

Localization is key for eCommerce expansion

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Premier Language



TRANSLATION | LOCALIZATION | INTERPRETING

Growth of eCommerce

- August 1994 – NetMarket - first transaction – 1x CD!
- August 2011 – 875 million consumers purchasing online
- 40% growth in 2 years



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Biggest Online Consumers

- South Korea (99%)
 - UK (97%)
 - Germany (97%)
 - Japan (97%)
 - US (94%)
-
- 28% of internet population uses English
 - Customers prefer to buy in local language
 - Levels of localized eCommerce are low



Complexities of eCommerce Localization

- Development of web presence
 - Information
 - Editorial
 - Company News
 - » eCommerce!
 - » Transactions
- Blended sites – Commerce / Editorial
- Integration of reviews / ratings
- Social media
- Multichannel



speedo



Vinci un sogno!

Nuotare con i delfini e Filippo Magnini in Australia. Acquista un costume Speedo e partecipa...

Scopri come

in collaborazione con:

Non è niente come l'Australia



VINCI UN SOGNO

COMPETITIVE

BODY SHAPING

SWIM FITNESS



Per i nuotatori...



Per la forma fisica...



E per il tuo benessere...



Unforgettable swim...

L'ufficiale Speedo Store

La più vasta gamma di prodotti Speedo disponibile online.

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NON DIMENTICARTI



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ISCRIVITI



COLOUR
Limited Edition
Footwear
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Goggles
Goggles for adults and juniors for competitions, fitness or fun.



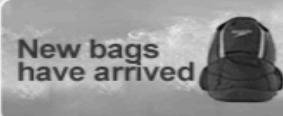
Aquashot camera
Take photographs underwater with the Aquashot camera



Aquacoach
More than just a watch, the Aquacoach automatically counts laps, distance and calories



Back to Pool girls' swimwear



New bags have arrived




New Underwater MP3 player



Competition Swimwear

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Considerations for localization of eCommerce

- Brand consistency
- Localizing images
- Graphic adaptation
- Formatting of date / time / phone numbers
- Product names and titles
- Weights and measures
- Payment formatting
- Understanding idiom / culture
- SEO – visibility in foreign markets



Benefits of localized eCommerce

- Open up new markets
- Create global brands
- Create new products for local market based on good analytics
- Focussed promotions
- Increase online revenues



Thank You



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