Checklist for Converting 5x More SaaS Customers

Phase 1: Market Analysis & Prioritization

- [ ] Integrate a web analytics tool to track user geography and behavior.

- [ ] Identify your top 5-10 international countries by website traffic volume.

- [ ] Analyze your sales data to calculate the current conversion rate for each top country.

- [ ] Design a low-touch, automated onboarding sequence using in-app tours and checklists for your standard users.

- [ ] Determine the "opportunity gap" by finding where high traffic meets low conversion.

- [ ] Select your top 2-3 priority countries for your initial localization project.

- [ ] Research the market size and typical consumer behavior in your chosen countries.

Phase 2: Pricing & Currency Localization

- [ ] Partner with a payment solution that supports true transactional multi-currency.

- [ ] Define fixed, psychologically rounded prices for each target currency (e.g., €19.99).

- [ ] Configure your website to automatically display prices in the user's local currency.

- [ ] Verify that correct local currency symbols and formats are used on all pages.

- [ ] Test the full purchase flow to ensure the final charge matches the displayed local price.

Phase 3: Payment Method Integration

- [ ] List the dominant, must-have <u>local payment methods</u> for each priority country.

- [ ] Confirm your payment partner provides these methods (e.g., iDEAL, Pix).

- [ ] <u>Configure your checkout</u> to dynamically display the most relevant payment options first.

- [ ] Run a complete test transaction for each new payment method you implement.

- [ ] Monitor transaction success rates for new payment methods after launch.

Phase 4: Full Checkout & Compliance Localization

- [ ] Translate all checkout page fields, button text, and field labels.

- [ ] Translate all potential error messages to be clear in the local language.

- [ ] Adapt address, zip code, and phone number fields to local formats.

- [ ] Display locally recognized security badges and trust signals on the payment page.

- [ ] Ensure your checkout is compliant with local regulations like GDPR in Europe.

- [ ] Translate all post-purchase transactional emails, including receipts.

- [ ] Localize your <u>dunning management</u> messages for failed subscription payments.

- [ ] Confirm your partner handles <u>global sales tax and VAT</u> liability to reduce risk.