

# Localization for Startups

## 1 The Localization Landscape



### The Importance of Translation

"Communicating with international buyers in their preferred languages is one of the most resonant and expedient ways to build relationships and provide value."

Source: Digital Commerce 360

55%

of consumers prefer to only buy in their native language

90%

of B2B buyers conduct online product research before making purchases

74%

of global consumers likely to make a second purchase if post-sales support was offered in their native language

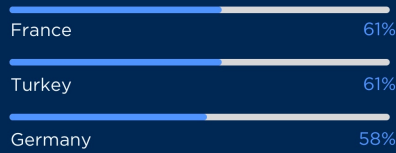
72%

of global buyers want reviews in their native language above all else

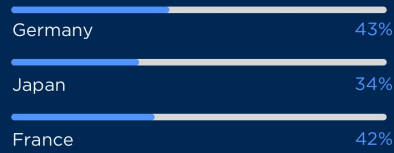
50%

of global consumers want navigation options in their mother tongue even if nothing else on the site is translated

### COUNTRIES THAT PREFERRED TO Buy in their native language



### COUNTRIES LEAST COMFORTABLE Making purchases in English



Source: Unlabel

### THE BENEFITS OF LOCALIZATION

Source: Digital Commerce 360



Increased trust from global customers



A consistent brand experience across all markets



Support for in-market teams, distributors, and partners



SEO benefits that boost local search results



A platform for testing new markets

### WHO'S LOCALIZING The Most Multilingual Industries \*

Source: Digital Commerce 360



Automotive



Computer & Electronics



Consumer Goods



Social Networks & Online Services \*\*

\*Industries that consistently deploy the greatest avg. number of languages

\*\* Leading the way are Google (146 languages), Facebook (141 languages), and VKontakte (85 languages).

## Try Transifex

If you are a startup that is scaling globally and looking for ways to more effectively engage its global audiences, Transifex is here to support you. Not sure what solution you're looking for yet? No worries. Sign up for our free 15-day trial to take the Transifex localization and translation management platform for a spin.

Sign up for your free trial today:  
[www.transifex.com/signup](http://www.transifex.com/signup)