

## DaytodayeBay

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### AMAZON PRODUCT LOCALISATION

[Steady rise on European sales]



PRODUCT TRANSLATION

Amazon is a growing marketplace not only in the UK but in other countries too. Amazon makes it easy to list products on all European platforms: Germany France and Italy.

We have seen the rise of automated tools like Webinterpret, which can create listings for you, but time and time again we have heard the translation is very poor as they use an automated process done via software and not by humans. Amazon also does auto translation for you and mostly they are also of poor quality.

Recently we have been approached by a London based Amazon seller to get their Amazon UK translated in German, French, Spanish and Italian. We turned out the translation plus created listings and synced with Amazon build international tools within the target time.

#### What we did?

We analysed their existing UK listings and started to understand the product well. Word-for-word translation rarely works, and translation usually involves a certain degree of adaptation for each particular market. *For example, Amazon sellers search for Amazon FBA in the UK, while the Spanish counterparts search for Logistics of Amazon and Amazon Transportation.*

We then listed product listings on their Amazon platforms and synced build international tool. So, it was an A to Z solution for the client.

#### The result

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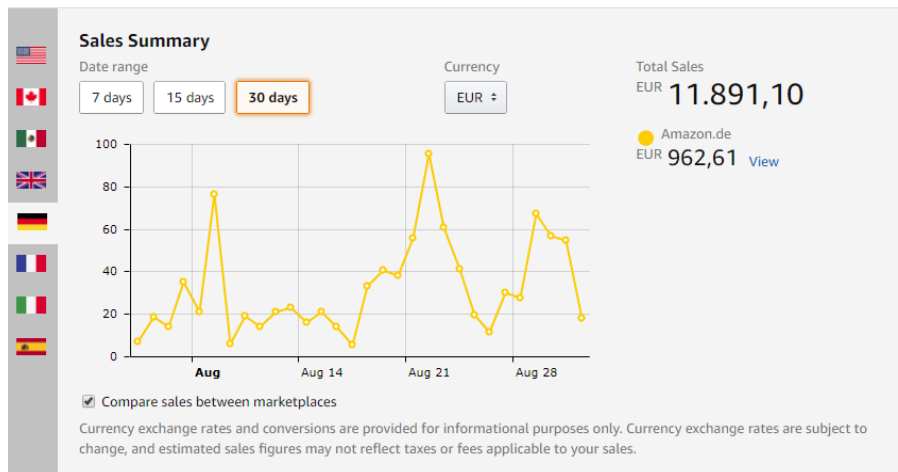
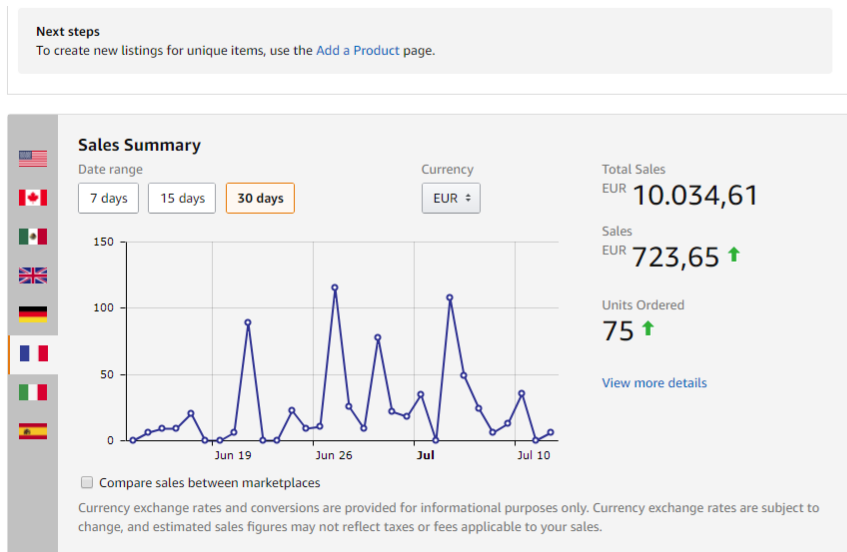
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We are starting to see a steady rise on sales on their European listings.



## Conclusion

Amazon Europe can bring in substantial additional revenue to your business and the only thing that is stopping you is product listings which make sense to your local customers in Germany, France, Italy and Spain. We have helped others and we can help you too. Please [get in touch](#) with Prabhat today to discuss more.



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