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## Market Finder

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### Take your business global in three steps

- 1 Plan.**  
Market Finder recommends the best markets for your business based on consumers query volumes, trends and best practices from other comparable businesses.
- 2 Prepare.**  
Use tools, guides, and resources to plan the next steps of the journey to your new global market. Navigate areas like localisation, customer experience international payments, and logistics.
- 3 Reach.**  
Every successful global business needs a watertight marketing plan. MF will help you make your marketing decisions with data and customer insights and suggest the best strategy to put it all into action.

### Planning for New Markets

Input your URL, select your business categories to see MF's top recommendations. MF primarily reflects on category-related search volume, average bids, level of income and ease of doing business. Log in for more markets and more insights. Use geo-filters to narrow down options. Read through data and insights; consider aspects such as distance to market, languages spoken, payment methods to select best fits.

#### Plan Your Operations & Market Your Business with Market Finder

- Localisation
- Global Payments
- Customer Care
- International Logistics
- Talent Recruitment
- Tax & Legal

- Global Marketing Strategy
- Performance & Measurement
- International Growth Agencies
- Search Advertising
- Display Advertising
- Video Advertising



## Top Guides & Resources

- 1 Localisation Guide.**  
Find it under "Plan your operation >> Localisation". Provides a step-by-step plan to determine localisation needs and approach the work.
- 2 Vendor Lists.**  
For payment services and logistics, MF provides lists of vendors that provide such services in any or all of our target markets. Depending on the services you'll require, you can easily determine which vendors you can talk to.
- 3 Logistics Guides.**  
General and country-specific guides provide great insight and information.
- 4 Guide to ensure international customers can find you online.**  
Check out SEO & SEM aspects in a new market, most beneficial website and URL structures, content tips.

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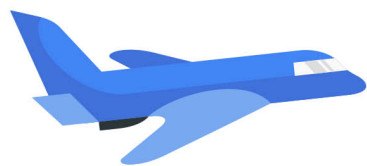
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