

How Airbnb
Grew its Reach
by 1 Billion People
in 3 Months With
Translated.



The Challenge

- **80+ LOCALES TO EXPAND THE BUSINESS**

Airbnb required to adapt the brand values to now cover 220+ countries and regions, with serious consideration for cultural diversity.

- **30+ COMPLETELY NEW LANGUAGES**

The same quality as the existing languages – which took years – was required, including for low resources languages.

- **1,200+ QUALIFIED LINGUISTS**

To achieve the expansion in 3 months, it was required to find and quickly train an impressive number of professional translators.



Thanks to Translated's world-class team and tools, plus our innovativ/e partnership, Airbnb was able to launch one of the largest and quickest language expansions ever while keeping the whole project cost-effective and achieving a remarkable ROI.

Salvo Giammarresi - Airbnb Head of Localization



Translated's Impact

A proven and reliable process, working with a single partner

- **RAPID LINGUISTS SELECTION & TRAINING**

To pinpoint the top 1% of linguists for each language from our network of 300,000+ professionals, we relied on an AI-powered ranking system, translation tests, and a survey of Airbnb's most critical localization elements.

- **COPYWRITERS FOR QUALITY & CONSISTENCY**

We supported language leads with copywriters to harmonize with Airbnb's tone of voice faster and provide coaching to onboarded linguists. By hosting leads and copywriters at our offices, we got the same commitment as in-house workers and maintained scalability.

- **REAL-TIME VISIBILITY OVER TRANSLATORS AND KPIs**

We built a platform offering Airbnb real-time and direct communication with the linguists, as well as access to all materials and insight into relevant KPIs, including financial projections, quality performance, and linguist profiles.



Driving Success with a Process Ensuring Quality and Consistency

To globally scale its business in 2019, Airbnb asked Translated to localize approximately 1 million words (website and app) into 31 new languages in just 3 months, including some low-resource languages. To ensure the same quality and consistency in this new expansion, we co-designed a three-step process with Airbnb that focused on **branding, efficiency, and engagement**.

We designed a hyper-scalable selection system, which relied on multiple data points to identify the top 1% of linguists for each language, consisting of:

- **Ranking of 300,000+ translators based** based on performance, expertise in relevant subject areas, and the lowest number of errors detected by reviewers - all performed by our proprietary AI software trained on 20+ years of data.
- **A translation test** was carried out by the top 1% of translators and evaluated by Translated's community managers. Three QA evaluations of the test were performed by other translators, considering only the two most similar results to avoid judgment bias.
- **Survey** on Airbnb's most critical localization aspects.

We ended up with a team of more than 1,200 qualified linguists. To ensure the required quality and consistency while working with so many freelancers, we brought in professional copywriters to support the language leads. The copywriters were responsible for rapidly aligning with Airbnb's tone of voice and coaching the linguists on creating content that resonates with Airbnb's vision.

We hosted the **language leads and copywriters** (62 people in total) at our offices in Rome for the duration of the project to provide the same level of engagement and commitment as an in-house localization team while maintaining the scalability of the system. They took ownership of training the remote linguists and coordinated their work.

Our project managers used a proprietary collaborative platform with an analytics dashboard shared with Airbnb to provide real-time access and full transparency into the production process and quality metrics, and to **directly connect Airbnb with the freelancers**. The platform was also used to exchange information about the jobs and training materials, as well as to facilitate the required in-context Language Quality Assurance upon completion.



Working with 1,200+ Linguists

When launching in a new country, translation alone is not sufficient. Language is pervasive and embedded in many elements of a product and the way its users engage with it. Working with over 1,200 remote linguists required additional measures to ensure quality and consistency. For this reason, we developed an innovative approach to language expansion designed around the user. This allowed us to carefully adapt Airbnb's values to the cultures of the target countries, ensuring the most efficient and appropriate communication possible.



Introducing the Copywriter

We put together a team for each language, composed of a linguist, responsible for the translation output, and a copywriter, who focused on interpreting the intrinsic meaning of the source and not only ensured that the translations conveyed the same values as the original content, but also sounded natural and resonated in terms of cultural diversity. These “Creative Duos” then took on the responsibility of coaching linguists to guarantee brand consistency.



A Comprehensive, Cutting-Edge Technology Stack

We used proprietary tools to source the best translators and copywriters, allowing our linguists to be more productive and focused on the more creative side of language. We also relied on our custom platform to monitor progress and share data with Airbnb in real-time.

T-Rank

CUSTOM AI-BASED TALENT SCOUT

Customizable proprietary software based on artificial intelligence with 20+ years of training. It ranks translators on over 30 factors, including resume, performance, and expertise in relevant subject areas.

ModernMT

CLOSEST-TO-HUMAN MACHINE TRANSLATION

Award-winning adaptive machine translation. ModernMT improves from human corrections and adapts to the context of the document. It ensures increased productivity and helps translators use the most appropriate terminology.

MateCat

CAT TOOL FOR PERFORMANCE

MateCat allows users to translate more words per hour and simplifies project management, especially for rush tasks. It also allows for shared translation memories (TMs), glossaries, and offers up to 20% more matches by relying on the largest existing TM in the world (12+ billion words).

TranslationOS

FULL-STACK ENTERPRISE LOCALIZATION PLATFORM

A hyper-scalable translation platform, directly connecting clients with translators. Customizable dashboards give access to all relevant KPIs, including financial projections, quality performance, and linguist profiles.



The Hybrid Vendor Model: An Easily Scalable Team of Engaged Freelancers

To overcome the limitations of traditional vendor models, we defined a new model based on an automated and highly-scalable selection system, combined with high-touch, on-site training.



On-site and ongoing training

We created a unique experience for language leads and copywriters, who often work remotely, by hosting them at our offices and bringing together people from many different backgrounds and cultures. We ran a high-touch training session on Airbnb's style guides, after which they took responsibility for providing ongoing training to translators. Our project managers continued to monitor the performance of linguists and offered additional training when required.

A platform to keep workers connected

We enhanced the sense of belonging to a team of 1,200+ remote linguists by organizing the work on a platform allowing real-time communication between Airbnb and us. Through the platform, we provided shared TMs, glossaries, and training materials.



Benefits of a Single Global Partner

The same provider for both translation and technology

We rank 300,000+ linguists for each project with AI-powered software and custom tests. We develop localization tools that include the closest-to-human MT offering. Our product team is ready to implement any custom solution.

Joint team working on shared goals

We co-design the entire localization process with our clients, acting as a partner. We start from the client's goals and provide market and brand analysis to identify the best locales to target in order to maximize ROI.

More time to work with the internal team

Thanks to our innovative approach, our clients save the time and money required to manage and align multiple vendors and can focus on working more with designers, engineers and PMs in their internal team.

Optimized costs for remarkable ROI

By leveraging our new hybrid model (leading in-house team plus freelancers around the world) and already having all the technology required, we optimize costs and allow clients to add as many locales as they want.



Adaptable Localization Solutions for Growing Businesses

We partner with growing brands and co-design the best localization solution around their needs. We provide them with the most effective localization services by combining the best translators in all languages with MT that learns from corrections and adapts to the context.

**We Are Ready
to Find a Solution
for Your Localization Needs!**

[Schedule a call](#)



Hello, I'm Claudia

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