translated.

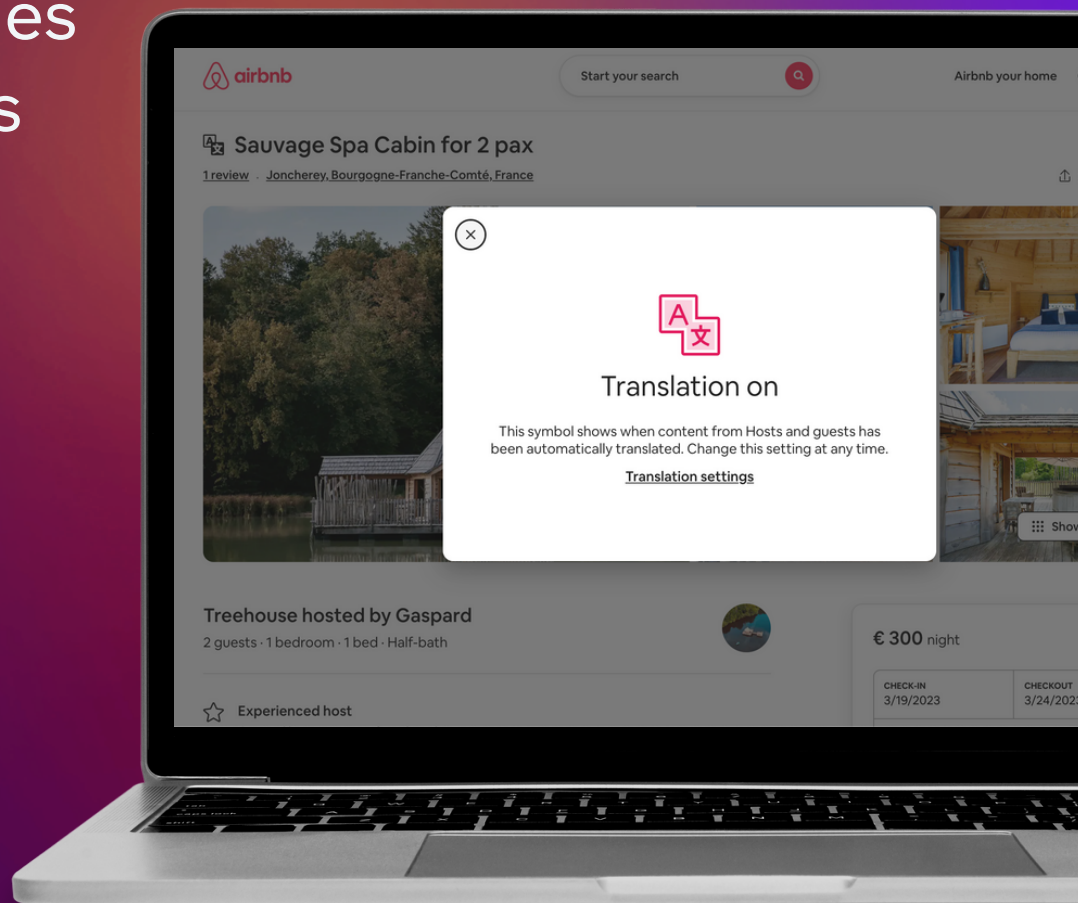# Ditching the Translate Button
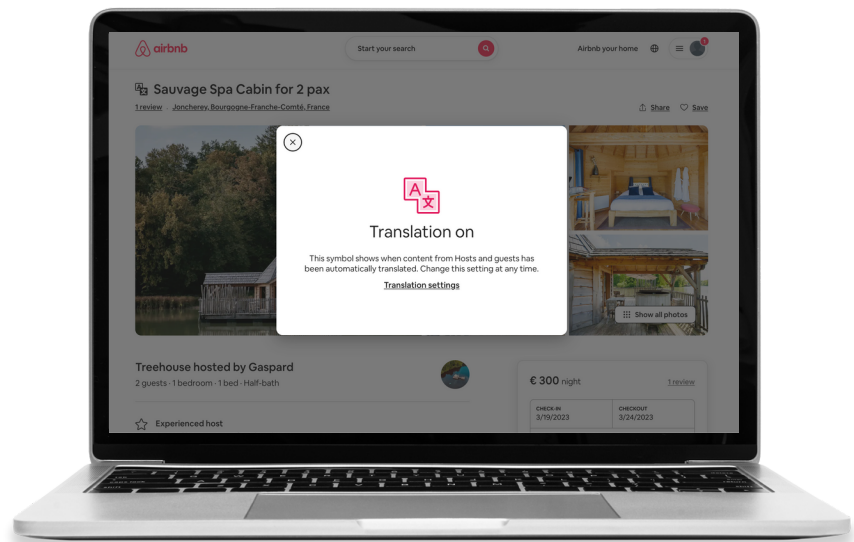
How Translated helped
Airbnb provide a seamless
experience for hosts
and guests in over
220 countries
and regions

translated.

The Challenge

Through advances in machine translation, Airbnb saw the opportunity to provide all of its hosts and guests with content in their native languages

Airbnb wanted to remove the need for click-to-translate buttons by **automatically translating listing descriptions, reviews, and messages between users.** They wanted to provide users with content in their own languages, whether it was Airbnb-created or user-generated.

THE E-COMMERCE LOCALIZATION OPPORTUNITY

65% of consumers require localized product descriptions, reviews, and checkout

66% of business users would pay up to 30% more for localized products

65% of consumers prefer localized content, even if it's not high quality

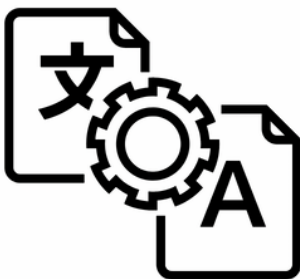**34%** of consumers would pay more for localized products

40% of consumers won't buy from stores that aren't localized

13% increase in conversions from localized stores

Source: surveys from CSA Research, Flow.io, and data from Shopify.

The Translated Solution

ALL-IN-ONE LOCALIZATION PLATFORM

- Hyper-scalable translation management system
- Performance monitoring to provide visibility on job status, translator overviews, costs, and quality levels across languages
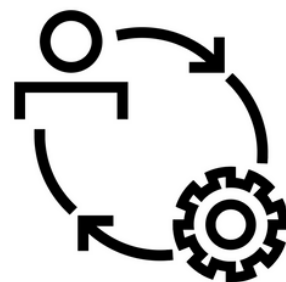- Direct access to linguists working on the project

ADAPTIVE MACHINE TRANSLATION

- Contextual adaptivity to corrections without the need for further training
- Support for both real-time and batch translations
- Rapid, straightforward optimization of MT system performance around continuously changing client use cases

TIGHTLY INTEGRATED PRODUCTION MODELS

- AI-powered text, audio, and video translation automation integrated with human feedback
- 300,000+ vetted, native-speaking linguists covering over 40 domains
- Responsive and agile technology designed to rapidly improve translation production at scale

We developed a symbiotic team able not only to increase the quality of the localized content but also to translate a number of words that would otherwise have been unreachable. We firmly believe that humans and machines are better together.

Marco Trombetti - Translated founder & CEO

A Streamlined Single Vendor Model

Airbnb wanted a **close, collaborative partnership with deeper engagement and mutual responsibility for success.** This wouldn't be possible with a typical multi-vendor LSP model because it lacks a unified overview on status, quality, and cost and can't ensure reliable enough communication between clients and vendors.

A LOYAL PARTNERSHIP BUILT ON SHARED GOALS
Airbnb saw Translated as the perfect **long-term partner** to co-design the most suitable localization solution for their needs. In our model, goals are defined together, and problems can be solved by either the client, us, or together.

REMARKABLE RETURN ON INVESTMENT
Our approach is based on transparent and focused KPIs. We make every project cost-effective by leveraging **tighter technology integration**. Streamlined technology means less technical debt and fewer points of failure.

MORE TIME TO WORK WITH THE INTERNAL TEAM
Our clients **save time and money by sourcing the best linguists and technology from a single vendor**, so they can focus more of their efforts on working with their internal designers, engineers, and project managers.
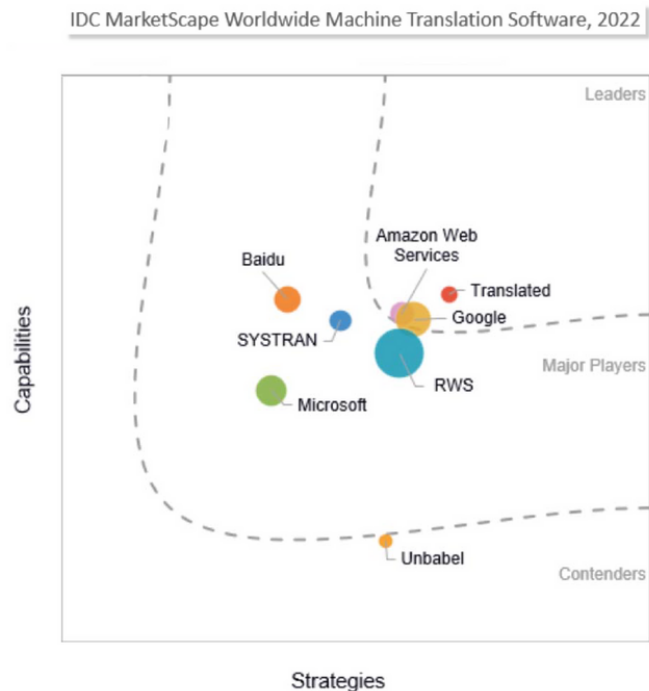
About Translated

Translated is a leading international language service provider and a pioneer of artificial intelligence that supports professional translators. The company was established in 1999 by linguist Isabelle Andrieu and computer scientist Marco Trombetti to **allow everyone to understand and be understood in their own language.**

In pursuit of its mission, Translated relies on a **powerful symbiosis of human creativity and machine intelligence**, combining 300,000+ vetted, native-speaking professional translators with an award-winning, patented, context-adaptive machine translation engine, ModernMT.

A Leader in the MT Landscape

Translated has been recognized as a Leader in the MarketScape "**Worldwide Machine Translation Software 2022 Vendor Assessment**" (Doc #US48325622, December 2022) by **IDC**, the premier global provider of market intelligence and advisory services for information technology. This recognition follows the mentions Translated received from **Intento** and **Gartner** for **machine translation quality** and for **AI-powered translation services.**

IDC MarketScape Worldwide Machine Translation Software, 2022

ABOUT IDC MARKETSCAPE

The IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. **The Capabilities score measures vendor product, go-to-market and business execution in the short term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3 to 5-year timeframe.**
Vendor market share is represented by the size of the icons.

We are ready to design the best solution for your localization needs!

Schedule a call

Hello, I'm Claudia
Director
of Enterprise Growth
claudia@translated.com