



## Nosto, world leader in commerce experiences in the internationalisation phase

Nosto is a commerce optimisation and personalisation platform for Retailers.

The company was founded by Finnish e-commerce specialists in Helsinki and serves more than **2,500 retailers** in more than **120 countries** around the world. Quickly, the problems of translation and internationalisation became apparent.

Corporate reorganisation and the development of multilingual international markets accelerated this trend.

Being a specialist in **ultra-personalisation**, Nosto needed translation and localisation to support its international growth.



## The translation challenges at Nosto

Nosto called upon Milega for translations into several languages:

- French to English
- French to German
- English to French
- English to Spanish
- French to Spanish.

The main challenge was to deliver a **translation with strong conversion potential and able to encourage real engagement**. It was also a question of **respecting the extreme technical nature of specific e-commerce terminology, in particular the use of Anglicisms depending on the languages**.

The first translations were carried out internally or with freelance translators. However, given the need for responsiveness and availability, Nosto chose a translation agency, for several reasons:

1. The permanent and immediate availability of translators in all languages.
2. The management of complex formats.
3. Quality control.
4. Faster turnaround times.
5. The diversity of translation services.
6. Experts in all fields.



Thus, the translated text needed to be flowing and natural so that the user had the impression they were browsing a website from their country of origin. In fact, this is a crucial element when wanting to establish a **climate of trust** with visitors and **guarantee a high conversion rate**.

## The solution provided by Milega



We set up a **team of project managers** who were available and able to communicate with the client and centralise the management of translations from the Paris offices. These were being coordinated by the Senior International Marketing Manager.

German, French, and Spanish translators were involved in this project. The source language could vary depending on the type of content: however, the majority of the content was translated from English. Some content has been translated from French into other languages.

### The translated formats were:

- Case studies
- Blog articles
- Webinars
- E-commerce guides
- The webpage structure

The CMS used was WordPress. To facilitate the integration process, the Milega team used the WPML export function to automate the tasks that could otherwise have taken the internal Nosto teams a lot of time.



## Testimonies by project collaborators



Laura Vargas / Milega Project Manager

### Thoughts from the project manager

*"It's a real challenge, because Nosto works with very specialised partners and in particular with the professional e-commerce and digital press, which is very picky."*

*We quite often discuss the effective use (or not) of certain terms. This is really motivating for our translators, because there is real feedback, and the exercise is all the more interesting."*



Cindy Deguingand / Senior International Marketing Manager

### Thoughts from the client

*"I started working with Milega 6 months ago to support my new responsibilities in our company's other key markets. Also, in addition to managing the French market, I took on projects carried out in English-speaking, Spanish-speaking and German-speaking countries."*

*Translation, which has previously been carried out internally at Nosto, had to be outsourced to gain efficiency in internal content management and to allow me to focus on the strategy to be implemented. The result: a definite time saving, which allowed me to devote more time to the essential functions of my job. I was able to give more focus to managing international marketing campaigns and relationships with technology partners.*

*The Milega teams were also very attentive to my feedback on the technical vocabulary and the translation style to be applied."*

## How to successfully translate the SEOs of your multilingual website

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 and technical translations** in order to achieve the expected conversion rate.

Use translators who **know how your site's content managementsystem (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.