

Maximizing Global Ecommerce Sales: How language creates a strategic advantage



Introduction

Ecommerce is global, and retailers looking for further growth need to think globally.

Online retail is now a market worth

\$6.3trillion
worldwide, making up a fifth (20.1%) of all retail sales.

This is predicted to rise to \$8trillion by 2027 [Source](#)



Globalization provides the opportunity for **retailers of all sizes to compete at a global level**, expanding their customer base to almost anywhere in the world. It provides perhaps the most important growth area for any online retailer.

But expanding globally has its challenges. For many retailers, this can mean translating website content into several different languages, ensuring that **local customers enjoy the same experience regardless of where they shop.**

Translation ensures a better customer experience. It enables customers to understand your products and services, to view customer reviews and feedback, find key information around shipping and returns, understand the checkout process and contact customer services in their own language. Ultimately, **it leads to increased trust and more conversions.**

Translation isn't always simple. Manual translation, for example, can be costly and time-consuming. Translation needs to be accurate. It needs to account for language differences, cultural context, and design preferences.

Advances in **Translation Management Systems** and **Machine Translation** technologies enable **faster, more scalable translations** while managing **large volumes of content**. It's cost-effective, and offers the opportunity for retailers to translate content, including websites, into multiple languages simultaneously, speeding up expansion into new markets.

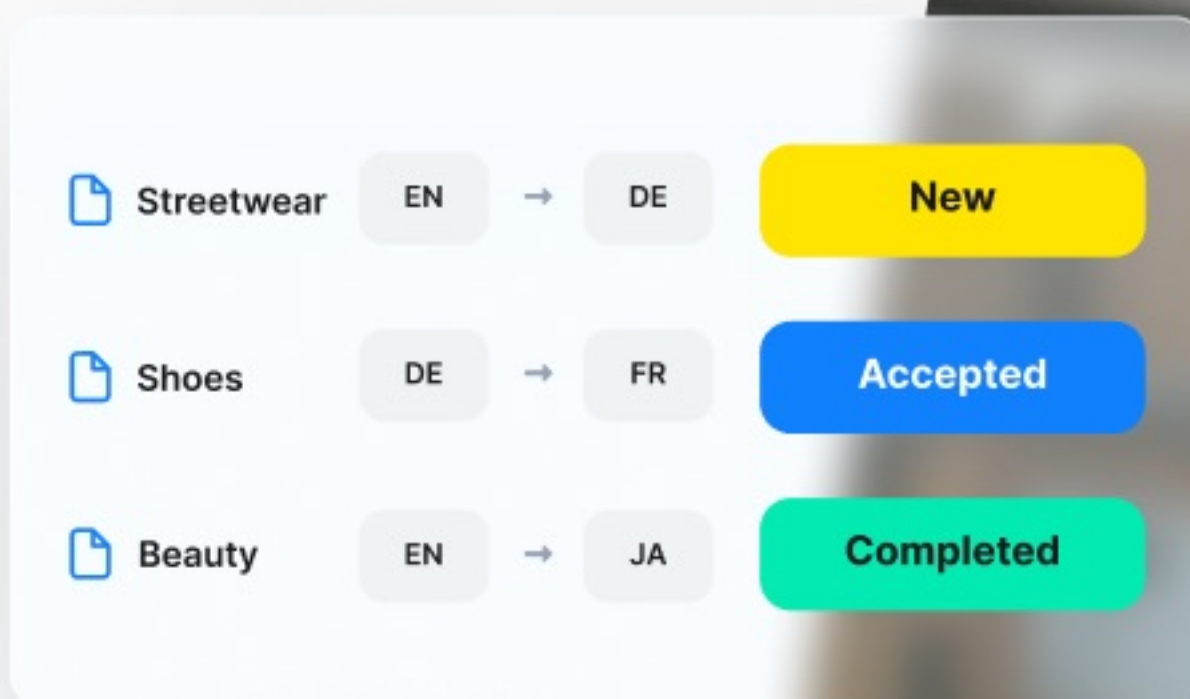
Localization goes together with translation, and it's useful to distinguish between the two terms:

Translation is changing the language, but it's more effective when considered alongside localization. **Localization is about making content culturally relevant**, so that it accounts for local expectations, practices, preferences and behaviors.

When effectively executed, **translation together with localization can be a key differentiator** for retailers.

In this ebook, we'll look at the **importance of customer experience** in retailers' global expansion plans, and the **role translation plays** in maintaining an excellent customer experience across different markets.

We'll also outline the **benefits of translation management systems and machine translation**. Additionally we'll explore key considerations for retailers, such as maintaining a consistent brand experience, adapting to cultural differences, and best practices for multilingual ecommerce content.



The role of translation in ecommerce

Translation in ecommerce involves a strategic approach to localization, cultural adaptation, and customer engagement, with the aim of creating a seamless and personalized shopping experience for any audience.

This can drive market expansion, enhance customer satisfaction, and boost overall business growth.

It offers several strategic advantages that can significantly enhance a retailer's reach, customer engagement, and overall success in the global market.

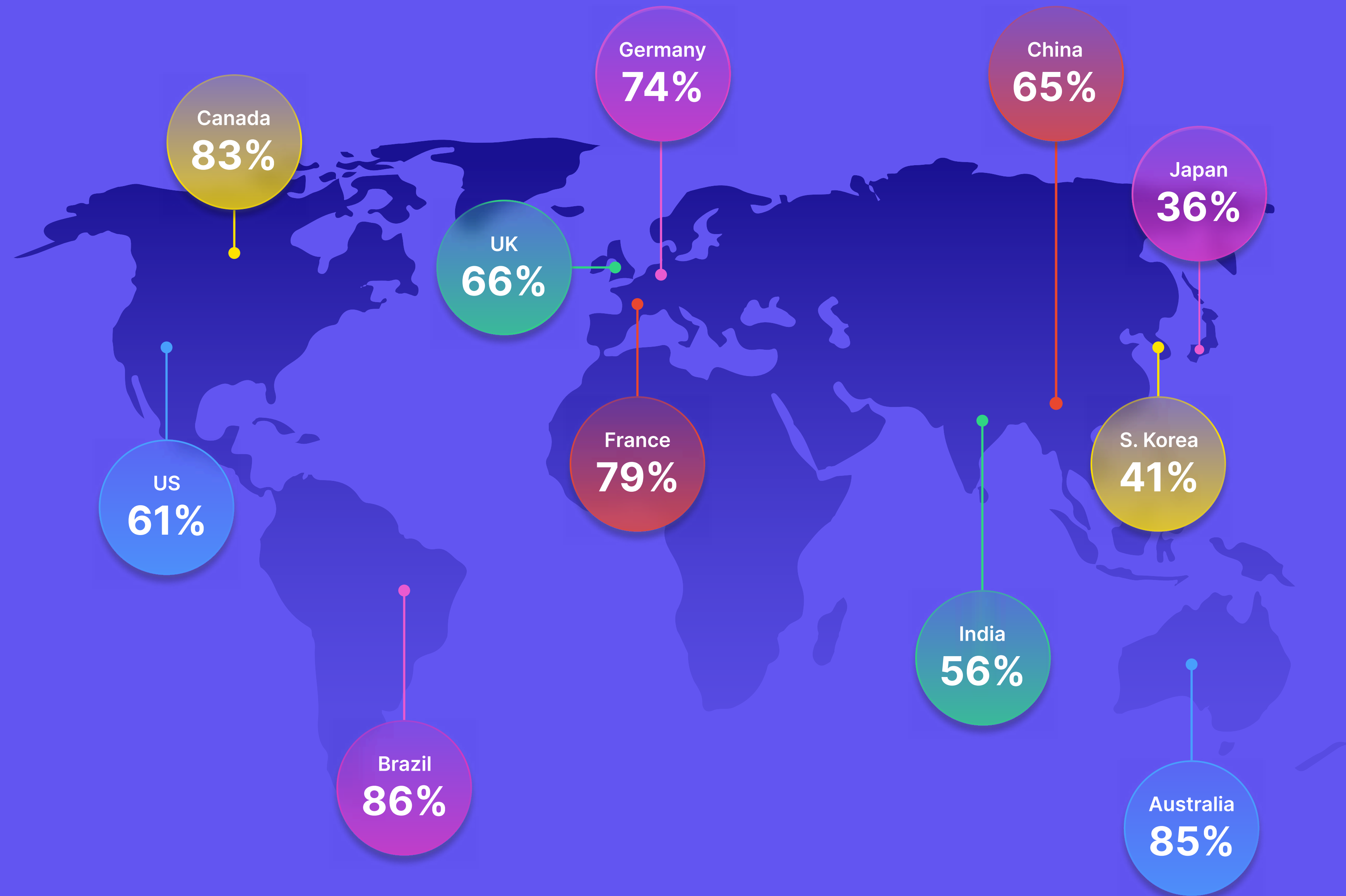


Expanded market reach

More than two thirds (67%) of online shoppers have made a purchase from a website based outside of their home country. In markets including Australia, Brazil, France, and Germany, this percentage is even higher. [\(Source\)](#)

One of the biggest barriers for consumers is language. Only 28% of consumers would purchase from a site that wasn't in their own language, while nine out of ten users will ignore a product entirely if it is not available in their native language. [\(Source\)](#)

As these stats show, translation allows retailers to access a far larger customer base, by engaging with customers in their own language.



Improved SEO performance

High-quality translation allows retailers to compete for search rankings in their target markets. They are more likely to rank on local Google search results, as well as on search engines specific to certain markets, such as Baidu in China.

Translation and localization enable the use of keywords that are specific to the language and culture of the target audience so they can find you. It enables localized link building, while translated content is more likely to drive conversions from search results.

Competitive advantage

Multilingual websites stand out from competitors who only offer content in one language, positioning the business as more inclusive and customer-centric.

It enables businesses to open up a more direct conversation with local customers, learning from their shopping preferences and behavior, and improving the relevance of the marketing content they receive.

Improved local marketing performance

To be truly effective, marketing needs to speak the customer's language. By understanding local holidays, cultural events and trends, marketing becomes more relevant to potential customers.

For example, one study found that localized ad copy on Facebook increased the click-through rates of ads by 22% among women and 87% among men. [\(Source\)](#)

Translation does have its challenges however, and several factors can impact the effectiveness and efficiency. These include:

- 1. Quality and consistency:** Ensuring high-quality and consistent translations across diverse content types can be difficult.
- 2. Cultural sensitivity:** Adapting content to fit cultural nuances without offending local sensibilities requires cultural knowledge and sensitivity.
- 3. Technical issues:** Integrating translation tools with ecommerce platforms and the existing tech stack can be complex.
- 4. Cost and time:** Some methods of translation and localization can be costly, and time-consuming.

For retailers, having plans and processes in place, and choosing the right technology can help address these challenges and avoid common pitfalls when localizing content.

The importance of customer experience

Customer experience (CX) is vitally important in ecommerce. It's often the key factor that drives conversion, and differentiates one website from another.

It's the overall experience customers have with a retailer. It encompasses a brand's marketing, website browsing and purchasing experience, product quality, shipping and returns, customer service and more. In fact every interaction.

For customers, it's vital, with **73% citing experience as an important factor in their purchasing decisions**, behind price and product quality. Good customer experience means happy customers, while a bad experience can push customers away. [\(Source\)](#)

This is why a focus on CX is so important, and translation has a key part to play at every stage of the customer journey.



Key elements of good CX

- **On-site navigation.** Ecommerce sites should be easy to navigate, allowing users to find the products and information they are looking for. Design is a key factor, and so is the content which guides customers through the site.

- **The purchase process.** A seamless, user-friendly checkout process boosts conversions. With the average cart abandonment rate at 70.1%, customers can easily be deterred by any friction in the process. [\(Source\)](#)

- **Shipping and returns.** Products should be delivered as promised, and the returns process should be hassle-free for customers. Clear, well-translated content plays a key role in setting the right customer expectations.

- **Customer service.** Teams need to be attuned to local customers, offering on-site support in their native language to ensure clear communication, build trust, and provide a seamless customer experience.

- **Marketing.** Personalized and localized marketing can reinforce positive customer experiences, driving loyalty and repeat purchases.

Overall, a good customer experience improves customer retention, increases sales, and enhances a retailer's overall reputation.

Translation has a part to play in this, through maintaining and adapting the customer experience for new markets, ensuring that product content and other site copy works equally well across all markets.

Enhancing the customer experience to drive business growth

Language and product copy are crucial to the user experience. Alongside strong design and imagery, website content plays a vital role in capturing customers' attention and encouraging them to browse and make a purchase.



Trust and credibility

Well translated content demonstrates professionalism and attention to detail on the part of the retailer. It enhances their credibility, ensuring that the customer is more likely to trust their website.

Beyond content that is created internally, it's also worth considering the importance of customer reviews in the purchase cycle. **More than 93% of online buyers regularly consult reviews when making a purchase**, with **49% ranking positive reviews as one of the top three factors influencing a purchase**. ([Source](#))

It increases engagement, with customers more likely to spend time with content such as user reviews, blog articles, and product descriptions that they can understand and relate to.

Thanks to Machine Translation (MT), user-generated content can quickly be translated into any language, in real-time, allowing customers to read reviews in their native tongue and helping businesses tap into their conversion potential.



ENHANCING THE CUSTOMER EXPERIENCE TO DRIVE BUSINESS GROWTH

For instance, Airbnb’s French website shows translations of reviews in the user’s own language, translating comments into French from multiple languages. This allows French users to explore review details, helping them to make well-informed booking decisions

User-generated content including reviews—as well as user submitted photos and videos—can also be used in local marketing campaigns, further enhancing trust and credibility.

✕

★ 4,89

Évaluation globale

5

4

3

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1

🧹 Propreté

✓ Précision

🗨 Arrivée

💬 Communication

📖 Emplacement

🏷 Qualité-prix

4,7

4,8

4,9

5,0

4,9

4,6

122 commentaires

Découvrez comment fonctionnent les commentaires

Recherchez des commentaires

Liza

Durham, Caroline du Nord

★★★★★ · juin 2024 · Séjour avec enfants

Nous avons passé un super séjour à Camber Sands ! La maison était vraiment mignonne et c'était incroyable de pouvoir simplement marcher sur la plage. Nous nous sommes tellement amusés à construire des châteaux de sable à marée basse et à regarder les marées montantes les engloutir. C'est un endroit très spécial ! Quelques éléments qui pourraient être utiles pour d'autres voyageurs : Nous n'avons pas remarqué sur la description (ou avions oublié) qu'il n'y avait pas de parking dans la maison, et que vous deviez marcher sur la plage pour vous y rendre. C'était plutôt gênant étant donné que nous avions beaucoup de bagages (voyageant avec trois enfants) et parce qu'il y avait tellement de vent à notre arrivée que cela ressemblait à une tempête de sable. Un autre point qui pourrait être utile aux personnes voyageant avec des enfants est que les lits jumeaux à l'étage (et le lit king size) sont dans une chambre très lumineuse, très tôt. Nous avons fini par les faire dormir dans l'une des chambres du rez-de-chaussée et nous avons pris les lits jumeaux à l'étage, juste pour qu'ils ne se réveillent pas à 5 h du matin avec la lumière !

🇬🇧 Langue d'origine : Anglais [Afficher le texte d'origine](#)

Apwinder

1 an sur Airbnb

★★★★★ · mai 2024

Nous avons adoré séjourner dans cette belle maison. L'emplacement est merveilleux et l'escapade parfaite pour notre famille afin que nous puissions nous détendre au

11

Maximizing Global Ecommerce Sales: How language creates a strategic advantage

Impact on conversion rates

Accurate translation also reduces the risk of misunderstandings and errors in areas such as product descriptions, shipping and returns policies, and FAQs. Clear, precise information helps customers make informed purchasing decisions, reducing the likelihood of returns and complaints.

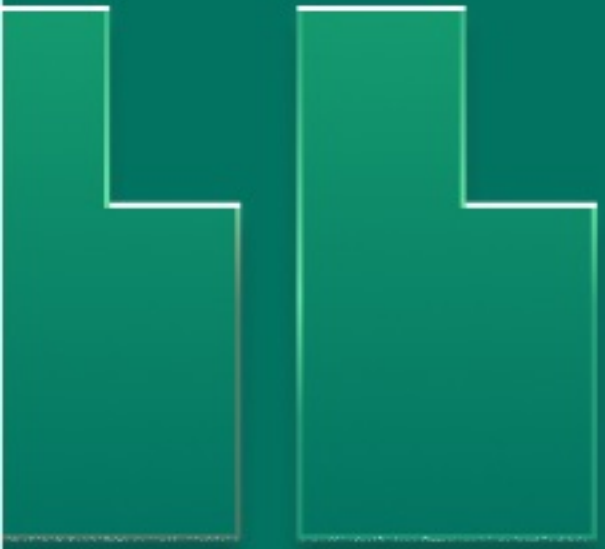
Overall, it creates a more familiar and seamless customer experience. Customers may be shopping with a retailer from another country, but effective translation means they'll barely notice.

With any potential friction in the purchasing process reduced, customers are more likely to complete their purchases. In this way, accurate translation directly impacts conversion rates.

Naturally, customers prefer to buy products where the relevant information is in their own language. In a survey of 8,709 global consumers, **76% expressed a preference for product and related content in their native language, while 40% said they wouldn't buy from websites in foreign languages.** [\(Source\)](#)

A study by Shopify backs this up, finding that **translation increases conversion rates by 13% on average.** [\(Source\)](#)





Research indicates that three times as many readers of a website will convert to customers if you give them information in their native language. You need to translate your important landing page and selling pages. Not to do so is to turn away two thirds of your potential business.

Gillian Meussig,
Co-founder of SEOmoz

Personalization

Personalized shopping experiences is no longer a nice to have, it's an expectation. According to Mckinsey, **71% of shoppers expect personalization**, and **76% become frustrated when they don't experience it.** [\(Source\)](#)

Without translation and localization, personalization isn't possible. Through translation, addressing language barriers and cultural nuances makes customers feel more connected to the brand, which enhances the customer experience and encourages brand loyalty.

On a practical level, translating customer data such as previous purchases and browsing history, enables personalized product recommendations and tailored marketing messages in the customer's preferred language.

Ease of navigation and usability

For the best customer experience, navigating through a website should be intuitive. Design plays a major role in this, but the text cues and content make it understandable to users.

Through translation of key navigational elements, and ensuring that labels, buttons and instructions are clear and understandable, users can find what they need quickly, and retailers can avoid the frustrations that may cause shoppers to abandon the site.

Optimizing the checkout process

Checkout is a critical focus for translation, as any confusion can lead to abandoned purchases. Clear information on shipping costs and payment methods reassures customers at this crucial stage, helping to ensure a smooth transaction.

“International checkout experience is always a reservoir of potential issues. It's where we do most of our high ROI testing, because that checkout flow is often the most crucial part of the shopping experience. Ensure that you're supporting and testing different kinds of payment options that local users need and want, as well as payment flows and integrations.” - James Atkin, Senior Customer Success Manager, Global App Testing

Checkout should be adapted for factors such as preferred local payment methods, language matters too.

Poor translation of instructions can lead to misunderstandings about the checkout process, while unclear error messages can leave customers confused.

There are also design issues. For example, while many retailers use ‘add to basket’ on buttons, it doesn’t always translate well. In German, this would be ‘Zum Warenkorb hinzufügen’, which would be too long, so text needs to be adapted to design needs.

Addressing these translation issues is essential for creating a seamless and user-friendly checkout experience for shoppers, and can have a direct impact on conversion rates.

€44,00 Alle Preise enthalten Steuern und Abgaben

☆☆☆☆☆

FARBE: Marineblau



GRÖSSE

[Größentabelle](#)

Größe wählen



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In den Warenkorb

♥ Artikel für später speichern

Jetzt kaufen und in 30 Tagen mit **Klarna.** zahlen

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Bestellungen über 75 €



Customer service

Some shoppers will have problems with shipping, products, or have questions to ask before they buy. Translation is crucial for customer service as it enables clear communication, builds trust, and enhances the overall customer experience. Key issues to address when translating include:

- **Accuracy:** Ensuring precise and contextually appropriate translations to avoid misunderstandings.
- **Consistency:** Maintaining consistent terminology and tone across all customer service channels.
- **Cultural sensitivity:** Adapting translations to respect cultural nuances and local preferences.
- **Communication:** Real-time translations enables communications with customers in their preferred language
- **Legal compliance:** Adhering to local regulations and legal requirements in translations.

Addressing these issues helps in delivering effective, reliable, and culturally appropriate customer support.

Trenýrkárna.cz: Scaling internationally with efficiency and speed

Challenge

Trenýrkárna.cz, a leading online retailer of men's underwear in the Czech Republic, aimed to expand from 3 to 23 countries. Initial localization efforts with agencies cost €30,000 per market and delayed launches by two weeks, hindering its fast-paced growth ambitions.

Approach

Switching to Phrase allowed Trenýrkárna.cz to manage translations in-house, leveraging AI-powered machine translation with selective human oversight. The Phrase Platform enabled fast, scalable localization across multiple markets, all managed by a small team.

Result

- **85% cost savings** in expansion expenses
- **93% faster time-to-market**
- Expansion from **3 to 23 countries** in just two years

“Phrase made our international expansion possible. It saved us time, money, and allowed us to scale faster than we ever thought possible.”

Vojtěch Studnička,
Expansion Director



(Source)



Best practices for implementing translation in Ecommerce

Successful ecommerce translation requires careful planning, including thorough research of target markets and consumers, and selecting the right translation and localization technology.

Plan your translation strategy

Developing a robust strategy will help you avoid costly errors, and use your efforts and resources where it can be most effective. Here are some areas to consider:

Market research

Determine which countries or regions to expand into based on market potential and demand. Research local language preferences, cultural nuances, and consumer behaviors.

Define objectives and goals.

Set out what you aim to achieve with your translation strategy, such as increased sales, market penetration, cost savings, customer satisfaction, or faster time to market.

Determine KPIs to measure the success of your translation efforts. One international fashion retailer was able to **cut turnaround times for new launches by an average of 55.3%** across various languages. This facilitated faster product launches and marketing campaigns in multiple regions. ([Source](#))

Prioritize content for translation

To apply translation efforts where they'll bring the most benefits, consider classifying the content that you need to translate. Consider visibility, the intended audience, how critical it is to achieving goals, and whether content is permanent or temporary.

For example, you may need to focus initially on translating high-impact pages including the homepage, key landing pages, product pages, and the checkout process.

Another priority is likely to be the translation of customer support content such as FAQs, help articles, and contact information, as well as legal documents, privacy policies, and terms of service.

Choose the right Translation Management System (TMS)

A Translation Management System (TMS) transforms the challenging task of managing multilingual content into a smooth, streamlined process. It ensures your message resonates globally, adapting your brand to fit diverse markets while maintaining consistency and cultural relevance.

Key benefits:

- 1. Global collaboration:** A TMS centralizes translation and localization processes, allowing teams worldwide to work together seamlessly, ensuring real-time access and reducing communication errors.
- 2. Faster time-to-market:** Automating translation tasks speeds up product launches and updates, keeping you competitive.
- 3. Security:** A robust Translation Management System provides a secure and controlled environment for managing and translating content, safeguarding sensitive information at every stage of the process.
- 4. Cost savings:** By leveraging translation memory, automation and machine translation, a TMS reduces manual processes and cuts translation costs.
- 5. Increased efficiency and accuracy:** Automated workflows and language quality assessment capabilities enhance accuracy, consistency, and quality, all while minimizing effort.

Choosing the right TMS: The ideal TMS integrates smoothly with your existing systems, scales with your business, offers key functionalities, provides a solid user experience, and fits your budget.

BEST PRACTICES FOR IMPLEMENTING TRANSLATION IN ECOMMERCE

Selection and integration of a Translation Management System (TMS)

Once you have a clear overview of your needs and goals, you're ready to choose the technology that best fits your use cases. When evaluating TMS vendors, consider:

- **Feedback from your translation team.** Run a blind test with Translation Management Systems and ask your translators to evaluate the quality of the translated content. Remember, a good TMS will offer a range of features and translation options (including access to different machine translation engines), so be sure to choose one that can adapt to needs across your business.
- **Industry research.** Review studies or reports published by recognized industry experts that compare different systems in terms of user-experience, flexibility, quality, speed, and cost. Compare their insights with your translators' evaluation.
- **Fully automated assessment.** Modern, cloud-based Translation Management Systems come with built-in quality analysis tools that use AI to assess translation quality including the best-performing MT engine for each of your projects, depending on the content type and language pair, routing content for human review only when required.
- **Integration with existing tech.** Smooth software integrations avoid potential issues with disconnected data and fragmented workflows. Translation tech needs to work seamlessly with existing ecommerce platforms, CMS', and other key tools.

Discover more

For more information on selecting the right TMS for your needs, download our [The Ultimate Guide to Creating a Translation Management System RFP](#)



Case study: Deliveroo

Deliveroo currently operates in multiple languages across ten markets, with more than 170,000 delivery partners. As it expanded, Deliveroo needed the right processes and technology to handle the increasing numbers of translation requests.

Using the Phrase Localization Platform, it was able to handle the increased need for translation of product and non-product content, centralizing localization and enabling Deliveroo to offer a consistent customer experience across every market.

Using Phrase, Deliveroo achieved:

A three-to-four day reduction in project timelines.

40% time savings for localization managers, developers, and designers.

“Investing in the Phrase Platform, we centralized the localization process and ensured consistency across our content. Most importantly, thanks to Phrase, we’ve helped improve time to market and customer satisfaction in new regions.”

Cristina Marín,
Senior Localization Manager



(Source)



The benefits of machine translation

Machine translation opens up new possibilities for retailers. When used in conjunction with tools like Translation Memories, glossaries, and automated quality assessments, it can quickly help reduce costs, improve translation accuracy, and increase the speed with which retailers can enter new markets.



Cost savings

While human translators can produce high-quality translations, they are often costly and time-consuming. For companies expanding into new markets, speed and efficiency are critical to maximizing value.

Machine translation (MT) allows businesses to process large volumes of text quickly, enabling ecommerce sites to update and expand content far more efficiently than traditional methods. This rapid turnaround is vital for maintaining up-to-date product listings, descriptions, and customer communications.

Crucially, MT also enables real-time translations for customer support, removing the need to hire staff proficient in every language. With machine translation, businesses can provide instant, multilingual assistance, improving customer experience and reducing overheads.

In addition to facilitating customer support, MT offers a scalable solution for managing user-generated content (UGC). The sheer volume and value of UGC would be unmanageable without the support of automated translation. With MT, companies can process UGC, for example product reviews, at scale, enhancing engagement without needing to proportionally increase resources.

By scaling translation at speed, MT drives greater efficiency, enabling companies to reach a larger, more diverse customer base, increasing sales and revenue without incurring significant costs. In this way, machine translation shifts from being a cost centre to a growth lever.

Cost savings can be achieved in several ways:

- **Reduced reliance on multilingual staff** - Machine translation enables real-time customer support in multiple languages, minimizing the need to hire multilingual staff.
- **Handling increased volumes** - Machine translation scales content without increasing costs, streamlining resources and reducing the need for extra staff.
- **Staff time saved** - localization managers, developers, and designers save time which can be put to use more productively on other projects.
- **Faster time to market** - speeding up the launch of websites and content creation in new languages.

BEST PRACTICES FOR IMPLEMENTING TRANSLATION IN ECOMMERCE

Train your TMS and translation engines with your own data

The more data you feed into your TMS and translation engines, the better their performance becomes over time. For repetitive content, training your engine with your own data enhances content accuracy while saving time and reducing costs.

Monitor, and measure results for continuous improvement

It's vital to monitor and assess translation output over time and re-evaluate it periodically to identify any changes that might require adaptations or improvements.

Track metrics such as translation accuracy and response time to ensure you're achieving the goals you've set. It's also important to review your strategy to determine whether the technology, processes, and resources you need might change over time.

Remember, different parts of the business may have very different translation needs. When considering to machine translation, you may find that using a range of translation engines ultimately provides the best results.



Maintaining brand tone and consistency

As companies expand into new territories, maintaining a consistent tone of voice becomes a key challenge.

Consistency matters - it's the way your brand presents itself to customers wherever they may be. According to SAP Emarsys, **28% of consumers cite consistent branding as an important factor in their loyalty.** [\(Source\)](#)

Brand consistency helps to establish credibility and trust among consumers. When a brand appears the same way across different platforms and markets, it fosters a sense of reliability and familiarity. This consistency can also reinforce brand values and key messaging, so customers understand what a brand stands for.



BEST PRACTICES FOR IMPLEMENTING TRANSLATION IN ECOMMERCE

Voice can help define brand personality, while your tone affects how people feel when they interact with your brand. The tone of voice may be fun, helpful, or perhaps authoritative, but the consistency helps you to differentiate from the competition, as well as build customer recognition and loyalty.

Across multiple languages, maintaining a consistent tone of voice is a mixture of translation and localization. It's about finding the balance between brand tone of voice, and adapting to local audiences so they understand the message.

A centralized translation management system (TMS) helps to provide this consistency in a number of ways:

- **Translation memory.** This saves earlier translations in a database and compares segments of text for matches to determine if the previously translated content can be reused, which helps to create consistency.
- **Term bases.** These ensure accuracy by providing translators and reviewers with guidelines on the meaning and usage of key terms that appear frequently in your content.

- **Quality technologies.** These are tools to assess and maintain translation quality. These include automated scoring systems and language quality assessments, which help ensure that translations meet established standards consistently while minimizing manual reviews.

- **Translation style guides.** A TMS may support the creation of native language style guides that are automatically included in a translation package, something which helps to ensure brand alignment across languages.

- **Automation.** In localization, automation involves using tools to streamline processes such as quality assurance and content reviews. This reduces manual effort, speeds up workflows, and allows linguists to focus on more complex and creative tasks. As GenAI has become more sophisticated, the opportunities and potential applications for automation have greatly increased.

Lyst : personalized, rapid localization at scale

Lyst is the world's largest fashion search platform, bringing together thousands of fashion brands and stores in one place. It has grown from its startup beginnings in the UK, rapidly expanding into 14 markets and is now available in eight languages (English, French, German, Italian, Spanish, Dutch, Russian, and Japanese).

Lyst's localization process initially took 72 hours to deploy new content—too slow to support its aggressive growth goals. It needed an agile, easily integrable solution for Python and React that streamlined its workflow for quick, quality releases.

Thanks to Phrase, **Lyst publishes new content in all eight languages live in just 1 minute**, saving hours of engineering time for each new feature release.

- **48 hours of developer's time** saved for every feature release
- Content in eight languages is live within a minute
- Streamlined organization and collaboration of 14 freelance translators

“We have now designed a process where Phrase allows us to have the content ready on our sites within 1 minute from when translators add or update their translations. We are saving an average of 48 hours on engineering time, each time we deploy a new feature.”

Enrique Quilez,
Localization Manager

LYST

[\(Source\)](#)



Cultural relevance

As retailers look to move into new markets, it's important to consider the challenges posed by cultural differences across target markets.

Customer preferences and expectations of ecommerce sites vary, and content and site design has to adapt to match this.

For example, payment preferences vary between regions. While German shoppers prefer to use digital wallets when buying online, UK shoppers use cards, and Polish shoppers want the option of using a bank transfer. [\(Source\)](#)

Just as retailers would adapt to cater for payment and shipping preferences, they need to carefully consider cultural differences when expanding into new markets.

The potential impact of cultural difference on business shouldn't be ignored or underestimated. Social, linguistic, religious, and other misunderstandings could deter customers, and damage a company's reputation in their target market.

Product photos, color choices and page layouts can either cause offence, or simply not appeal to potential customers. The same principles apply to text content, where content tone and context can make a difference.

"Understanding local markets is crucial for business where consumers have numerous choices, and local competitors have a deeper understanding of their customers. To deliver a positive experience, you must know your customers better than ever before."

Alessandra Binazzi,
Globalization Strategist & Localization Operations,
Global Sights Consulting

Conclusion

Translation and localization are essential for any retailer looking to expand into new markets, and to constantly improve the quality and relevance of their ecommerce content.

It isn't the necessary but potentially laborious task it may have been seen as in the past, but instead it's a way of bringing your brand closer to your customer. By adapting the customer experience for different markets, personalizing content and learning more about customers in your target country, you can help build confidence and foster loyalty.

34% of online retailers still sell within their own borders only, with cultural sensitivities (67%) and translation (56%) seen as moderate or major challenges to expansion.
(Source)

With a Translation Management System, retailers are able to overcome these challenges and carry out translation projects at scale with greater speed and efficiency than ever before. Modern translation and localization technologies leverage advances in AI to maintain quality by understanding context and ensuring accuracy. As a result, time to market can be reduced, while maintaining a high standard of content that resonates with target audiences.

With the ability to have a direct influence on customer acquisition, conversion, and retention, a Translation Management System becomes a powerful growth lever, rather than a cost center for retailers.



The Phrase Localization Platform: Reach global customers with ease

The Phrase Localization Platform empowers retail and ecommerce brands to connect seamlessly with customers anytime, anywhere. By leveraging hyperautomation and AI-powered capabilities, Phrase automates your localization processes, enabling you to create multi-platform, multilingual content at scale and expand your global reach.

Maintain brand consistency across markets

With customizable quality controls and advanced analytics, Phrase ensures your brand voice remains consistent, culturally relevant, and aligned with customer expectations globally.

Phrase's AI-powered platform automates workflows and efficiently handles high volumes of content—whether it's high-impact marketing materials, extensive product catalogs, live support chat, or user-generated reviews. This allows you to keep your messaging on-brand and impactful across every market without sacrificing quality.



Seamless integration for effortless scalability

Phrase integrates seamlessly with your existing content creation tools, ecommerce platforms, and CMS systems, automating the flow of translations directly into your workflows.

With over 50 integrations and a centralized hub, you can rapidly scale localization efforts, reach new markets faster, and support international growth confidently—without disrupting your existing processes. Say goodbye to time-intensive manual exports and imports; Phrase's continuous localization aligns perfectly with your development cycles.

By simplifying localization through hyperautomation and continuous workflows, Phrase empowers your brand to engage customers authentically, drive conversions, and create lasting relationships worldwide. In a world where **90% of users overlook products not in their native language** and over half the global population shops online weekly, localized content is essential for success.

Learn more about effective ecommerce and retail localization with Phrase



Expand your reach and boost global sales with locally tailored content

The 30-trillion-dollar global ecommerce and retail market is poised to grow further, with technology playing an increasingly key role. New tech platforms open new markets—use cutting-edge localization technology to automate your processes, and create multi-platform, multilingual content at scale, expanding your global reach.

Contact Phrase today to book a demo or start a free trial:
phrase.com/demo

