

## RETAIL SITE LANGUAGE STRATEGY

Optimizing online content for international customers is the biggest growth opportunity for retailers today. But with a wealth of content to consider, where is the best place to start?



OPTIMIZE BUDGET | ANALYZE WEB METRICS | MAXIMIZE ROI

### CONSULTING & STRATEGY

Leading retailers worldwide turn to Translations.com's expertise to boost localization performance.



LANGUAGE ECOSYSTEM AUDIT



BUSINESS LANGUAGE STRATEGY



BUDGET/ROI OPTIMIZATION



MULTILINGUAL UX & A/B TESTING



DIGITAL MARKETING

### CONTENT TIERS: ROI IMPACT

Translations.com analyzes your web data to identify the top languages and content in each tier, in order to optimize your budget and maximize your ROI.



### ADVANTAGES OF A TIERED APPROACH

PERSONALIZE THE USER LANGUAGE

REACH NEW MARKETS WITH THE SAME BUDGET

PROVIDE ONLY RELEVANT CONTENT TO EACH MARKET

ENHANCE TRAFFIC AND SITE STICKINESS

SHIFT SALES ONLINE