

Putting the "local" into localization

HOW WE BROUGHT A HIGH STREET BRAND'S E-COMMERCE TO THE WORLD



Our client, a well-know affordable but high quality clothing and homeware retailer, was cautious when entering the world of e-commerce.

They created a great website, and made it available in the local language of the countries they had stores. But that was the extent of the localization.



The problem was the content didn't change between countries. Every homepage was exactly the same, with nothing so much as a local holiday acknowledged.

So, they contacted Alpha to help. We have a truly global reach, and in-house specialists all over the world. We provided :



Multilingual content



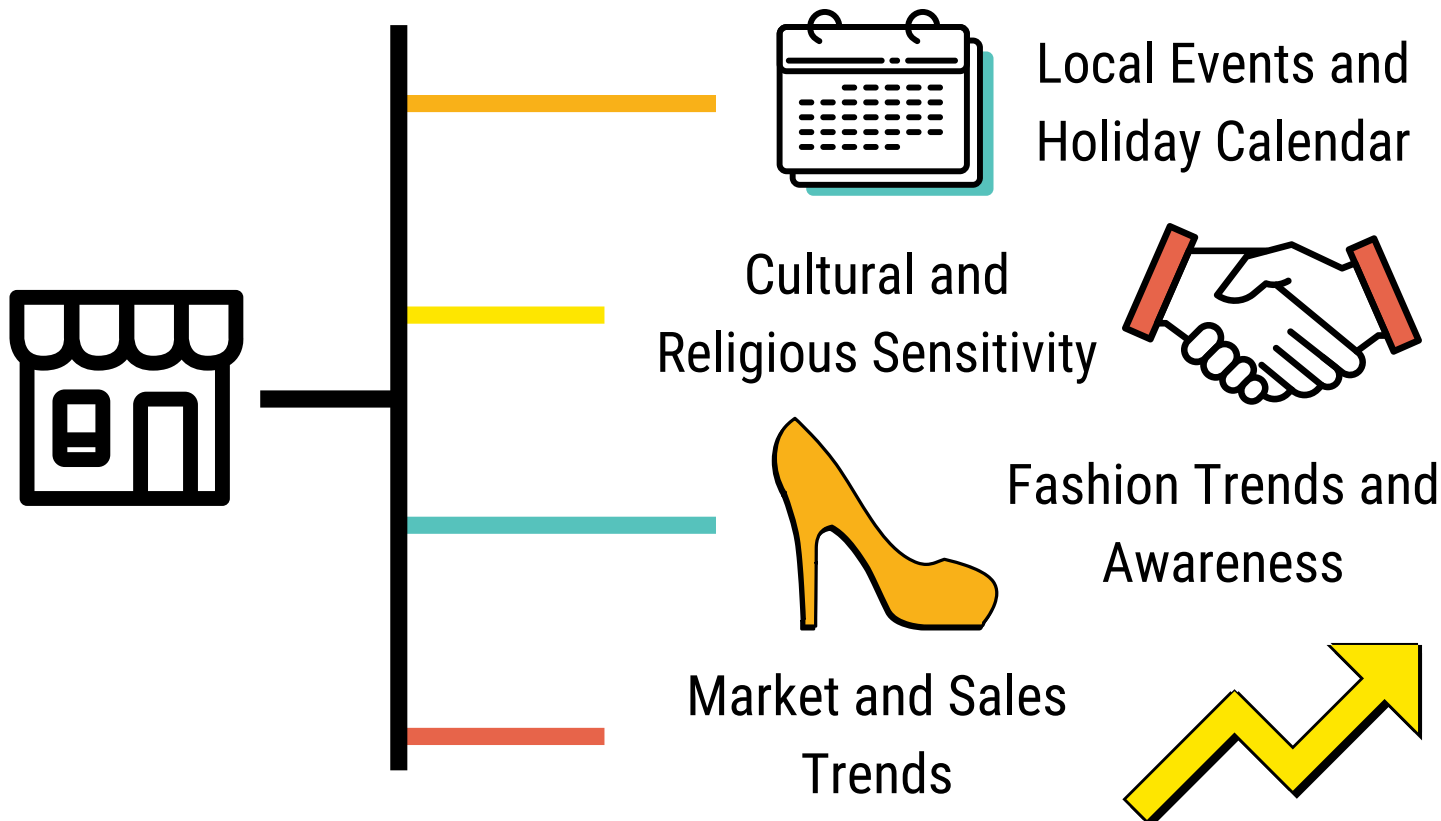
Market research



Focused marketing



So, with all that info, we got to work and, together, launched fully localized homepages, boosting sales, awareness and engagement.



International customers not only felt included and noticed by the retailer, but they were also advertised items and events relevant to them! It makes a huge difference, and we can help you too.

