

# Go Global With Subscriptions



## Five strategies for revenue growth across borders

### UNCOVER FIVE KEY TACTICS

to expand your subscription business internationally. From increasing subscriber acquisition and retention through localized experiences to seamlessly integrating subscription billing and management systems, we've got you covered.

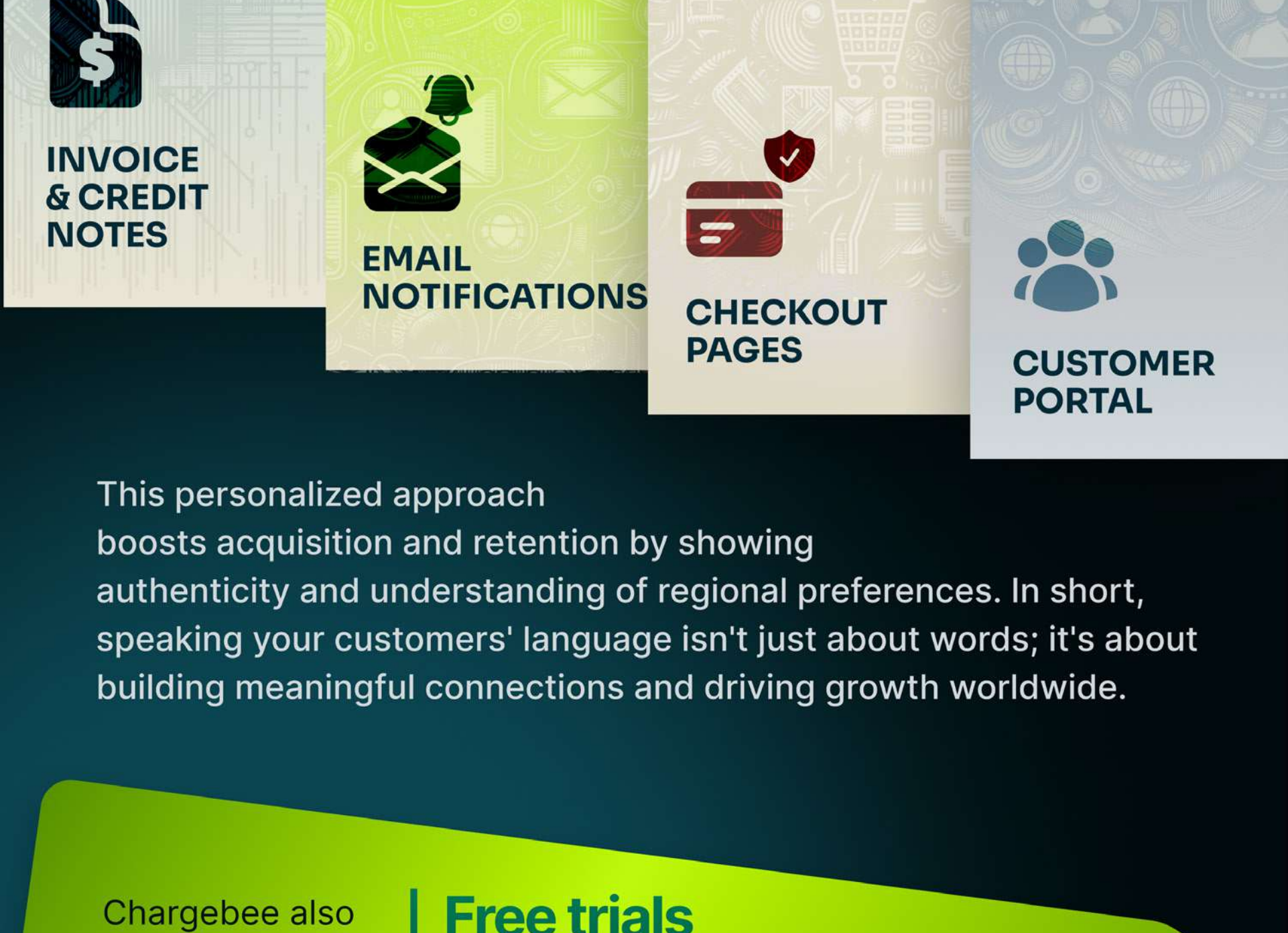
### LEARN

how to navigate currency complexities, streamline international tax processed, & automate compliance efforts.

### Chargebee localizes

## 01 Acquire and retain more subscribers with localized experiences

Expanding globally means speaking your customers' language—literally. Tailoring communications to local languages and dialects not only bridges cultural gaps, but also improves digital experiences and makes subscribers feel valued.



This personalized approach boosts acquisition and retention by showing authenticity and understanding of regional preferences. In short, speaking your customers' language isn't just about words; it's about building meaningful connections and driving growth worldwide.

Chargebee also helps you acquire more customers with our intuitive trial and discount management capabilities.

- Free trials
- Track usage
- Extend trial periods
- Run smart drip campaigns
- Create offers and discounts
- Accelerate revenue growth
- Automate email reminders

## 02 Accept payments in local currencies



**92%** of shoppers favor websites that display prices in their native currency

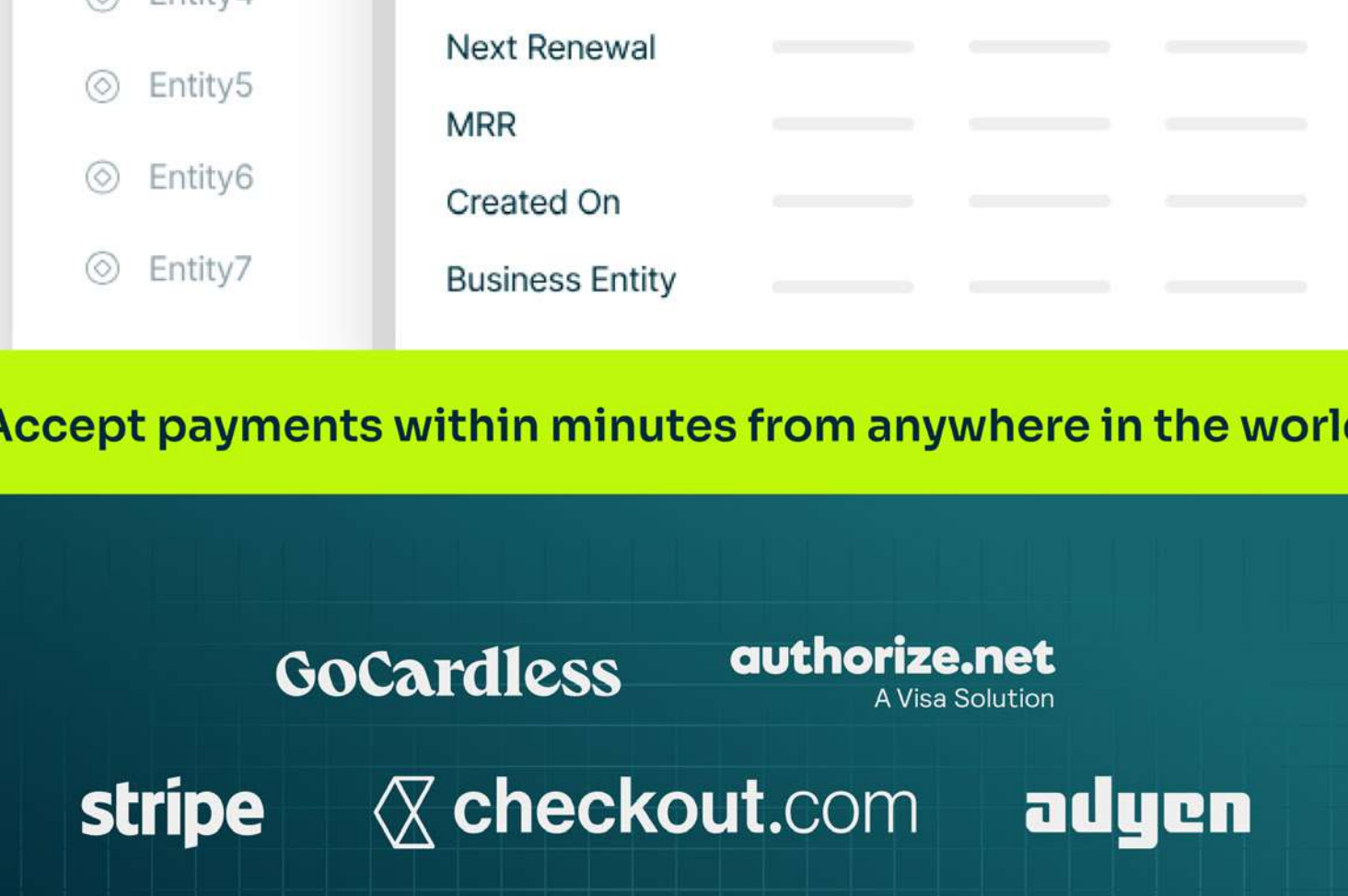
**Chargebee supports recurring payments across 150+ countries and 100+ currencies**

[Learn More →](#)

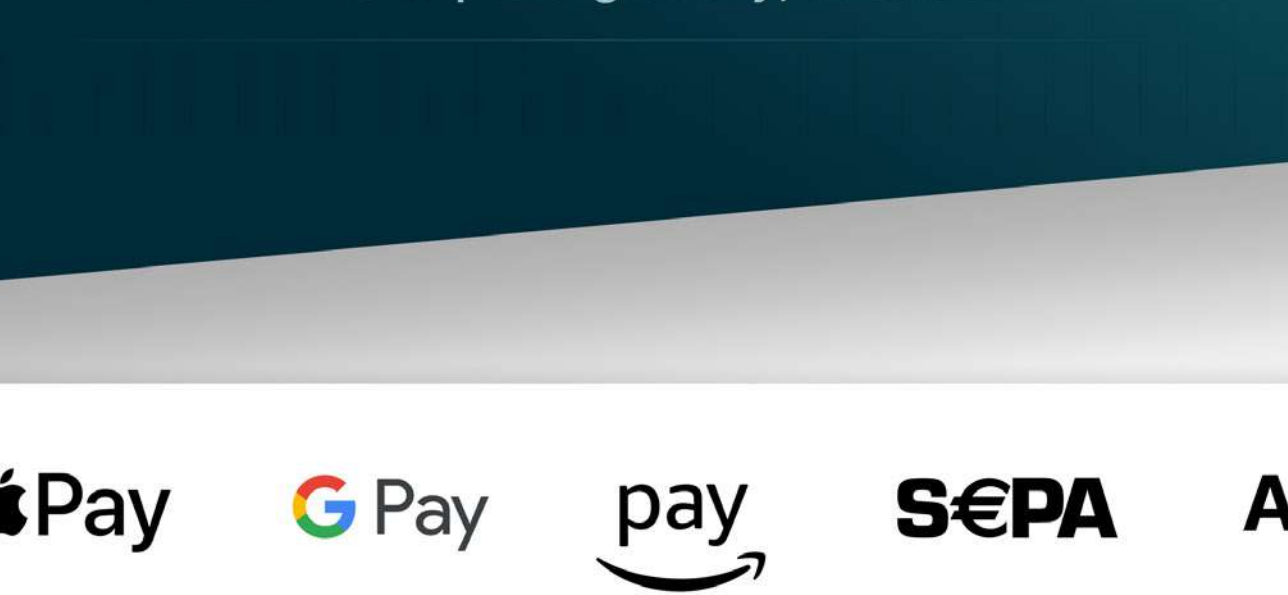
## 03 Centralized and integrated subscription billing & management

Multi-entity businesses often use multiple tools for different processes. Switching between these tools and databases makes everyday operations inefficient. Improve efficiency and get a consolidated view of your business health by managing subscription data and automating workflows for all your business entities in a single platform.

**One platform for all your business entities**



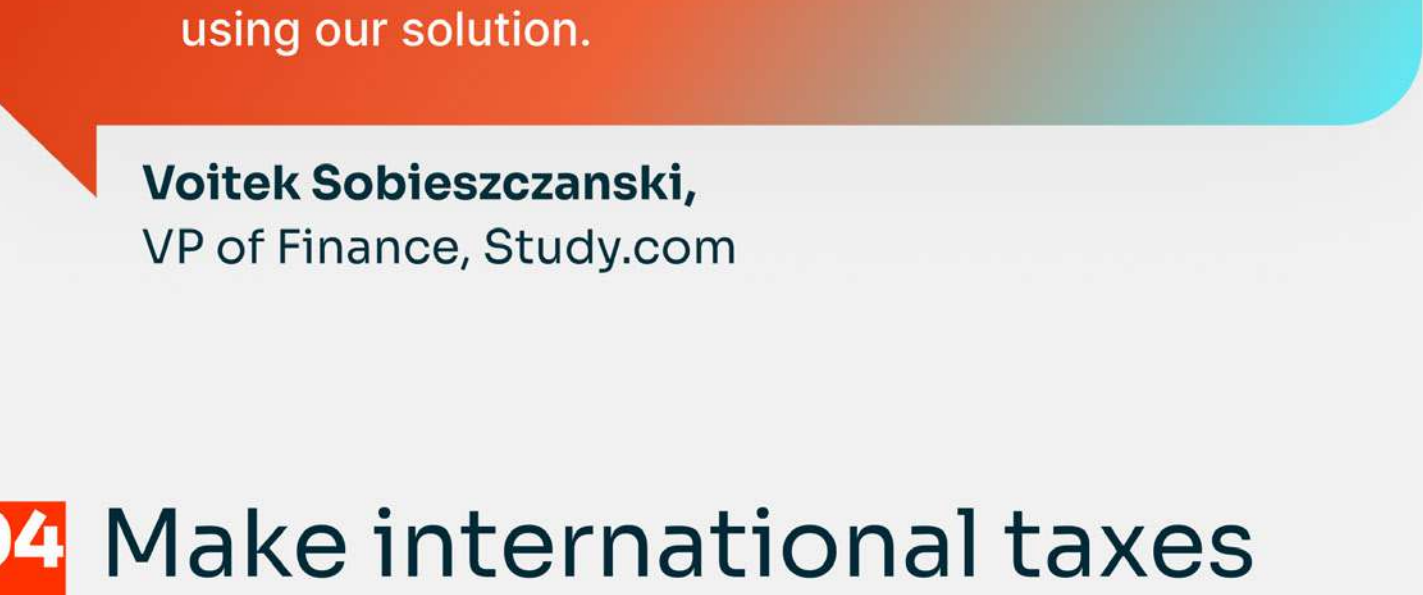
**Accept payments within minutes from anywhere in the world.**



Chargebee seamlessly connects with over 30 payment gateways, empowering your business to expand globally, at scale.

Chargebee facilitates the acceptance of recurring payments through credit cards, direct debit, debit cards, and digital wallets such as Google Pay, Worldpay, Amazon Pay, and Apple Pay.

And that's not all - in addition to online methods, you can also process payments offline via bank transfers and checks.



**Voitek Sobieszczanski,**  
VP of Finance, Study.com

## 04 Make international taxes less taxing

No one got into offering subscriptions because they thought managing international payments and taxes would be fun. Chargebee helps you navigate the complexities of international tax laws with ease.

**Chargebee enables you to streamline international tax management by automating GST, Sales Tax, and EU-VAT across various regions and nexuses.**

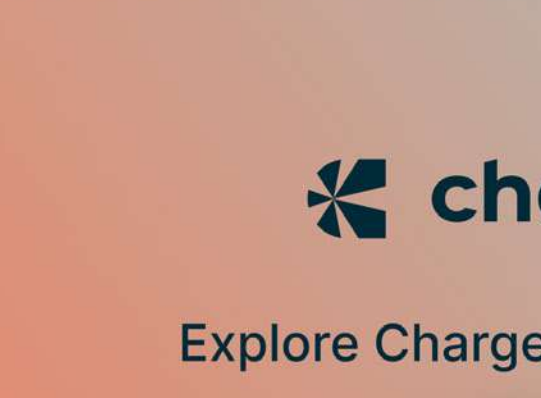
Various countries adhere to distinct tax regulations, and as your business expands globally, maintaining compliance with these tax requirements in each jurisdiction can pose significant challenges.

Chargebee Billing allows you to set up taxes for each taxable country and automate taxation for all invoices, easing the burden of tax management across borders.

## 05 Automate Compliance

Your subscription and billing system is the glue that holds your product, customers, and payments together. It's where vital details about your business operations and revenue stream pass through, making the security of this system absolutely crucial.

Your subscription management platform not only handles sensitive payment data but also frequently gathers personal information like shipping addresses and phone numbers. It's your responsibility to assure your customers that their data will always be treated with the utmost care and security, and never shared without their explicit consent.



By implementing localized experiences, accepting regional currencies, seamlessly integrating billing systems, simplifying international tax compliance, and automating processes, you can overcome barriers and unlock unprecedented growth opportunities.

Embrace these strategies to not only expand your subscriber base but also to foster lasting success on the global stage.