

HOW TO BE A GLOBAL-READY RETAILER? GET LOCAL!

Consumers around the world have embraced omnichannel retail. But as boundaries between retail and ecommerce disappear, brands struggle to deliver consistent experiences to global customers.



Localization—meeting global customer expectations by giving them authentic and relevant brand experiences—is the key to being a global-ready retailer.

Omnichannel takes your brand global, localization makes it personal.



On average, top global retailers host **3.9 LANGUAGES** and **2.7 SOCIAL NETWORKS** per website

The most **POPULAR LANGUAGES** online are English, Simplified Chinese, Spanish, Japanese, French, and German

A website with **10 LANGUAGES** can access 95% of the world's wallet

58% OF CONSUMERS PREFER to receive promotions and discounts via **EMAIL**

DID YOU KNOW?



60% OF CUSTOMERS EXPECT SERVICE IN THEIR NATIVE LANGUAGE when reaching out to brands

Millennials prefer **WEBCCHAT AND SOCIAL MEDIA** 3x over phone support

Mobile (m-commerce) will represent **50% OF E-COMMERCE SALES** by 2018

Facebook is the most popular retail social channel, supporting **70+ LANGUAGES**

Throughout the customer lifecycle, localization makes the difference.

CAPTURE SOONER »

CONVERT FASTER »

ENGAGE LONGER

IMPROVE GLOBAL CUSTOMER EXPERIENCE: Real-time multilingual, multichannel support

LEVERAGE

GLOBAL SOCIAL: Social media listening Communities Forums

STREAMLINE

GLOBAL DIGITAL MARKETING: Advertising, Email Campaigns, International SEO, m-commerce, Web localization

OPTIMIZE

GLOBAL OPERATIONS: Product Inventory Mgmt (PIM) Systems, Category Mapping, APIs for Content & Commerce Platforms, Business Intelligence & Data Analysis

GLOBAL SUCCESS STORIES

How localization delivers for micro-multinationals and global brands alike:

ebay sellers achieve **8X** greater revenue when they localize their listings

A lifestyle and fashion site **optimizes for mobile**, enabling users to upload daily outfits and connect globally

A luxury fashion brand publishes its newest designs online in 10 languages, with **24 hour** turnaround time

A global technology brand manages localized campaigns across **75** worldwide markets

Best of all, becoming global-ready is faster and easier than you think. Cloud technology, global experts, and self-service tools make multilingual omnichannel capability accessible to everyone.

READY TO LEARN MORE?

LIONBRIDGE.COM