



Smallable, a chic e-commerce in the process of internationalisation

Launched in 2008, **Smallable** is an online concept store that sells children's and women's fashion and designer household items.

Since its creation, Smallable has raised **7 million euros** and, in 2018, its turnover amounted to **40 million euros** (an increase of 30%). 90% of its turnover is generated online, two-thirds of which is abroad.

Its main target: young active mothers and city dwellers with high purchasing power – the average basket amount represents 190 euros.

Today, Smallable markets more than **160,000 items** from 750 designer and innovative brands. Its articles are delivered to more than **200 countries**. Smallable's client base is very loyal: 40% of customers buy its products within 12 months of the first purchase. They account for 60% of turnover.



The translation challenges at Smallable



In February 2017, amidst rapid growth and an internationalisation phase, Smallable asked Milega to translate its website and communication documents into 4 languages (English, German, Italian, and Spanish).

The translation of the website had to meet several objectives:

- Faithfully reproduce the **high-end brand image** to effectively adapt it to the target markets.
- Obtain a **carefully thought out** translation which was faithful to the brand image and which took the high-end customer base into account.
- Achieve a **flowing multilingual site**, allowing customers to browse in their native language and giving them the impression that they were browsing a site in their own country.
- Take into account **natural referencing (SEO)** in order to give visibility to the online store in target countries.
- **Creatively translate** product descriptions to fit target markets and drive conversion rates.
- Reproduce the **"Smallable tone"** in another language.

The Milega solution



In order to meet these objectives, we organised a team of **8 translators, coordinated by a project manager**. The selected translators are marketing professionals **specialising in e-commerce and SEO**.

The entire translation project is carried out using the **progressive iteration method**: our team is in constant contact with the Smallable marketing team. Our regular Skype exchanges have enabled us to synchronise translations and strengthen the relationship of trust.

Smallable had a glossary for the most frequent and technical terms. The challenge was to provide translations **with a natural and native tone**, even if it meant moving away from the original in order to use more idiomatic expressions in the target language.

As translation requests are very regular, and to prevent the loss of any documents, we set up a **personalised Google Drive environment** where all requests, translations, and administrative elements are centralised to increase fluidity.

The different stakeholders within Smallable can leave documents there, at any time, in a specific folder.

Translators also submit their translations using this environment. A **shared cost control file** is completed by the project manager to avoid the administrative burden of having to accept and sign quotes.



In addition, the use of computer-assisted translation (CAT) tools is also a key feature of this project. Indeed, it involved translating product catalogues with certain attributes that were repeated several hundred times. E.g., for a product file of more than 500,000 words, the use of CAT tools means that only 50% of words are invoiced due to repetitions or occurrences within previous translations.

We have been working together on this project continuously for more than 3.5 years, supporting Smallable with their international growth.

Testimonies by project collaborators

Thoughts from the project manager:



Laura Vargas / Milega Project Manager

"Apart from always having had an excellent relationship with those in charge of translations at Smallable, the originality of this project lies in the diversity of translation requests (product sheets, newsletter, blogs and even Wikipedia documents!). The challenge is being available to **respond quickly throughout the year**, regardless of the content, volume, and language. A key point is also being able to maintain consistency of tone and demonstrate the brand's ethos in foreign markets.

What's all the more appreciable is that Smallable has native-speaking teams who can provide us with feedback pertaining to quality and terminology. E-commerce moves very quickly, **so responsiveness is at the heart of our process**. Deadlines can sometimes be very tight, but they are always respected! "



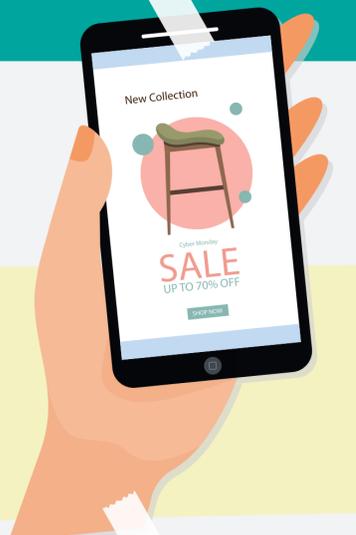
Idoia Grzimek / Smallable e-marketing manager

"With our site already being translated into 5 languages, and our translation needs growing year after year, we decided to **outsource part of our translations** in February 2017. This was to **relieve our marketing team** which, up until this point had taken responsibility for this work, as well as many other things.

In terms of translation, organisation and responsiveness, Milega was able to **respond very quickly to our expectations**. Indeed, our translation needs are sometimes greater at specific times, and it was important for us to have a partner who could keep up without needing to be informed weeks in advance.

We have exchanged with several translation agencies, but Milega is the one we recommend for any business structure in a period of strong growth and in need of a flexible partner who knows how to adapt to individual needs and constraints. "

Successful translation of an e-commerce site



Since **international development represents a powerful growth driver** for e-commerce stores, the choice of translation partner is crucial.

In fact, to successfully launch an international e-commerce, the translation of your 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 ensure 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? **se our SEO translators.**