

ePAL - platform growth partner

Unlocking cross-border GMV through trust, compliance and checkout clarity



Executive summary

Cross-border eCommerce demand already exists on modern commerce platforms. What limits growth is not traffic or logistics capacity, but uncertainty at checkout and delivery.

ePAL enables platforms to remove that friction by making fully landed cost accurate, instant, visible at checkout, and legally defensible. The result is measurable GMV uplift for merchants, fewer failed deliveries, and a stronger competitive position for the platform.

The problem platforms already see

Most platforms support international selling in theory, but in practice merchants hit a ceiling. Common symptoms include estimated duties, surprise charges at delivery, restricted shipping zones, and high support overhead from refunds and failed deliveries.

This is not a logistics or payments problem. It is a compliance clarity problem that directly caps cross-border GMV.

The scale of the opportunity

For merchants already selling cross-border, international sales typically represent 20–35% of total revenue today, rising to 30–50% or more for EU-optimised and global DTC brands.

Platforms that remove checkout and delivery friction can realistically expect to unlock a 15–30% uplift in existing GMV, driven by higher cross-border conversion, fewer refusals, and greater merchant confidence.

What ePAL delivers for platforms

ePAL sits behind the checkout and guarantees a compliant, final price before the customer clicks 'buy'. It automatically

- applies customs classification to full granularity at destination country,

- calculates correct tax & duty (and tax **on** duty) for destination country,
- adds (optional) dynamic shipping rates & shipping VAT apportionment rules,
- uses official customs FX for IOSS threshold checks and
- produces auditable & defensible IOSS vs DDP logic,
- returns a fully auditable landed-cost breakdown in milliseconds.

The checkout experience becomes simple and trustworthy: one price, no surprises.

Why this matters to platform executives

Platforms compete on merchant success. By embedding ePAL – which employs a pay as you sell pricing model – the platform can credibly promise that merchants can sell cross-border safely from day one, with no surprise costs at delivery for their customers and no surprise costs at month-end for merchants.

This translates directly into higher GMV per merchant, lower churn, reduced support pressure, and a clear competitive advantage in international commerce.

Flexible partnership models

ePAL supports plugin-based integrations for SMEs, API-first models for enterprise and headless platforms, and revenue-aligned commercial structures tied directly to cross-border baskets.

In every model, incentives are aligned: platforms grow GMV, merchants gain confidence, and customers receive predictable delivery outcomes.

Strategic takeaway

Cross-border commerce does not fail because of lack of demand. It fails when trust breaks after checkout. ePAL fixes this once, centrally, for all merchants by implementing complex compliance rules correctly and invisibly. The result is a measurable GMV multiplier for platforms and a safer growth path for merchants.