

## DaytodayeBay

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### AMAZON PRODUCT TRANSLATION

#### [Speak your customer's language]

The demand for translation services keeps growing every year. Even small and medium sized companies can now compete in international markets, and they know that they need to speak their customers' language to reach them effectively.



#### PRODUCT TRANSLATION

Why do you need to translate your website or printed materials if your customers can speak English? You may want to know that more than **70% of people** prefer to buy products in their **native language** when making an online purchase.

You may have heard about Google Translate, Machine Translation or Neural Machine Translation and their capability to solve our translation needs. However, the current reality is that machine translation has its limitations, and we still find amusing translation mistakes every day.

We were recently approached by a client who had his content translated by a popular translation service business in the ecommerce industry, and we helped him to improve the quality of his content.

Read the case study below to understand how we did it:

**DaytodayeBay** provided translation and localisation services for a retailer selling sports equipment. The goal was to localise and culturally adapt the content for the Spanish, French and German audience.

The client planned to promote his products on Amazon Spain, France and Germany. In order to engage with the consumers from these countries, keywords and content needed to evoke the desired reaction in the target markets.

**What We Did:** We put together a team of translators to improve and adapt the content for the Spanish, French and German markets.

For example, the English copy read "Foam Roller Massage", but the original Spanish translation was *Rodillo de masaje* (Roller Massage), which means that the primary keyword "foam" was missing.

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We also paid attention to the importance of the cultural relevance of products for the potential customers. The English copy read “Lacrosse Ball” and the original French translation was *Balle De Lacrosse* (Ball of Lacrosse). That translation was irrelevant for the French audience as nobody knows what Lacrosse is in France, so we decided to use the more relevant keyword *Balle lisse* (smooth ball).

The limitations of machine translation were also evident in an elaborated sentence such as “4 in 1 Best Fitness Set for Muscle Massage”. The translation into the three languages was word for word, but the order needed to be rearranged to sound natural for the target audiences.

**Results:** "Your work was just great!", he said.

Therefore, we always recommend that you use [professional translation services](#) to help you with your communication needs.

At DaytodayeBay we translate and list on all European platforms, unlike other translation providers; and we also manage non-English PPC ads. See example results below:

Spend	Sales	ACoS
1.230,96€	11.503,80€	10,70%
520,09€	2.998,00€	17,35%
261,65€	2.773,80€	9,43%
409,91€	5.468,00€	7,50%
39,31€	264,00€	14,89%

## Conclusion

Amazon Europe can bring in substantial additional revenue to your business and your only barrier is creating product listings which makes sense to your local customers in Germany, France, Italy and Spain.

Please [get in touch](#) with Prabhat today to discuss more.



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