



# How Leading Brands Localize User Journeys

## INTRODUCTION

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First, globalization wiped out all the borders for businesses—companies can now expand to almost any market, allowing them to connect with people across different cultures and languages. However, over time, it became obvious that just opening a new office or starting to sell in a new country was not enough.



Think about it – when was the last time you used a website or app that didn't speak your language and didn't feel personalized to you? Probably not recently. That's where localization comes in.

Localization isn't just about translating words. It is about making sure that the content and experiences people interact with online feel familiar and relevant to them, no matter where they are. Localization provides users with a personalized experience tailored to their language, culture, and preferences.

In this whitepaper, we're diving deep into the world of localization and its impact on user journeys. We'll explore how leading brands use localization to create meaningful connections with customers globally and take a closer look at how you can leverage localization with Storyblok and Lokalise – two innovative companies that are making localization easier and more effective for businesses of all sizes.

Together, Storyblok and Lokalise are on a mission to revolutionize brands' approach to localization. Throughout this whitepaper, we'll share real-life examples, best practices, and insider tips to help businesses improve their localization game and connect with customers on a whole new level.

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## PART 1:

# Why Localization Matters in User Journeys

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Recently, the growth of eCommerce, social media, and digital communication channels has made it easier for brands to connect with customers globally. However, this newfound connectivity comes with its own set of challenges.

As brands extend their reach to capture the attention of diverse audiences across continents and cultures, they must navigate a complex mix of linguistic, cultural, and behavioral nuances. Every region and demographic has its own set of preferences, customs, and expectations, meaning brands must adopt a tailored approach to engagement.

Consider the vast diversity of languages spoken worldwide, each serving as a gateway to unique cultural identities and perspectives. In this linguistic diversity, brands must tread carefully, ensuring that their messaging resonates authentically with audiences in every corner of the globe.

But language is just the tip of the iceberg. Cultural norms, societal values, and historical contexts further shape consumer preferences and behaviors, influencing everything from product design to marketing strategies. What resonates with audiences in one region may fall flat or cause offense in another, highlighting the importance of cultural intelligence in global brand management.

Moreover, as globalization blurs geographical boundaries, consumers are becoming more exposed to diverse products, services, and experiences from around the world. This wide variety of choices has raised the bar for brands, compelling them to deliver not only quality products but also seamless, personalized experiences that appeal to each customer's individual needs and preferences.

The following statistics are convincing enough to understand the significant impact of localized content on consumers' decisions.



Research indicates that consumers are more inclined to engage with content that speaks their language. In fact, a staggering [76% of consumers](#) prefer to spend most or all of their time on websites that are available in their native language.



Language proficiency significantly influences purchasing behavior, with most consumers prioritizing access to information in their native tongue over pricing considerations. According to [56.2% of consumers](#), having product information available in their native language is deemed more crucial than pricing when making buying decisions.



Localization can significantly impact brand perception and loyalty. [60% of global consumers](#) rarely or never buy from English-only websites, highlighting the importance of localized content in building trust and emotional connection with customers.

## Common Localization Challenges

Despite the undeniable benefits of localization, brands often run into a range of challenges along the way. Some of the most common obstacles include:

### CULTURAL NUANCES

Translating content is just the beginning. Brands must also consider cultural sensitivities, idiomatic expressions, and local customs to ensure that their messaging resonates authentically with each audience. Understanding the intricacies of each culture is crucial to avoid inadvertently causing offense or misunderstanding.

### POOR TRANSLATION

Low-quality translations can undermine a brand's credibility and lead to misunderstandings or confusion among users. Investing in high-quality translation services is essential to maintain consistency and clarity across languages. This involves not only linguistic accuracy but also capturing the nuances and tone of the original content.

### SLOW TIME TO MARKET

Traditional localization processes can be time-consuming, delaying product launches and updates. Agility and speed are essential for staying ahead of the competition. Brands need efficient workflows and tools that enable rapid localization without sacrificing quality.

### EXTENSIVE MANUAL WORK

Manual localization tasks, such as copy-pasting text or managing multiple spreadsheets, are not only labor-intensive but also prone to errors. Automation tools can streamline these processes and free up valuable time for more strategic initiatives. By automating repetitive tasks, brands can increase efficiency and reduce the risk of human error.

#### CASE STUDY

Learn how Xlash switched from 8 WordPress sites to one robust platform to prepare for a global eCommerce expansion.

[READ THE FULL CASE STUDY](#) 



### NON-UNIFIED WORKFLOWS

Fragmented workflows and disparate tools can hinder collaboration and communication across teams. A unified localization platform enables seamless coordination and ensures that everyone is on the same page. By centralizing all localization activities within a single platform, brands can improve efficiency, consistency, and collaboration among teams involved in the localization process.

## PART 2:

# Strategies for Effective User Journey Localization

In this section, we will guide you through the steps the company needs to take to successfully launch on a new market.

## TAILORING CONTENT FOR CULTURAL SENSITIVITY

Localization is more than just language; it's about creating experiences that truly resonate with the unique identity of each target audience. To accomplish this, brands must go beyond mere translation and immerse themselves in the cultural nuances of their diverse customer base. This means delving into the rich layers of local customs, traditions, and values that shape the mindsets of different communities.

For example, consider the cultural differences in color symbolism. While white may symbolize purity and innocence in Western cultures, it's associated with mourning and funerals in many Asian countries. By understanding these nuances, brands can avoid inadvertently sending the wrong message or causing offense to their audience.

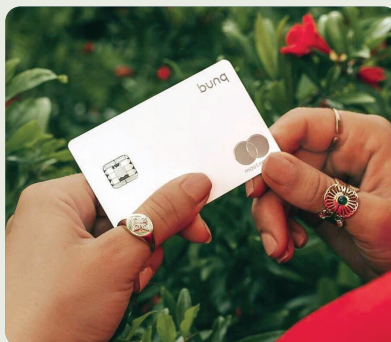
Similarly, humor can vary widely across cultures, with what may be considered smart and funny in one culture potentially coming across as rude or inappropriate in another. By conducting comprehensive cultural research and collaborating with native speakers or cultural experts, brands can navigate these differences with sensitivity and tact.

Ultimately, effective localization requires a deep understanding of the cultural context in which brands operate. By investing time and resources into cultural research and collaboration, brands can ensure that their messaging breaks through linguistic barriers and resonates authentically with the heart and soul of each target audience.

### CASE STUDY

**Learn how bunq, an Amsterdam-based neobank, translated 50,000 words in 3 weeks, localizing for Ukrainians**

[READ THE FULL CASE STUDY](#) 



## PERSONALIZATION AND CUSTOMIZATION FOR LOCAL AUDIENCES

Today, consumers expect brands, especially international ones, to create personalized experiences. Because of that, companies that want to succeed in new markets must focus on building personalization and customization strategies that resonate with local audiences throughout the user journey. They can first segment audiences based on demographic, psychographic, or behavioral factors and then deliver tailored content, offers, and experiences that speak directly to each user segment's needs and interests.

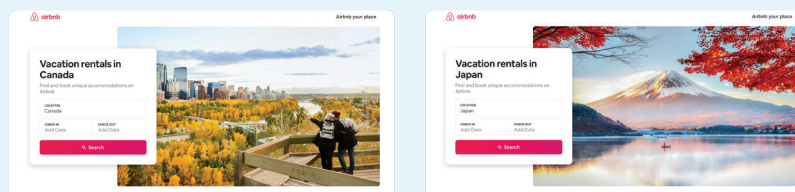
Take IKEA, for example, a global furniture retailer known for its innovative approach to localization. Recognizing that home preferences and lifestyles vary greatly across different regions and cultures, IKEA customizes its showrooms and even product offerings to align with the needs and demands of local markets. For instance, in densely populated urban areas like Tokyo, IKEA may showcase space-saving furniture solutions tailored to small living spaces. In contrast, in suburban areas with larger homes, they might emphasize family-friendly designs and spacious layouts.

## LANGUAGE, DESIGN, AND USER EXPERIENCE CONSIDERATIONS

This part involves not only translating text but also modifying visual elements, design, navigation, and functionality to accommodate linguistic and cultural differences. A picture can convey a lot, but its meaning can vary significantly across different cultures. What appeals to one audience may have a different effect on another. By integrating culturally appropriate visuals and iconography, brands can enhance the relatability and impact of their content, building stronger connections with diverse audiences.

The structure and layout of digital interfaces are crucial in engaging users and helping them navigate through a website or app. The traditional left-to-right layout may feel unfamiliar or disjointed for languages that read right to left, such as Arabic or Hebrew. Additionally, some languages have longer words and sentences that must be accommodated in the design.

When users from different countries visit Airbnb's website, they are automatically redirected to the localized version of the site. Once redirected, their preferences are considered, and they are greeted with content in their preferred language and currency.



Furthermore, Airbnb makes sure to incorporate localized imagery and design elements that resonate with the cultural aesthetic of each market. This includes showcasing accommodations and travel experiences that reflect the architectural styles, landscapes, and cultural landmarks unique to each region.

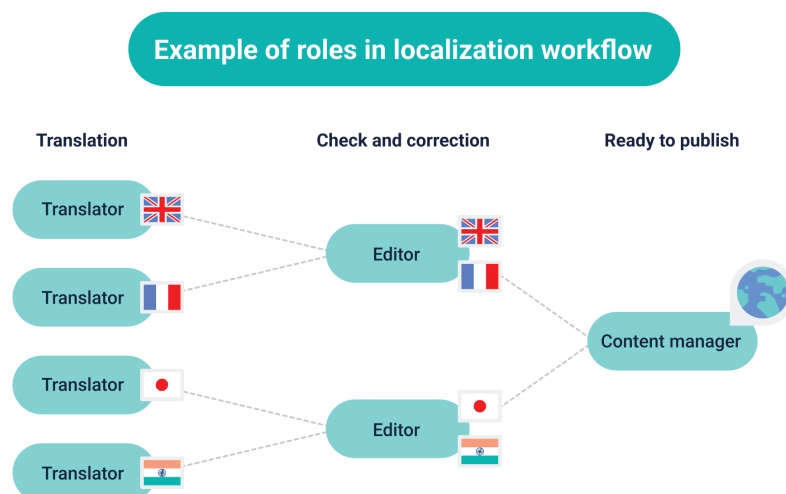
Navigation is another crucial aspect of user experience that requires careful consideration in localization efforts. Cultural differences in navigation patterns and user expectations can influence how users interact with digital interfaces. For example, in some cultures, users may prefer hierarchical navigation menus, while in others, users may expect more visual or icon-based navigation cues. By understanding these nuances, brands can tailor their navigation structures, enhancing usability and accessibility.

Meanwhile, while localizing the content, it's important to keep consistent design and user interface elements, regardless of language or location. Brands should strive for a cohesive and unified visual identity across all touchpoints, reinforcing brand recognition and trust. This includes maintaining consistency in color schemes, typography, iconography, and overall design aesthetics.

## TUNING INTERNAL PROCESSES: WORKFLOWS, USER ROLES FOR SEAMLESS COLLABORATION

Localization is all about expanding to new markets. As a result, companies often increase their teams or hire external professionals to assist them in the process. Since many people are involved in the process, having an efficient workflow is critical. The most effective way to prevent silos or confusion among cross-functional teams is to manage content-related workflows and roles directly in the content management system.

One key aspect of optimizing internal processes is defining clear roles and responsibilities within the localization team. By establishing distinct roles for translators, editors, project managers, and other stakeholders, brands can ensure accountability and clarity throughout the localization process. For example, assigning a dedicated project manager to oversee the end-to-end localization process can help streamline communication, resolve issues promptly, and ensure timely delivery of localized content.



It is also important for brands to establish standard processes and guidelines for localizing their content. This involves defining best practices for content creation, translation, review, and quality assurance to maintain consistency and uphold brand standards across languages and regions. By following these standardized processes, brands can reduce errors, avoid unnecessary work, and ensure the accuracy and quality of their localized content.

### PART 3:

## Measuring Success: Metrics and Analytics

To effectively measure the impact of user journey localization efforts, brands must establish a set of clear **Key Performance Indicators (KPIs)** that align with their specific localization objectives and business goals. Here are some KPIs that brands commonly use to assess the performance of user journey localization:



**Website traffic from different regions:** Monitoring website traffic from various regions provides valuable insights into the reach and penetration of localized content in target markets. By tracking traffic metrics such as visits, unique visitors, and page views by region, brands can evaluate the effectiveness of their localization efforts in attracting and engaging users from different geographic locations.



**Conversion rates across localized content:** By analyzing conversion rates across different language versions or localized campaigns, brands can identify high-performing content and optimize underperforming elements to improve conversions.



**User engagement levels:** User engagement metrics, including time spent on site, bounce rates, and interaction rates, provide insights into the level of user interest and involvement with localized content. By monitoring these metrics, brands can determine how relevant and effective the localized content is and identify if it needs to be enhanced, for example, through targeted optimizations.



**Customer satisfaction scores:** Customer satisfaction scores, gathered through qualitative and NPS (Net Promoter Score) surveys, feedback forms, or customer reviews, offer valuable insights into user perceptions and experiences with localized content. Brands can gather this data directly from their consumers or hire a local agency.



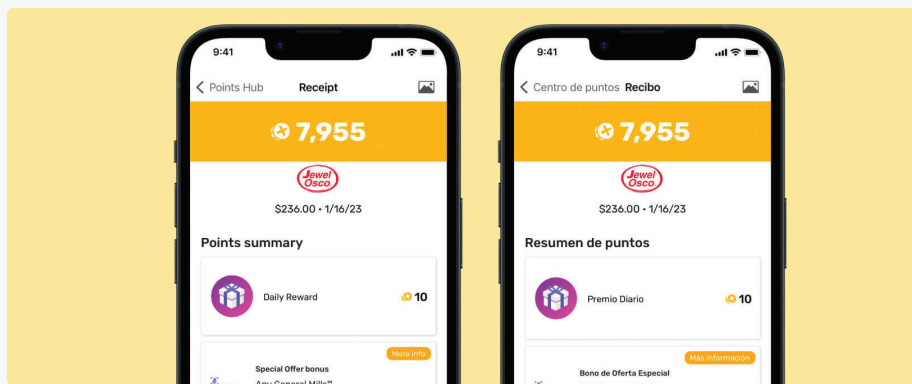
**Time-to-market:** Again, local culture might affect how fast all the business processes happen in this or that market. Sometimes, bureaucracy can slow down launches, and sometimes, it is in the business culture. Because of that, many companies tend to choose those regions with “easier” adaptivity, but, on the other hand, competitiveness is much higher there.



**Revenue generated from international markets:** Revenue metrics such as sales, transactions, and average order value from different regions or language segments would be the key indicators of successful localization.

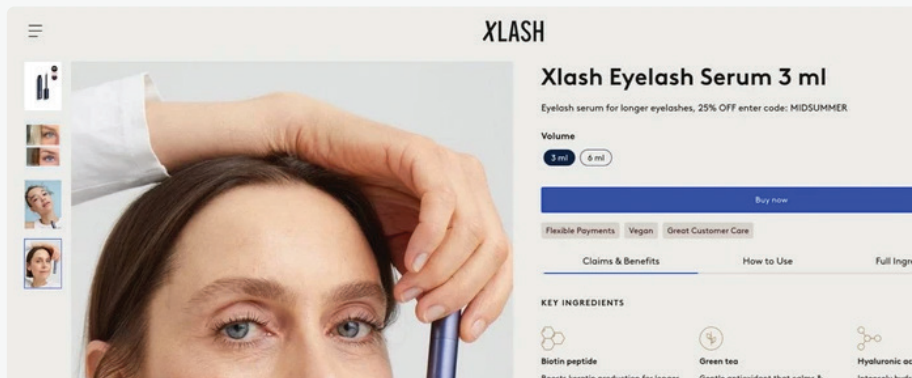
## Results of Fetch after implementing Lokalise:

- ✓ Same-day translation delivery instead of **6 days**
- ✓ 0 missing strings – **100%** localized content
- ✓ Over **50%** of time saved on localizing content
- ✓ **73%** increase in active users
- ✓ Increased speed to market – **3x** times faster



## Results of Xlash after localizing their website with Storyblok:

- ✓ Migrated from **8** WordPress sites to 1 run by Storyblok
- ✓ **4 months** to launch a completely new website with localization
- ✓ **2x** organic traffic after launch
- ✓ **90%** of visits from mobile



## PART 4:

## Measuring Success: Metrics and Analytics

↓ **25%**

Content Management Time

**8**

Languages

**90 Countries**

Across 6 Continents

### THE CHALLENGE: STREAMLINING MULTILINGUAL CONTENT CREATION

CoachHub, a leading people development solution, had difficulties managing multilingual content for its global pool of 3,500 business coaches operating in 90 countries and delivering coaching programs in over 60 languages. Its manual translation methods were time-consuming, inconsistent, and lacked visibility into translation workflows.

### THE SOLUTION: OPTIMIZING LOCALIZATION WORKFLOWS

CoachHub improved its localization process by integrating Storyblok's CMS with Lokalise's AI-powered translation and localization platforms. By centralizing content creation, translation, and review processes, CoachHub reduced translation time and improved workflow efficiency.



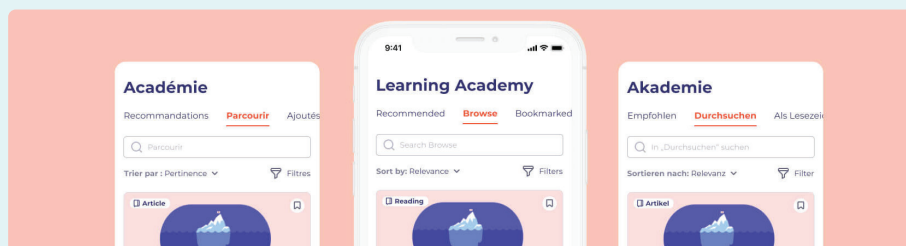
The biggest benefit of integrating Storyblok and Lokalise for us is that it brings all the stakeholders together. It helps us manage the whole process of content creation, translation, and management in one tool.

**Isabelle C.V. Bayer**

Senior Content Manager at CoachHub

### THE RESULTS: DRIVING EFFICIENCY AND SCALE

The integration of Storyblok and Lokalise helped CoachHub scale its multilingual content creation efforts, doubling the languages offered to almost 20 in less than a year. As a result, CoachHub accelerated growth and increased available time by 25%. Additionally, offering a more diverse range of languages enhanced customer satisfaction, improving Net Promoter Scores.

[READ THE FULL CASE STUDY](#)

## PART 5:

# Future Trends in User Journey Localization

While some of the trends are not new, many companies still don't pay enough attention to them and miss opportunities they can bring. In this part, we'll highlight them and discuss how these technologies or strategies can be specifically used for localization.

## Evolving Technologies and Innovations

In today's competitive market, staying up-to-date with the latest technologies and innovations is key to delivering seamless and engaging experiences to global audiences. By incorporating innovative tools, you can streamline localization workflows and automate lots of previously manual work. Ideally, your tech stack should be future-proof and able to handle both current and emerging technologies.

Let's explore the most relevant technologies that you can use for localization today.



### AI AND MACHINE LEARNING

Artificial Intelligence (AI) and Machine Learning are perfect tools for automating localization processes and providing insightful data. AI-driven algorithms can analyze vast amounts of data to understand user preferences and behaviors, enabling brands to deliver highly targeted and relevant content to global audiences.



### NLP (NATURAL LANGUAGE PROCESSING)

NLP is crucial in enabling machines to understand and interpret human language, facilitating more natural and context-aware interactions with localized content. Advanced NLP algorithms power chatbots, voice assistants, and sentiment analysis tools, enabling brands to engage with users in their preferred language and dialect.



### VOICE AND VISUAL SEARCH

Voice and visual search technologies are reshaping how users discover and interact with content, particularly in multilingual contexts. Voice-activated assistants and visual search engines leverage AI and image recognition algorithms to deliver personalized search results and recommendations tailored to users' preferences and language settings.



### AR (AUGMENTED REALITY) AND VR (VIRTUAL REALITY)

Augmented Reality (AR) and Virtual Reality (VR) are creating immersive and interactive experiences that transcend language barriers. By overlaying digital content onto the physical world or transporting users to virtual environments, AR and VR technologies offer unique opportunities for brands to engage with global audiences in innovative ways.

#### BLOG POST

### How to build VR experiences with a headless CMS: an interview with a developer

[READ THE FULL BLOG POST](#) 



## Industry Predictions and Forecasts

Curious about what the future holds for user journey localization? We have consulted with experts from Storyblok and Lokalise to provide insights on industry predictions and forecasts.

**Thomas Peham**, *VP of Marketing at Storyblok*, and **Brittany Wolfe**, *Head of Growth and Brand at Lokalise*, shared their thoughts on what we can expect in the future:



### HYPER-PERSONALIZATION

Get ready for hyper-personalization to take center stage in user journey localization. With AI and data analytics leading the charge, brands will be able to tailor experiences to individual users like never before. By diving deep into user preferences and behaviors, brands will anticipate needs and deliver content and recommendations that hit the mark every time.



### GLOBAL CONTENT COLLABORATION

Collaboration is the name of the game in the future of localization. Brands will team up with local experts and communities to ensure their content is culturally relevant and authentic. With global content collaboration platforms in the mix, seamless teamwork across teams and regions will be the norm, creating compelling localized experiences that resonate worldwide.



### MULTIMODAL EXPERIENCES

Prepare for the rise of multimodal experiences, where visuals, sounds, and tactile elements are combined to create immersive journeys. From interactive voice assistants to AR and VR experiences, brands must adapt their localization strategies to embrace these emerging formats. The goal? Delivering cohesive and engaging experiences across all channels.



### ETHICAL AND INCLUSIVE LOCALIZATION

As diversity and inclusion take the spotlight, ethical and inclusive localization practices will become non-negotiable. Brands will need to ensure their content is culturally sensitive, inclusive, and respectful of diverse perspectives. This means tackling bias in AI-driven translations and ensuring accessibility for users with disabilities.



## AI-DRIVEN LOCALIZATION

This part can be divided into 3 logical pieces:

- 1 AI-generated content for target markets:** AI holds promise in generating localized content for target markets, but current capabilities fall short of human quality standards. However, advancements in AI and machine learning are expected to significantly improve the accuracy and quality of AI-generated content in the near future.
- 2 On-the-fly translation:** AI and Machine Translation (MT) will play a central role in on-the-fly translation, enabling translated versions of websites and web apps to be available almost instantly after the original version is published. This real-time translation capability will streamline the localization process and enable brands to reach global audiences more efficiently.
- 3 Continuous quality updates:** A shift towards continuous quality updates in software localization is anticipated, where AI/MT-generated translations are refined and adjusted by human reviewers as needed. This hybrid approach combines the speed and efficiency of AI-driven translation with the quality assurance provided by human expertise, ensuring accuracy and relevance in localized content.

# Executive Summary

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Localization is one of the key priorities when expanding to new markets, as brands must form meaningful connections with new, diverse audiences.



Beyond mere translation, brands must address cultural nuances, social values, and consumer behaviors specific to each target market. Tailoring content and digital experiences to these factors significantly enhances user engagement and brand loyalty.

Invest in your brand's future by prioritizing localization today. Explore how Storyblok and Lokalise can transform your approach to global digital experiences and take the first step towards creating truly localized, personalized user journeys that resonate with audiences worldwide.

# Practical Advice: Technical Background of Successful Localization

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For a smooth localization process, it's crucial to have a robust technical infrastructure. A flexible and future-proof content management system and powerful localization tools would be the foundation in this case.

Storyblok is known for its user-friendly content management system (CMS), which helps brands create and deliver content across different digital platforms effortlessly.

Lokalise is a localization and translation software that offers tools and expertise to streamline the entire localization process, making it faster and simpler for brands to reach audiences in every corner of the world.

Here is what these two platforms can offer for successful localization:

## Storyblok – a headless CMS tailored for localization

A headless CMS can be a game-changer, providing unparalleled flexibility and scalability. Unlike traditional CMS platforms, a headless CMS separates content creation from its presentation, making content management easier without worrying about how it will be displayed. This separation is beneficial for localization, as it allows for seamless adaptation to different languages and markets without being limited by predefined templates.

[Storyblok](#) is a headless CMS that boasts exceptional abilities in localizing content. Its headless architecture makes integration with various localization tools effortless, enabling efficient management of translations while maintaining content consistency across different regions and languages.



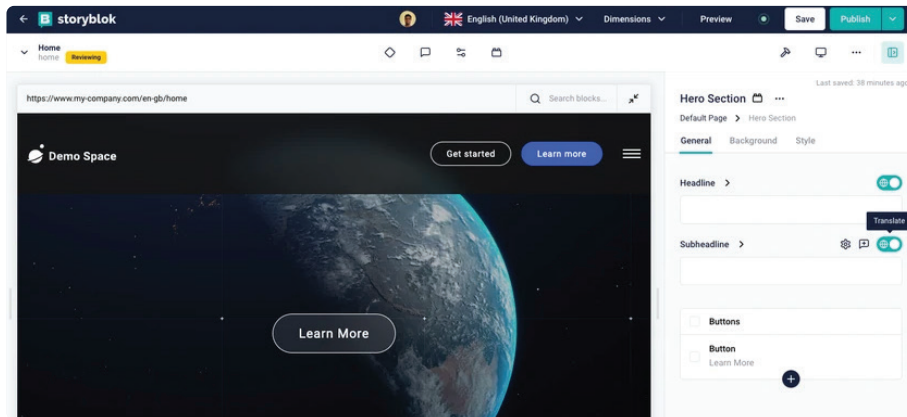
### STRUCTURED CONTENT MANAGEMENT

In Storyblok, the content is structured: you can create small modular pieces and then combine them to build anything you want. This approach ensures that content components are easily translatable and adaptable for various locales. By organizing content elements systematically, Storyblok simplifies the localization process, maintaining consistency and coherence across all iterations of the website.



### ALL CONTENT IS LOCALIZABLE

Storyblok offers various multilingual content management options, such as field, folder, and Space-level translations. From rich text and URLs to SEO metadata and responsive images, all your content types and assets are seamlessly localizable, ensuring consistency across different language versions and locales. This allows brands to translate different content types with ease, ranging from product descriptions to marketing copy and blog posts. Each language version can be managed separately, simplifying the localization process and eliminating the need to juggle multiple systems.



## REAL-TIME COLLABORATION AND WORKFLOWS

No matter how many people are involved in the localization process, they can all collaborate within one app. Additionally, you can set up custom workflows for different processes, locales, or teams. Storyblok allows for the creation of various stages and the setting up of roles and permissions to establish clear processes for translating and adapting content to different languages and regions.



## PREVIEW AND VISUAL LOCALIZATION:

The real-time preview feature within Visual Editor enables users to visualize how localized content will integrate with the website's design elements, images, and overall aesthetics. This visual localization aspect ensures alignment with the cultural preferences of the target audience, enhancing the user experience.



## INTEGRATION CAPABILITIES:

Storyblok offers seamless integration with a wide range of platforms and technologies, ensuring effortless synchronization between localized content and external systems. This is especially beneficial for eCommerce as Storyblok's integration capabilities contribute to a cohesive and synchronized experience across different language versions. From product catalogs to pricing information and inventory management, everything can be connected, resulting in a streamlined and efficient process.



The first thing that caught our attention was Storyblok's localization setup. It is so easy to connect, set up and utilize the locales we needed for new languages and markets.



**Janis Stipnieks**  
Technical Lead at TrackMan

# Introduction to Lokalise: Key Features and Capabilities

Now, let's talk about Lokalise, a popular platform for managing localization. It is known for its user-friendly interface and advanced features. Lokalise is a one-stop shop for all localization-related activities. It offers a range of tools that help simplify the translation process and improve collaboration between team members.



## USER-FRIENDLY INTERFACE

Lokalise stands out for its intuitive interface, which makes it easy for users of all skill levels to navigate the platform. It also offers real-time updates and notifications to ensure everyone stays up-to-date throughout the localization process.



## AI-BASED TRANSLATE SMARTER

This feature leverages AI to provide context-aware, impeccable translations in seconds. With the capability to translate, shorten, rephrase, and more, Lokalise's AI-powered solution enables effortless communication without guesswork or time-consuming tasks.



## TRANSLATION MEMORY

This feature stores previous translations and intelligently recalls them, which speeds up the translation process and ensures consistency and accuracy across all localized content.



## UNLIMITED INTEGRATION OPTIONS

Lokalise also integrates seamlessly with a variety of third-party tools and platforms. This allows for smooth interoperability with your existing tech stack, including project management tools, version control systems, and content management platforms like Storyblok. Lokalise adapts to your workflow, enhancing efficiency and productivity.



Lokalise has turned a task we were dreading into an absolute pleasure. Great platform, intuitive UX, powerful API. The automatic text recognition for screenshots has been a lifesaver, and over-the-air updates are the icing on the cake.

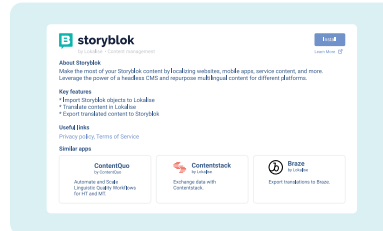


**Edward Cooper**  
Chief Mobile Officer

# How to connect Storyblok and Lokalise to manage localization?

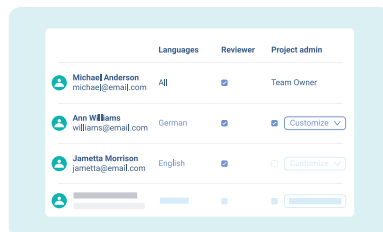
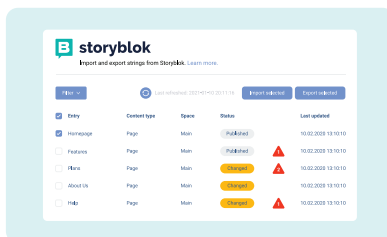
1

Set up the Lokalise-Storyblok integration to manage multilingual content in one place



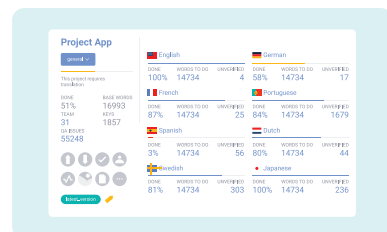
2

Import new content from Storyblok to be translated in Lokalise



3

Invite project managers, translators, or reviewers to manage and deliver translations

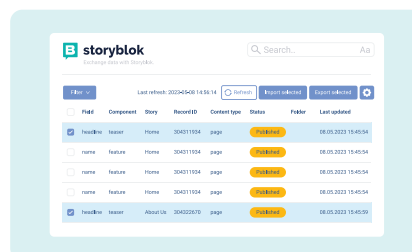


4

Track the progress of multilingual content and communicate with all stakeholders

3

Invite project managers, translators, or reviewers to manage and deliver translations





## Try Storyblok for free today!

Ready to see how Storyblok can take your content management to the next level?

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