

Scaling Into the US: A 5-Point Plan for UK e-commerce



1. A US-Friendly Checkout Experience

American consumers expect fast, frictionless checkout experiences.

Make sure your store offers:

- USD pricing
- transparent delivery costs
- clear duties & taxes
- fast mobile checkout
- trusted payment methods

Small checkout issues can dramatically reduce conversion rates.

3. Clean Operational Data

International growth quickly exposes weak systems.

Your:

- SKU data
- inventory records
- dimensions & weights
- barcode systems

...all need to be accurate and consistent.

5. The Right Shipping & Logistics Partner

As volumes grow, shipping performance directly impacts profitability and retention.

The right logistics partner helps you:

- reduce delivery times
- improve tracking visibility
- lower shipping costs
- simplify cross-border shipping
- scale fulfilment efficiently

Good infrastructure makes international growth scalable.

2. Reliable Customs & Compliance Processes

Most international shipping delays are caused by poor product data.

Before scaling, make sure you have:

- accurate HS codes
- country of origin records
- clear product descriptions
- standardised commercial invoices

Strong customs processes reduce delays, unexpected duties and failed deliveries.

4. A Simple Returns Process

US consumers expect easy returns.

Brands expanding successfully into the US need:

- a clear returns policy
- simple customer communication
- reliable reverse logistics
- fast refund handling

Returns are no longer just operational – they're part of the customer experience.

How SAMOS Supports UK Brands Shipping to the US

At SAMOS, we help growing eCommerce brands simplify international expansion with specialist UK to US eCommerce shipping solutions.

Our US service includes:

- Delivery in as little as 3–4 days [LH1]
- Six US delivery injection points
- DDP shipping options
- Non-volumetric pricing
- Hands-on support from shipping specialists

Ready to Start Selling in the US?

Want to discuss your US expansion plans and discover how SAMOS can support your international growth.

Get in touch with a logistics expert today

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