



Milega

## CEETIZ CASE STUDY

SUCCESSFUL CASE



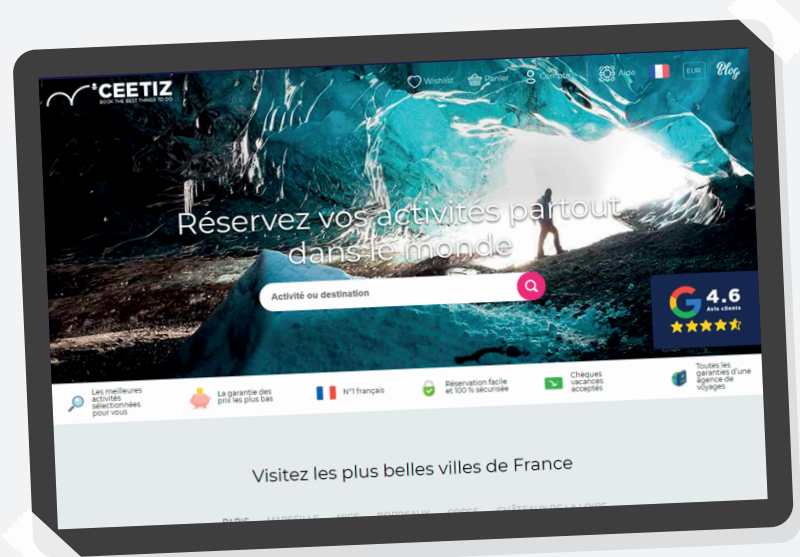
### Ceetiz, the tourist activity booking platform

Ceetiz allows Internet users to book tourist activities in several cities around the world and thus benefit from priority access and low prices from a single platform.

Ceetiz offers **8,000 unique activities in 300 destinations worldwide**, with discounts of up to 50%.

In addition to unmissable city tourist activities, the platform focuses on the **user experience** and offers unusual activities and meetings with locals who share a passion for their city.

Translated into **8 languages**, **900,000 people** have already used the Ceetiz platform worldwide..



### The translation challenges at Ceetiz



Ceetiz contacted us to translate its platform into 6 languages (German, Spanish, Portuguese, Chinese, Japanese, and Russian).

The main challenge was to deliver **a translation with strong conversion potential**.

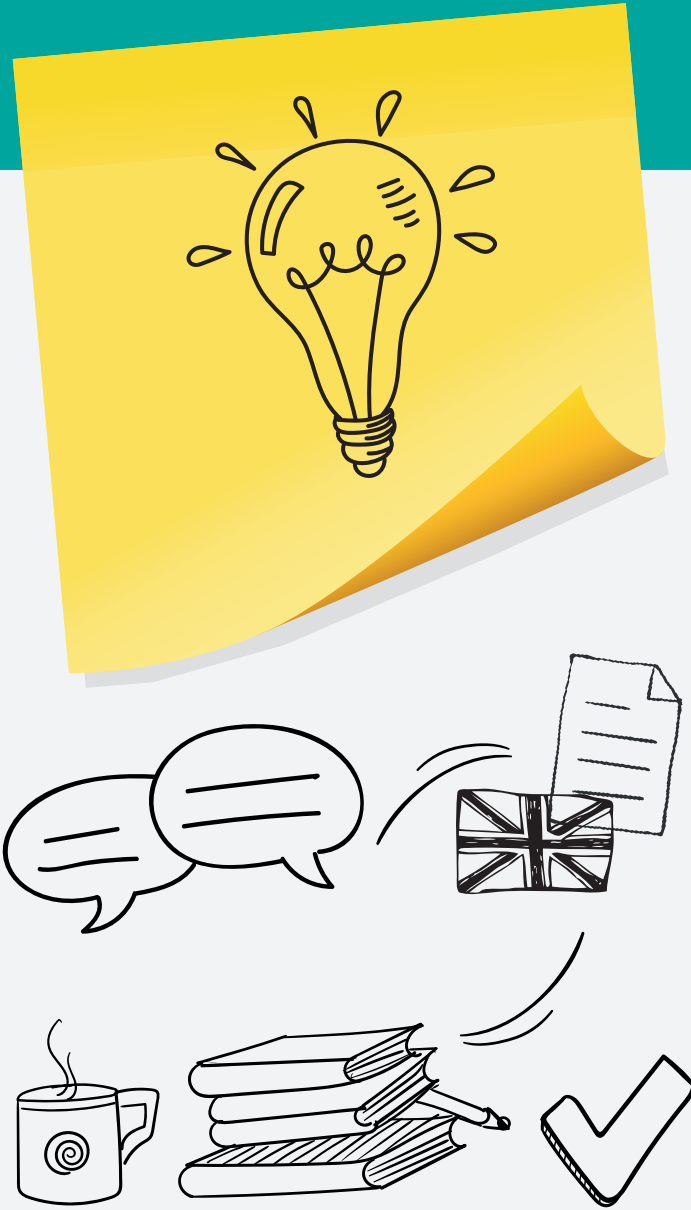
In fact, the main objective of the Ceetiz platform is to sell tourist and cultural activities directly via the site.

To keep to this objective for the different target markets, the translators had to have **a good knowledge of marketing**.

Translation with a strong marketing dimension differs from traditional translation. To make the customer want to buy, it is sometimes necessary to deviate slightly from the original text during translation, for example by using localised idioms.

Thus, the translated text must be fluid and natural so that the user has the impression of browsing a website from their country of origin. This is an essential element in order to establish **a climate of trust with the customer and to guarantee a high conversion rate**.

### The solution provided by Milega



As soon as the quote was accepted, and for the entire duration of the project, we put in place **a team of project managers** who were available and able to communicate with the client in their native language.

The English translators created **aglossary** which was first sent to the client for validation and then updated as the translations progressed. We standardised the use of certain terms by staying in constant contact with Ceetiz's English-speaking marketing manager.

From the very start of the project, the client provided us with detailed instructions to ensure they received **relevant and accurate translations**. The instructions covered terminology, spelling, the formatting of times, dates, numbers and prices, the formatting of book, film, song, and other titles, punctuation, the use capital letters for certain elements, the tone to adopt, terms to avoid or use on a repetitive basis, etc.

In addition, our team of English translators had to use British spelling (e.g., localisation instead of localization) but for style purposes we also had to use some American terms.

The style sheet was very detailed and was modified during the project. This required the translators to update their translation memories and glossaries in order to **correlate the content already translated**.

Our collaboration with Ceetiz lasted for several years. Thus, we were able to process both very large volumes (mainly into English) and small additional content.

### Testimonies by project collaborators



Laura Calvo / Milega Project Manager

#### Thoughts from the project manager:

*"The preparation phase was important. The involvement of the Ceetiz content manager was essential in guiding our translators towards the perfect wording. We had a lot of telephone exchanges and also carried out A/B testing on flagship destination descriptions and Landing pages."*

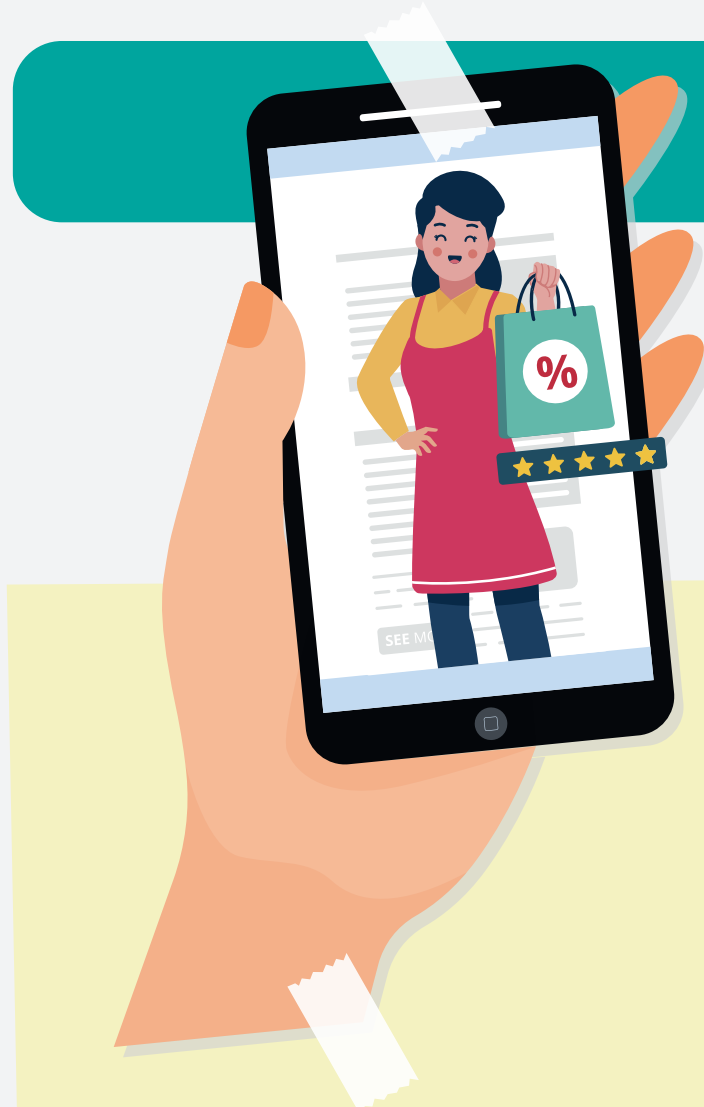


Damien Bellon / Ceetiz COO & Co-founder

#### Thoughts from the client:

*"We rely on Milega for our tourism translation needs. Our sector indeed has terminological, responsiveness and referencing needs for which Milega dealt with perfectly."*

### How to successfully translate a sales site?



If you have a translation project in several languages, with a specific sales objective in mind, you need to study the options available to you in order to obtain a quick and professional translation that best suits your budget.

To avoid unpleasant surprises:

- Make sure that the chosen provider has **experience in marketing translations** in order to achieve the expected conversion rate.
- Use translators who **know how your site's content management system (CMS)** works so they can export and import data effectively.
- Choose professional and native translators in the language into which you want to translate your content. These professionals know the regional and local linguistic intricacies of your target market.
- The translation professionals you have chosen must **have a good knowledge of your sector of activity**, but also be experienced in web translations and the rules governing **natural referencing**.

Do you have a sales site translation project?  
**Call on our Marketing translators.**