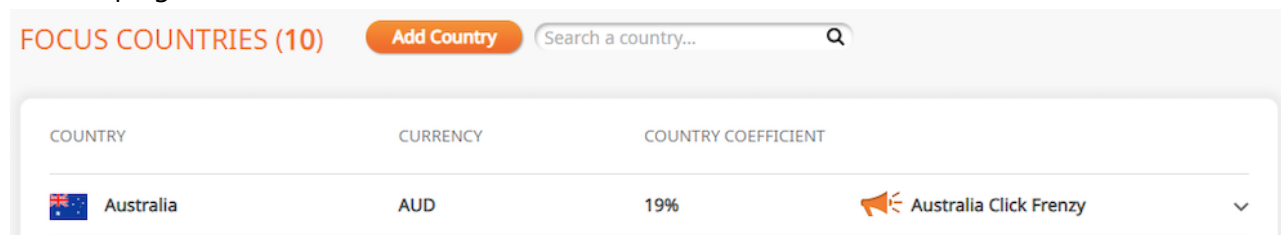
The status of each campaign is displayed in the Campaigns window, as described below:

- Pending** A campaign has not yet begun
- Active** A campaign is underway
- Finished** A campaign is finished
- Stopped** An active campaign is stopped before its end date
- Cancelled** A pending campaign is cancelled



NAME	START	END	STATUS			
Summer Sale	Jun 20, 2019 13:00 UTC	Jun 21, 2019 20:00 UTC	Pending	Cancel	View	Reuse
Mother's Day	Jun 25, 2019 10:00 UTC	Jun 27, 2019 10:00 UTC	Finished		View	Reuse
Father's day	Jun 28, 2019 10:00 UTC	Jun 30, 2019 11:00 UTC	Finished		View	Reuse
4th of July	Jul 04, 2019 14:00 UTC	Jul 04, 2019 12:10 UTC	Active	Stop	View	Reuse

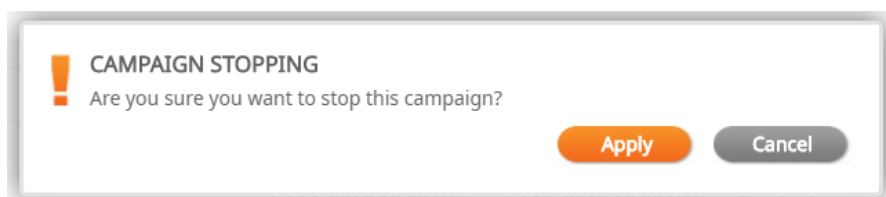
In addition, in the Marketing Proposition window, an active campaign is denoted by a loudspeaker icon and the campaign name.



COUNTRY	CURRENCY	COUNTRY COEFFICIENT	
 Australia	AUD	19%	 Australia Click Frenzy

To change the status of a campaign do the following

- In the Campaigns window, do the following:
 - Click **Cancel** to cancel a pending campaign
 - Click **Stop** to terminate an active campaign
- In the confirmation pop-up, click **Apply**.



Changes History

Changes History enables you to view the history of all the changes made to the default settings (established during the configuration process with Global-e).

View history

In the sidebar, click **Changes History**. The Changes History window opens.

In the window, you can do the following:

- View all the changes in chronological order
- Use the search field to perform a search on a specific country or Price Zone
- Specify a date range and view only those changes performed within the specified dates

The screenshot displays the 'Changes History' window. On the left is a sidebar with 'Marketing Proposition', 'Campaigns', and 'Changes History' (selected). The main area has a title 'Changes History' and a search bar 'Search a country/zone ...'. Below the search bar are date filters: 'Between 06/12/2019' and 'And 06/19/2019'. The history is listed in chronological order:

- Italy** Added as focus country
Changed by Eldad Vardi On June 12 2019 15:34
A table of shipping rates follows:

CART RANGE	EXPRESS COURIER (AIR)	STANDARD COURIER	TRACKED STANDARD
€ 0 - € 100	20	15	10
€ 100 - € 200	15	10	Free
€ 200 - Max	10	Free	N/A
- France** Added as focus country
Changed by Yoav Teleman On June 13 2019 06:54
A table of shipping rates follows:

CART RANGE	EXPRESS COURIER (AIR)	COLLECTION POINT
€ 0 - Max	Free	N/A
- France** Flat shipping rates updated
Changed by Yoav Teleman On June 13 2019 06:54
Changed from