

Cross-Border Fee and Setup Sheet

Managed Markets vs Global-e vs Zonos, priced per order. Built by Kaspian Fuad, Shopify CRO consultant.

Managed Markets fees

3.5% per order

Basic, Grow, Advanced plans.

3.25% per order

Shopify Plus.

+1.5% FX (US store)

Same as Shopify Payments conversion fee.

No subscription

Global-e is merchant of record.

Zonos Duty and Tax fees

\$2,500 / yr

Standard plan.

\$4,000 / yr

Premium plan.

\$2 + 10% of D&T

Per order, can be customer-paid.

CCS required

Check carrier-calculated shipping.

Global-e standalone

Quote only

No public price page.

Benchmark: 3.5%

Managed Markets runs on Global-e.

Not both

Cannot run with Managed Markets.

Fee per order (duties = 10%)

\$50 -> MM \$2.03 | Z \$2.50

Managed Markets cheaper.

\$100 -> MM \$4.05 | Z \$3.00

Zonos cheaper per order.

\$150 -> MM \$6.08 | Z \$3.50

Shopify's own example.

\$300 -> MM \$12.16 | Z \$5.00

Gap widens with price.

Zonos break-even (intl orders/mo)

\$100 order -> ~198

Gap \$1.05 per order.

\$150 order -> ~81

Gap \$2.58 per order.

\$300 order -> ~29

Gap \$7.16 per order.

Your numbers

Intl orders / month: ____

From last 90 days.

Intl AOV: \$ ____

Top destination only.

Duties + VAT: \$ ____

VAT raises the Zonos 10%.

MM fee = 3.5% x landed price

Landed = price + duties.

Measured blocking time

Global-e script ~140ms

70% of the 200ms INP budget.

Zonos ~90ms

Script on every page.

Geolocation app ~60ms

Country selector.

Managed Markets none

Runs in Shopify Markets.

Dead weight to remove

Bold Multi-Currency ~120ms

Markets does this natively.

Weglot ~120ms

Consider Translate and Adapt.

Hextom / BEST ~50ms

Old currency converters.

Pick Managed Markets if

AOV under ~\$150

Percentage fee stays small.

Testing demand

No subscription to earn back.

No tax registrations

Global-e files for you.

Pick Zonos if

AOV over ~\$150

Flat \$2 beats 3.5%.

80+ intl orders / mo

Subscription pays off.

Own carrier rates

DHL, UPS, FedEx accounts.

5-minute check

VPN to UK

Price, cart, checkout in GBP.

Duties message

Checkout says no charge on delivery.

Run App Bloat Detector

Find duplicate currency apps.

Hardcoded Price Detector

No \$ signs in section text.