

Alltricks

The gem of French e-commerce looking to conquer the international market

Alltricks was created in 2008 to provide mountain bike enthusiasts with all the spare parts they need to practice their favourite sport. This was achieved using an e-commerce platform with a promise of "next day delivery." Ever since, the brand has specialised in **cycling, running, & outdoor** items.

Since its creation, the company has raised more than 12 million euros and now has **1 million customers**.

Well established in a niche market, the platform has become the **benchmark for cycling and triathlon enthusiasts**. In 2018, it turned over an estimated **65 million euros**. In 2019, Decathlon acquired a majority stake in Alltricks' capital.

Alltricks works with **600 brands** and offers more than **60,000 products**. The company is also developing its own brands in order to be able to offer its customers accessible and unique offers.

Alltricks is striving for **ambitious international development**, particularly in Europe where it currently generates 20% of its sales. The brand primarily targets the Spanish, Italian, German, and Portuguese markets. The challenges

The challenges of translating a sporting goods e-commerce platform

In the context of strong international development, Alltricks asked Milega to oversee the long-term multilingual translation of its website into 3 languages: **Spanish, Italian, and German**.

The main challenge was to ensure flawless technical expertise and terminological consistency while minimising the cost of translation.

Indeed, as with any e-commerce platform experiencing a period of considerable development, this translation presented many challenges:

- A comprehensive product catalogue (with several thousand products);
- A catalogue that was constantly evolving according to stock levels;
- The seasonality of certain products and sustained activity during the Christmas period;
- Very similar product descriptions within certain product lines (with a high number of repetitions);
- The site was only in English, which lowered the conversion rate, as customers in non-English speaking countries mostly prefer to buy from a site translated into their native language

The Milega solution for the translation of a high-volume e-commerce site

In order to test the potential of the translation, Milega offered Alltricks an initial test-mode translation to assess the **return on investment**: this involved translating the main parts of the website (home page, categories, featured products, short descriptions, etc.).

After translating the site into Spanish, **sales in Spain increased significantly**. Alltricks therefore decided to continue working with our teams to translate its content into German and Italian.

The project was comprised of 3 main stages:

1. Preparing for website translation

Preparation for a translation project is an essential step to ensure a coherent translation that **respects the tone of the brand internationally**.

First of all, we validated the **glossary and the technical terms** with the country managers of the respective target countries.

Then, we worked closely with the Alltricks technical director to identify the **best technical solution** for extracting and integrating content (flows, XML, CSV, Excel, html, Milega API, etc.).

Finally, we set up rates adapted to the exceptionally large content, **without charging for repetitions**.

2. Ensuring translation consistency of platform content

One of the main challenges of translating high-volume e-commerce platforms is **content repetition**: the same technical terms often appear several times. In order to ensure consistency between the contents, we use **translation memories**, which allow us to adhere to the glossary in an automated way.

3. Managing a long-term translation project

As with any e-commerce platform, the content is constantly updated, notably to add new products. Since the start of this project in 2015, we have received new content to **be translated on an ongoing basis** into the 3 languages concerned. We are constantly working alongside Alltricks marketing managers to update our glossaries and create **new translation strategies**.

Testimonies by project collaborators

Thoughts from the project manager:

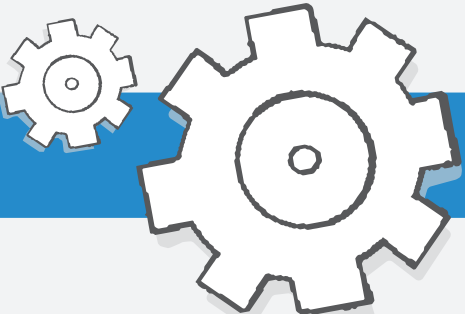
"The preparation phase of this project was the key to its success. It was based on two stages.

First, the technical preparation: the client sent us a large XML feed which contained a lot of html code. We had to create tailor-made filters to isolate the content to be translated while ensuring that there was no risk of html code erasure.

Next, the terminological preparation: we prepared glossaries, validated beforehand by the country managers of each respective country. This made it possible to start on a good footing.

Subsequently, the project was extremely easy to manage. We simply had to increase the size of the teams to 5 or 6 translators when there were peaks in activity (Christmas, sales, new seasons, etc.).

Communication with the Alltricks team has always been very easy and amicable."



Laura Vargas / Milega Project Manager

Thoughts from the client:

"To support us in our internationalisation efforts, we trust Milega implicitly for the translation of our product catalogue into Spanish, Italian, and German. The Milega team knows how to adapt to our needs according to seasonality and the quality of the translation is always there.

The site now generates 20% of its turnover internationally. This share is constantly increasing, proof that the partnership works."



Jérémy Durand / Head of translation coordination

How to successfully internationalise your e-commerce platform

International development is a **powerful growth driver** for e-commerce platforms, so choosing a translation partner is crucial.

Indeed, to be able to become established on a foreign market, and generate a **climate of trust**, the site must be translated into the **native language of the customer**. Internet users always prefer to opt for a site offering content in their first language.

The translation of your e-commerce site must:

- Faithfully transcribe **your brand image** to recreate your universe in the target country.
- Take into account **local or regional linguistic subtleties** in order to guarantee a natural and flowing user experience.
- Never neglect **natural referencing** which is an important lever for visibility and conversions.

**Do you have an e-commerce internationalisation project?
Use our SEO translators.**