

Ecommerce on a Global Scale

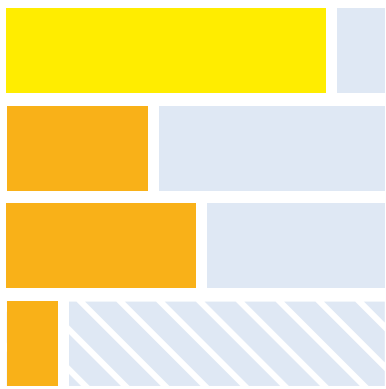
HOW WE TOOK A REGIONAL ECOMMERCE PLATFORM TO GLOBAL MARKETS

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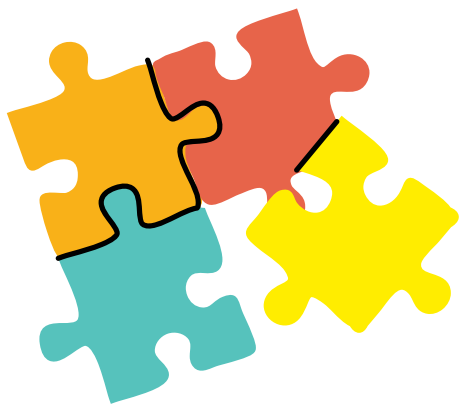
One of our clients, an outdoor and sport apparel brand, had stores in 7 major US cities and ecommerce customers across most of North America. But they wanted to reach more of the world too.

In order to help this client tap into the markets of Asia, Europe and the Middle East, Alpha created a dedicated team of multidisciplinary specialists, market researchers and in-country experts.



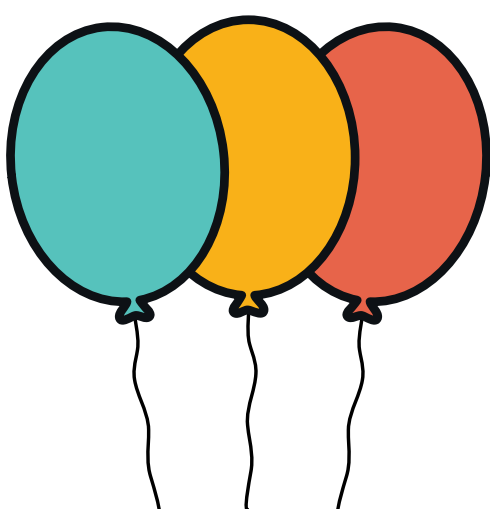
Naturally, we started with analytics. Assessing their existing ecommerce's strengths and weaknesses, then developed the results to improve and work for the target markets.

We devised localization strategy and created a project plan for localizing 6 territory-specific sites for China, Japan, Saudi Arabia, Germany, France and the UK.



We built upon the client's market research with our own in-country experts, refining product selection for each key market to maximise cultural relevance and season appropriateness.

We created 300+ product descriptions for the 6 sites, fully localized, transcreated keywords for SEO per locale. Creative, idiomatic language with sensitivity to religion and culture.



Alpha's linguists, SMEs, LQA and technical teams made it all possible. In the end, 5 of our websites exceeded sales targets, and the 6th hit them. We now have a long-term localization contract with the client and a possible 5 new markets on the way!

Read more about this story right here

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