

GoTen Dropshipping Platform Recognized as Payoneer's Highest Growth Potential Business Partner of 2020



Guangdong, Shenzhen, Jan 31, 2021 ([Issuewire.com](https://www.issuewire.com)) - The year 2020 has witnessed the rapid growth of online sales, unprecedentedly high popularity of dropshipping, and numerous new online retail businesses. According to statistics, the number of online buyers increased to 2.05 billion in 2020, and so far, around 33% of online stores have adopted drop shipping as a fulfillment model to lower risks while expanding their businesses. Many small online retailers rely on big e-commerce platforms that can offer dropshipping products to meet their needs.

A good example is the GoTen Drop shipping Platform. GoTen, because of its tremendous business growth over the past and considerable growth potential in the future, has been [recognized by Payoneer as its "Highest Growth Potential Business Partner" of 2020](#), among 22 top e-commerce service providers that are its most valuable business partners in China.

This article will find out more about the competitiveness and the high growth potential of the GoTen Drop shipping Platform.

[GoTen's Competitiveness](#) & Great Development

The cooperation between the GoTen Drop shipping Platform and Payoneer can date back to the end of 2019. As one of its most important business partners, GoTen was invited to give a keynote speech in the CBT Ecosystem Roundtable held by Payoneer - "Operations: Deep Dive into North America with Detail-Oriented Operation" that gathered more than 1,600 cross-border e-commerce businesses and tens of eminent heads of the industry in Shenzhen on September 6th, 2020. GoTen Payoneer thought

highly of the cooperation not just because it needed to expand its businesses by attracting cross-border sellers on GoTen.com then, but also because it believed in GoTen's comprehensive competitiveness.

Based on the foundation of GoTen China, which was chosen by over 20,000 retailers and suppliers, GoTen Global site was launched in March 2020. The move was to embrace the worldwide market and international sellers, which represented a much higher growth potential.

Apart from the above reasons, it was also because of the competitive supply chain resources provided by GoTen's parent company, ZongTeng Group – a leading logistics company in cross-border e-commerce in China with top-rated GoodCang overseas warehouses and YunExpress special line logistics – that the cooperation with the GoTen Drop shipping Platform was valued.

Besides, the competitiveness of the supply chain resources has been further strengthened since the coronavirus outbreak. For instance, thanks to ZongTeng Group's strategic development amid the coronavirus spread, the warehouse area available for GoTen.com has been increased from 450,000 square meters to 700,000 square meters, with a new DE warehouse and a new FR warehouse coming into service.

GoTen's strategic business expansion in 2020 could also be reflected in the significant increases in the number of dropshipping products and registered users.

After all, the most important is that GoTen.com is attracted to the vast majority of online retailers who target the American and European market because it provides:

- Over 20,000 selected profitable SKUs through big-data based research;
- Fast and free local delivery with US, UK, DE, FR warehouses;
- 24/7 support with professional account managers, customer service team, technical team;
- Free membership, free sign-up, and big discounts;
- Free curated product recommendations for selling products like hotcakes on Amazon, eBay, Wish, etc.

Last but not least, as it is known the global dropshipping business is forecasted to grow at a CAGR of around 29% between 2020 and 2025, Payoneer was aware of it from the beginning; thus, it always attaches great importance to the partnership.

To Lower [Payment Processing Fees for GoTen Members](#)

GoTen has chosen and always trusts Payoneer, as it allows millions of businesses and professionals from over 200 countries to pay, get paid, and grow internationally with the fast, secure, and low-cost payment solutions that it provides. Notably, Payoneer charges GoTen members the lowest fees, in comparison with PayPal and many card associations.

Moreover, as one of its biggest business partners like 1688, GoTen was selected by Payoneer because of its large user base consisting of international sellers to launch the event of "[No Payment Processing Fees](#)" for \$2.5M in GMV in the shopping season last year. Both parties were satisfied with the result – 49.02% more GoTen orders were paid with Payoneer during the event period than before.

Online retailers who dropshipped from GoTen.com and paid with Payoneer at that time felt the tangible

benefits – the event helped them to save payment processing fees totaling \$13,750, which meant higher [dropshipping profit margins](#) in the critical holiday shopping season.

In Summary

All things considered, with the rapid growth of online retail sales, the GoTen Drop shipping Platform is under great development, making it a great business partner in e-commerce. That's the reason why Payoneer values the cooperation with GoTen, and both have achieved a win-win. Additionally, as for online retailers, the business cooperation has brought huge benefits, helping to lower costs and improve dropshipping profit margins.

It is expected that the boom of dropshipping and the development of top cross-border e-commerce service providers like the GoTen Drop shipping Platform will enter a new level this year to contribute to more sales online.

About GoTen

GoTen.com is a professional dropshipping and wholesale supplier under ZongTeng Group since 2007. It benefits from all [ZongTeng's supply chain resources](#), including GoodCang, YunExpress, and WorldTech.

Since the launch of the GoTen global site, the GoTen Drop shipping Platform attracts thousands of visitors worldwide every day, registering considerable surges in sales with 20,000+ profitable SKUs. Additionally, based on big data-based research, its free product recommendations aim to make drop shipping easier on Amazon, eBay, Wish, Walmart, and other online marketplaces.

No membership fees, no credit card needed, only minutes to get started. GoTen makes it easier for everyone to launch and boost their online business.

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