

# WHEN RETAILERS GO GLOBAL, THEY NEED TO GET LOCAL.

Consumers around the world are embracing omnichannel retail. Are you giving them a consistent experience every time they engage with your brand?

As the boundaries between retail and ecommerce increasingly blur, that question becomes critical. The key to meeting global customer expectations? Localize your content, so you can offer each user authentic and relevant brand experiences, no matter where in the world they live.

Omnichannel takes your brand global, localization makes it personal.



## DID YOU KNOW?



Websites for the top 150 global brands support an average of 32 languages

The top four languages spoken by Internet users: English, Chinese, Spanish, and Arabic

Top four used on websites: English, Russian, German, and Japanese



By 2022, it will take 16 languages to reach 90% of the world's wallet



60% of consumers expect service in their native language when they reach out to brands



75% of China's ecommerce purchases are mobile and now exceed \$1 trillion



Gen Z has surpassed Millennials as the most populous U.S. generation and outspends them \$100 billion to \$65 billion



Facebook supports 107 languages, which helps it remain the most popular social channel for retail

Consumer expectations are rising faster than improvements in customer experience can keep up

The number of firms rated "excellent/good" by consumers dropped 7% last year

Throughout the customer lifecycle, localization makes a difference:

capture SOONER >> convert FASTER >> engage LONGER

### IMPROVE GLOBAL CUSTOMER EXPERIENCE

Real-time multilingual, multichannel support

1

#### LEVERAGE GLOBAL SOCIAL:

Social Media Listening, Communities, Forums

2

#### STREAMLINE GLOBAL DIGITAL MARKETING:

Advertising, Email Campaigns, International SEO, m-commerce, Web Localization

3

#### OPTIMIZE GLOBAL OPERATIONS:

Product Inventory Management (PIM) Systems, Category Mapping, APIs for Content & Commerce Platforms, Business Intelligence & Data Analysis


### GLOBAL SUCCESS STORIES

Localization is the key for global brands and micro-multinationals:

A footwear retailer establishes "table stakes" in today's global marketplace by providing

 24/7 twitter support in six languages

 An online clothing store increased conversions by 70% when it localized its ecommerce site in eight countries and multiple languages

 A technology company maintains its premier position in Asia through localization, including a 22-language roll-out in a single market

Some retailers who continue to lead in globalization/localization and add new languages to their websites are: **Zara, Nestle, Pampers, and IKEA**

## BUT BEST OF ALL...

Localizing on a global scale is faster and easier than you might think. By using cloud technology, global experts, and self-service tools, you'll find omnichannel capabilities are now within reach—anytime, anywhere.

Want to learn more? [LIONBRIDGE.COM](http://LIONBRIDGE.COM)