



Localization ROI by the Numbers

Meet your global customers where they are

89%

of internet users are outside the United States

71%

of Fortune 500 companies invest in localization to reach customers in existing markets

72.1%

of people spend most of their time on sites in their own language

Increase customer engagement & profit by speaking the native language. Give your global buyers the content they are looking for.

From consideration ...

65%

prefer content in their native language, even if it is poor quality

73%

want **product reviews** in their native language, if nothing else

76%

will choose the product with info in their native language

52.7%

say obtaining **info** in their native language is more important than price

... to purchase

76%

prefer to buy products with info in their native language

40%

will **never buy** from websites in other languages

75%

are likely to make a repeat purchase if customer care is in their native language

\$25

is returned **for every \$1 USD** invested in localization