

FlavorCloud Launches Localized Market Pricing to Improve Global Consumer Experience & Increase Shopping Cart Conversion

Intelligent Local Pricing Model Drives 13x Conversion for Global Shoppers

SEATTLE, WA, UNITED STATES, July 30, 2025 /EINPresswire.com/ -- [FlavorCloud](#), a leading provider of cross border shipping solutions announced the launch of Localized Market Pricing, a powerful recommendations and analytics tool designed to enhance the international consumer experience. The new solution enables Shopify sellers to display fully landed costs—including duties, taxes, shipping, and fees—as a part of SKU-level pricing, giving international shoppers a seamless, local buying experience.



With increasing [tariff volatility and global trade](#) concerns, many brands selling globally reported seeing lower consumer conversions on shopping carts when viewing total cost of purchase inclusive of tariffs. FlavorCloud's [State of Cross Border Report](#) showed trade lanes like Made in USA goods shipping into Canada seeing a 32% decrease in shopping cart conversion and Made in USA shipping into China decreasing 80%. FlavorCloud's Localized Market Pricing feature gives merchants a way to combat tariff and duty concerns by bundling product pricing at the SKU-level for a seamless local experience. The recommendations engine leverages network data for similar verticals as well as historical performance within their own account to deliver tailored recommendations to ensure margins are protected.

"FlavorCloud wants to ensure we provide an optimal buyer's experience tailored to consumer

expectations in each market, rooted in data and intelligence at the network level. This ensures that margins are protected for brands even during volatile tariff changes,” said Rathna Sharad, CEO and Co-founder of FlavorCloud. “With Localized Market Pricing, we’re enabling merchants to deliver optimal market and SKU-based product pricing across their website by working seamlessly with Shopify Markets. We’re not only boosting conversion rates and preventing margin erosion but also building trust and loyalty in a rapidly evolving global market.”

Key advantages of Localized Market Pricing include:

- **Significant Conversion Uplift:** Merchants implementing Localized Market Pricing have seen conversion rates rise dramatically, with cases reporting a 13x improvement when paired with Delivered Duty Paid (DDP) options.
- **SKU-Level Pricing:** FlavorCloud’s localized market pricing stands out with dynamic recommendations engine for SKU-level pricing, based on historical performance across verticals as well as within the merchants own account.
- **Margin Protection:** The platform can adjust pricing based on true landed costs, allowing retailers to choose whether to absorb or pass on cost changes. Robust reporting provides visibility into cost recovery percentages and pricing impact.
- **Automation & Efficiency:** Price updates are managed automatically, triggered by schedules or specific events, eliminating the need for manual adjustments and constant monitoring of tariffs or currency fluctuations.

This intelligent solution empowers brands to increase international conversions while effectively managing profitability in a dynamic regulatory and market landscape.

To learn more about FlavorCloud’s local market pricing solution and how it impacts international shopping cart conversion rate, go to <https://flavorcloud.com/conversion-optimization/>.

About FlavorCloud

FlavorCloud powers the industry’s largest, carrier agnostic, cross-border network optimizing shipping and returns “anywhere to anywhere.” With DTC and B2B services spanning 220+ countries and a 300+ carrier network, FlavorCloud enables brands and 3PLs to operate seamlessly on a global scale. Its technology uses deep learning and AI to power carrier selection, optimize supply chains, and automate product classification, customs, and trade compliance. Visit <https://flavorcloud.com> to learn more.

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