

## CASE STUDY



### tentree

#### A comprehensive solution for cross-border e-commerce

“ Flow provides a comprehensive solution for cross-border commerce. There are a lot of solutions that provide different pieces of the cross-border puzzle, but we needed a solution that could manage the whole process. ”  
– Shawn McIntyre, tentree E-commerce Manager

Started in 2012 in Regina, Canada, tentree launched with the goal of becoming the most environmentally progressive brand on the planet. They seek to reduce the negative impact of the apparel industry on the planet through the use of sustainable fabrics and materials, and they also strive to be a vehicle for change by planting ten trees for every item sold. Their goal of planting one billion trees by 2030 resonated strongly with environmentally-conscious audiences around the world, and after quickly building a massive social media following, tentree saw a significant increase in international traffic coming to their website. But conversion rates remained low and the brand knew it wasn't providing an exceptional user experience for global customers.

### The Challenges

Shoppers in other countries were surprised when they found out that they needed to pay taxes and duties after placing an order on the tentree site. This was a limitation for tentree as they were unable to calculate accurate duties and taxes at checkout or allow customers to pay them upfront. As a result, tentree experienced a high rate of delivery refusals when customers were presented with an additional cost and no longer wanted to receive their order. Shipping times and delivery windows were also unclear, which left international shoppers guessing when orders would arrive. Expectations were never met, and shoppers were left disappointed when an order took several weeks to reach their doorstep.



**125% increase**  
in international revenue

**50% reduction**  
in delivery times

**24% increase**  
in conversion

#### PROBLEM

- Shoppers surprised by cross-border taxes and duties led to a poor customer experience
- Long delivery times discouraged international customers from becoming repeat buyers
- Lack of clarity around logistics and duties led to inefficient customer care
- No data available to make business decisions around international expansion

#### SOLUTION

- Comprehensive cross-border solution covered the whole process end-to-end
- Integration with Shopify made adoption and use much easier
- Comprehensive solution informed customers of duties and taxes and enabled them to pay upfront
- A/B testing enabled tentree to optimize their international business
- Actionable data enabled tentree to prioritize new opportunities for their business



Consequently, tentree's customer care team was overwhelmed with answering questions and resolving issues for international orders. The team struggled to help international customers because they did not have a clear idea of what the duty rates should be applied to each destination country and they lacked visibility into shipping times and delivery windows. As a result, many international shoppers did not become repeat customers after their first purchase from tentree. The brand knew that giving their customers a good experience from the start was the key to making happy customers and increasing repeat purchases.

The opportunity to own the environmental apparel space worldwide grew as tentree's message gained more traction in many countries. However, tentree needed to prioritize their international efforts and uncover the markets to focus on first.



*"We're excited that Flow allows us to adjust pricing for different countries and markets so that we can optimize our strategy as we scale our global business."*

*– Shawn McIntyre, tentree E-commerce Manager*

## The Solution

### Comprehensive

Flow immediately proved that its platform was the comprehensive, customer-focused solution that tentree needed to be successful. As tentree evaluated different options, they found that other solutions on the market managed only bits and pieces of the cross-border selling process, such as a localized user experience, multiple payment options, or international shipping. Flow was the only solution that could manage the whole process from beginning to end.

### Built for Integration

Flow seamlessly integrates with tentree's e-commerce platform, Shopify Plus. Being based in Canada, the tentree team placed an international order on the website of a U.S.-based Flow client that was also using Shopify. The tentree team was impressed with the ease of the checkout experience on the site using Flow, which gave management the confidence that Flow was the right platform to add to tentree's existing tech stack.

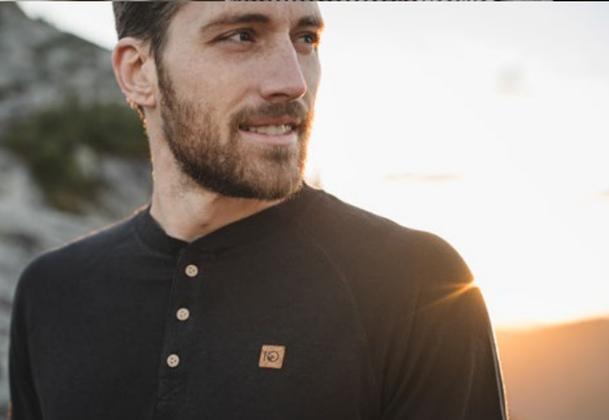
### Duties & Taxes

Flow's solution allows tentree to display accurately calculated taxes and duties to shoppers on the site, giving them the option to pay these fees upfront. Now, customers are no longer surprised with additional charges for duties or taxes upon receiving their order. Flow's product harmonization engine helped the brand to classify their products for overseas sales, reducing friction in the customs process and getting orders into customers' hands more quickly.



*"Flow enables tentree to reach more people around the world, plant more trees, and spread our sustainable vision."*

*– Shawn McIntyre, tentree E-commerce Manager*





*"As tentree grows internationally, Flow allows us to maintain the size of the customer care team by reducing the number of inquiries coming to our customer team from international shoppers around duties, tax and shipping."*

*– Shawn McIntyre, tentree E-commerce Manager*



## Logistics

Using Flow reduced tentree's shipping times from 2 to 3 weeks on average to 3 to 5 days in certain markets. Because of Flow's ability to integrate directly with warehouse management systems and its relationships with multiple carriers and third-party logistics providers, tentree could now streamline its fulfillment process. The brand could finally list accurate delivery windows for customers on their website and get orders shipped and delivered faster. Furthermore, tentree is able to leverage Flow's shipping volumes and pre-negotiated rates to lower their overall shipping costs for international orders.

## Actionable Data

Before Flow, the tentree team didn't have a clear international plan or understanding of how to focus their global efforts. The brand knew there was opportunity in Europe, but they were unsure as to how they could utilize their existing set up to expand their business there. Without visibility into specific revenue data, they couldn't figure out in which country or region they could justify setting up distribution. With Flow, tentree could finally make strategic decisions for their international expansion, figure out which markets to focus on and scale the business sustainably.

## Planting the Seeds for the Future

Flow delivered on the promise of a comprehensive solution for tentree, and the brand was able to solve the challenges they couldn't previously overcome. Now that tentree has their bases covered, the team plans to optimize their different experiences for each market.

The tentree team can now run multiple A/B tests on Flow's platform, such as how duties and taxes are displayed across the website and how these fees are listed throughout the checkout flow. They also value the ability to adjust and manage the pricing of tentree's product catalogue to optimize their strategy in every currency.

Becoming the number one environmentally sustainable apparel brand in the world continues to drive tentree as they grow and expand internationally. With Flow, tentree can now reach as many cross-border shoppers as possible and provide them with a best-in-class onsite experience.

## About Flow



Your growth engine for global commerce.

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Founded in 2016, Flow is the world's most advanced SaaS solution for merchants seeking to scale their brands globally. By leveraging Flow, merchants can create a truly localized customer. With seamless integration of local pricing, tax and duty capabilities, 100+ payment methods and dozens of shipping options, Flow offers the perfect solution for painless international expansion. Flow is backed by Bain Capital Ventures, Forerunner Ventures and Fung Capital, the venture arm of Li & Fung.