



“TRANSLATING MY PRODUCT INFORMATION HAS LITTLE IMPACT”

REALLY? OR ARE YOU MISSING OUT ON SALES?

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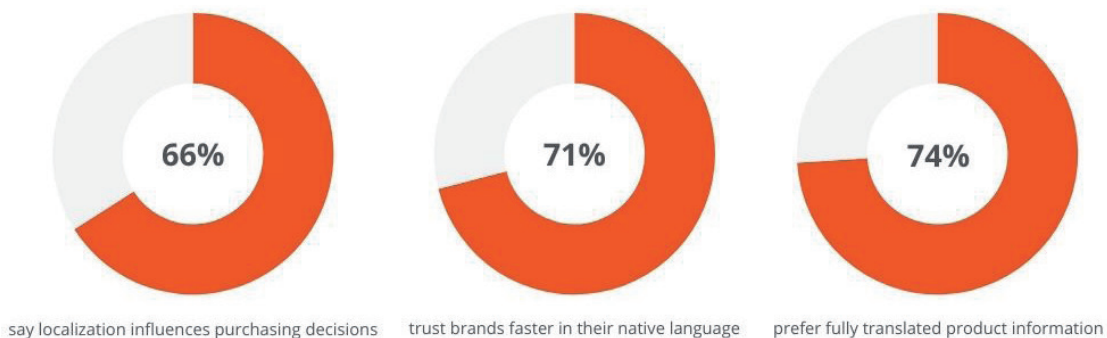
You enthusiastically launch your English-language webshop abroad. But the orders fail to materialise. E-commerce companies often underestimate the importance of language. On platforms such as Amazon, international selling can seem deceptively simple. One listing with global reach. As a seller, you might quickly assume that an English product description on German Amazon will suffice. English feels like a safe choice. Universal, clear and inexpensive. But what if that choice is actually costing you customers?

The assumption: “English works fine”
The idea that translations yield little return is understandable. Marketing budgets are more readily spent on campaigns than on translation work. Many consumers also understand English reasonably well. The temptation is therefore strong to offer content in English and assume this will be sufficient.

a German description. Confidence in the product drops. Details are missed or trust in the webshop is simply lacking. Instead of buying, they click away. Sales are lost not because of the offer itself, but because of the way it is presented.

This behaviour is no exception. Research by CSA Research (2023) shows that 71% of international consumers are more

Impact of language on trust and purchasing



What goes wrong in practice?

Yet something is amiss. In practice, customers tend to drop out, even when they understand the English text. Take Amazon as an example. A German consumer reads an English product description. They feel unsure about what is being communicated and then choose an alternative with

likely to trust brands that offer content in their own language. In addition, 66% indicate that localisation has a direct influence on their purchasing decision. More specifically, 74% prefer to buy from webshops with fully translated product information. A significant share even state that they will not buy at all if content is unavailable in their own language.

Even when consumers understand English, localised product information makes them feel more confident. Decisions are made more quickly as a result.

Why language has such a strong impact

This uncertainty is not just a matter of perception. It is a well-documented pattern in international online purchasing behaviour. Research into cross-border e-commerce shows that success is not only about language comprehension. Information quality and trust play an equally important role. Well-translated and naturally readable product information reduces uncertainty and increases willingness to purchase. This effect is particularly strong in markets where language is closely associated with reliability (Zeng & Richardson, 2016; Broeder & Schouten, 2017). Less uncertainty quite simply leads to more purchases.



From translation to localisation

But there is more. Localisation goes beyond translation alone. It involves tailoring the entire customer experience to local expectations. According to the Ecommerce

Localisation Index by Nimdzi Insights (2022), webshops with fully localised content achieve conversion rates that are on average 1.5 to 2 times higher than those of generic English-language sites.

This difference is not limited to wording. It also concerns terminology, keywords, payment methods, reviews and cultural preferences. A visitor should not only understand what you are selling. They should feel addressed and confident throughout the entire journey.

Dealing with translated content more intelligently

At the same time, many e-commerce companies struggle with the manageability of translated content. And rightly so. Manually translating thousands of products is costly. It is also error-prone and difficult to maintain. As a result, organisations look for ways to automate the process while retaining control.

At Clonable, we see these challenges every day. That is why we developed a solution that combines automated translations with local control. We convert entire webshops into another language and ensure that product descriptions, navigation

and metadata are immediately available online. From there, local adjustments are straightforward. Prices can be adapted. Specific content can be rewritten. Pages can be excluded where needed. This approach maintains speed and oversight while keeping content up to date.

“LAUNCHING LOCAL LANGUAGE VERSIONS LED TO A NOTICEABLE INCREASE IN INTERNATIONAL VISIBILITY AND ENGAGEMENT.”



Scan to read the full NFC World case

Trust and turnover: the example of NFC World

A concrete example is NFC World. This Dutch webshop specialises in NFC technology. The company expanded its site with German and French language versions to better serve international customers. Within a short period of time, the new sites were live. Structure, SEO and product information were fully retained. Customers were offered a familiar experience in their own language. The results were visible almost immediately. Impressions and clicks in Google increased. Engagement from new markets grew steadily.

What does this mean for you?

The message is clear. Language influences trust. Trust influences purchasing behaviour. Purchasing behaviour determines revenue. Companies aiming for international growth cannot afford to treat language as an afterthought. Take a critical look at your product pages through the eyes of a foreign visitor. Are the specifications clear? Do your USPs translate effectively? Do payment methods and reviews feel familiar and trustworthy? Every detail matters.

Language sells

The assumption that “translating my product information has little impact” does not hold. Data, practice and psychology all point in the same direction. Language sells. Those who speak the customer’s language earn their trust. If you want to make an impact across borders, speak the language of your customer. ••

SOURCES:

Zeng, W. & Richardson, A. (2016). The Role of Translated Information Quality in a Global E-retailing Context. *Journal of Electronic Commerce Research*.

Broeder, P. & Schouten, M. (2017). The Impact of Product Tagging on Trust and Purchase Intention. *Journal of Retailing and Consumer Services*.

CSA Research (2023). The Value of Localized Content for Global B2C Brands. Industry report.

Nimdzi Insights (2022). Ecommerce Localization Index. Industry report.



71%

of consumers trust brands more when content is in their own language *

Managing multiple markets quickly becomes complex. Clonable solves this from one central source.

- ✓ Clone your webshop per market or language
- ✓ Sync content and structure from one original source
- ✓ Localise for culture, SEO and product feeds
- ✓ Scale internationally without manual rework

Ready to grow crossborder?

Register now and try our free demo

Can't scan? Head to clonable.net/register

* *CSA Research, 2023*

