milega.

KIDYNEO

OPTIMIZED TRANSLATION WITH COST EFFICIENCY
THROUGH THE H-AI-BRID METHOD

CASE STUDY

nanny·care
adoucit vos nuits

Client background:

Nanny Care is a leading French online store dedicated to baby sleep safety, particularly known for distributing a CE-certified respiratory monitoring device designed to prevent sudden infant death syndrome (SIDS). As part of their expansion strategy, Nanny Care aimed to launch this essential product for parents in Spain, requiring full localization of their e-commerce site into Spanish.
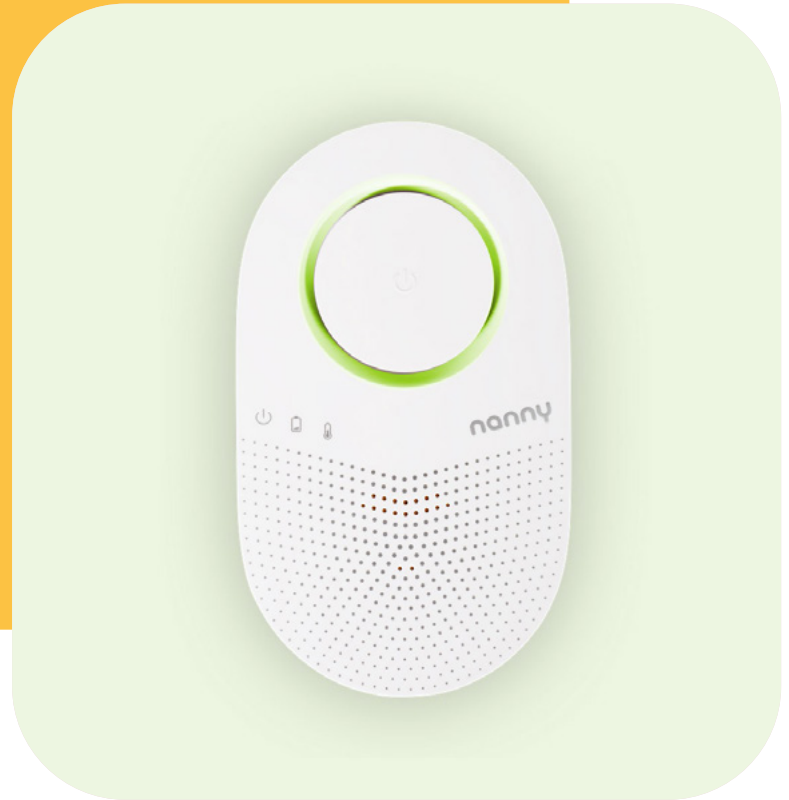
THE CHALLENGE

Nanny Care needed a cost-effective and technically seamless solution to localize their PrestaShop-based site into Spanish. The project required accurate, high-quality translation to maintain their reputation and SEO performance while strictly adhering to a tight budget.

THE SOLUTION: H-AI-BRID TRANSLATION

To address Nanny Care's localization needs, Milega implemented a hybrid translation method—combining human expertise with AI-enhanced technology:

+ Milega PrestaShop module: enabled smooth export and import of translation files, streamlining the workflow.

+ Glossary creation: developed a comprehensive glossary to ensure consistency and brand-specific terminology across the site.

+ SEO keyword research: tailored Spanish SEO keywords to ensure the translated content maintained its search engine rankings.

+ Human translation of key content: approximately 15% of the site—high-impact, strategic pages—were translated by human experts to ensure top-notch quality and precision.

+ AI-assisted translation for secondary content: less critical pages were translated using advanced AI, significantly reducing costs without compromising quality.

RESULTS AND IMPACT

By adopting the Milega PrestaShop module and leveraging the H-AI-brid method, Nanny Care's Spanish website was successfully localized and optimized for SEO. The approach resulted in a **60% cost saving** compared to traditional translation methods, without sacrificing translation quality or SEO performance. This intelligent solution ensured the translations met high standards and avoided Google penalties, all while maintaining tight control over the budget.

CLIENT FEEDBACK

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The project was very well managed by Mickaël from Milega, who showed great attention to our needs and handled technical challenges directly with our web agency. We're extremely satisfied with this innovative approach that blends human and machine translations.

VIRGINIE BOILLET, DIGITAL TRAFFIC MANAGER — KIDYNEO

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This project perfectly reflects our methods—leveraging technological tools, human expertise, and AI integration. It was a pleasure to contribute to the success of Nanny Care, an exceptional product.

LAURA VARGAS, PROJECT MANAGER — MILEGA

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Milega is the leading agency for digital content and website translation. Our aim? Responding to your needs and offering you effective solutions. With more than 10 years' experience in the translation sector, 400 translated merchant sites and satisfied customers under its belt, and experience in 45 languages, Milega relies on its proven expertise and professionalism. Our strength? Being able to combine the advantages of traditional translation methods with those using advanced technology. This enables us to support you and help you respond effectively to the growth in online product sales.

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