9 Steps to Launch Sales in Europe

A practical roadmap for vendors expanding sales into European markets.

1. **Have a Proven Offer**
   Before expanding into Europe, you should already have a well-converting offer with the core funnel and sales assets built and validated.
2. **Select Priority Markets**
   Decide which European countries to enter first based on demand, language, logistics, and complexity.
3. **Choose the Right Legal and Tax Structure**
   Determine the appropriate setup for selling into Europe, including entity, VAT, and compliance requirements where needed.
4. **Set Up Payments, Banking, and Financial Flows**
   Establish payment processing, payout routes, invoicing, refund handling, and banking structure.
5. **Build the Operational Infrastructure**
   Prepare fulfillment, logistics, customer support, and back-office processes needed to serve European customers.
6. **Localize the Offer and Sales Assets**
   Adapt funnels, messaging, product pages, trust signals, and supporting assets for local markets.
7. **Set Up Local Payments and Operations**
   Prepare the payment methods, currencies, checkout flow, and operational support needed to sell in each target market.
8. **Launch Localized Marketing Campaigns**
   Promote your offer in each target market through localized campaigns, affiliate partnerships, or other customer acquisition channels.
9. **Manage Post-Sale Performance and Optimization**
   Put systems in place to handle transactions, refunds, reporting, and ongoing market optimization.

Are You Ready for European Expansion?

Use this checklist to assess your readiness. Give yourself 1 point for every “Yes.”

- [ ] I have a proven offer that is already selling in my current market.
- [ ] I have selected the European markets I want to enter first.
- [ ] The right company, VAT, and compliance setup for selling in Europe is in place or being finalized.
- [ ] I have a plan for localized payment processing, including invoicing, refunds, and European customer payment flows.
- [ ] My commercial setup is localized for Europe, including currencies, languages, checkout flows, and payment methods.
- [ ] I have localized fulfillment and logistics infrastructure in place to serve European customers.
- [ ] I have localized customer support in place for European customers.
- [ ] My funnels, messaging, and sales assets are localized and adapted for the European markets I want to enter.
- [ ] I have a paid media strategy and test budget to acquire customers in Europe.
- [ ] I have a plan to manage affiliate growth in Europe, including payouts, fee structures, and ongoing market optimization.

Score Yourself

8–10 pts

You’re practically ready to expand sales in Europe. Complete the official qualification quiz so our team can review your setup and help move your onboarding forward quickly.

5–7 pts

You’re close, but there are still a few important gaps to address. Complete the official qualification quiz so our team can review your responses and give you concrete guidance.

0–4 pts

Not ready yet. Build your foundation first:
Pagewheel, build your offer and funnel in minutes with AI.
Launchpad, launch your first digital product step by step.

Digistore24 Has European Expansion Figured Out for You

What Digistore24 Can Handle	What the Vendor Brings
Company, VAT, and Compliance Entity structure, VAT handling, and guidance on compliance requirements.	**A Proven Offer** A product already selling in your current market with proven demand.
Payments and Checkout Local payment processing, invoicing, 16 currencies, and localized checkout in 21 languages.	**A Target-Market Plan** A clear idea of which European markets to enter first.
Localized Payment Methods SEPA, Klarna, iDEAL, Wero, PayPal, and cards.	**A Paid Media Strategy** A plan and budget to acquire customers in Europe.
Fulfillment and Customer Support Logistics coordination and post-sale support for European buyers.	**Localized Sales Assets** Funnels, messaging, and sales assets adapted to the selected markets. Digistore24 can provide educational guidance on the operational requirements.
Affiliate and Operations Access to 3,000+ EU affiliates, payout setup, and ongoing operational support.	

Compare Your Paths to European Expansion

See how DIY expansion, Digistore24, and other platforms compare.

Feature	DIY Expansion	Digistore24	Other Platforms
European Entity Required	Yes, must register	**No***	Often required
VAT Handling	Your responsibility	**Fully handled**	Varies
Upfront Cost	High	**No upfront costs to start selling**	Varies
Time to Market	3–6 months	**2–3 weeks**	1–3 months
Localized Payment Methods	Integrate yourself	**SEPA, Klarna, iDEAL, Wero, PayPal, Cards**	Basic
Accepted Currencies	Set up per country	**16 currencies**	Limited
Localized Order Forms	Hire translators	**21 languages**	Basic
Customer Support	Build your own team	**Included**	Limited
Affiliate Network	Build your own	**3,000+ EU affiliates**	Limited
Payout Frequency	Varies	**Up to 3x per week**	Weekly or monthly

*Applies to digital products and eligible physical products, including white label supplements.

€65M+ in 9 Months

Digistore24 processes close to half a billion euros in Europe every year. We've established a compliant path that lets eligible vendors sell across Europe without needing an EU entity or registering for VAT.

We validated this approach in production by processing €65M in the first nine months with vendors using this model.

HERE'S WHAT VENDORS GROWING IN EUROPE WITH DIGISTORE24 SAY

> Digistore24 is the fastest way to scale a German company across Europe. No VAT registration in every country, no local entity needed in the Netherlands for fulfillment — Digistore24 covers it all. We launched a few months ago and have already scaled to above six figures per month, and continue to grow.



Hartmut von Schwiderski
ProNutraQuest

> Digistore24 is the best setup for going into the EU space. Their localization is unmatched — local payment methods like Klarna and PayPal, support for multiple languages and currencies, and direct integration with top EU fulfillment centers. Everything runs automatically, built to maximize conversion across every market.



Thiago Cordeiro
Co-Founder, OG Group

> Digistore24 completely eliminated the need for us to open a European company. We've achieved high conversion rates and very low customer acquisition costs. The platform handles everything on the operational side.



Alexandre Sobrinho
Grupo Nexis

> Europe is a great place to sell right now. There's less competition. As a European company, Digistore24 makes compliance incredibly easy, and their checkout conversion rate is amazing.



Victor Barbosa da Silva
VBS Management

Ready to Expand Your Sales in Europe?

eu.expansion.digistore24.com