

Driving Conversions With Automatically Localized Menus

How Translated has helped Glovo increase orders in linguistically diverse regions.



Introduction

When expanding its business into cosmopolitan cities, fast-growing Spanish tech company Glovo faced a serious hurdle: providing all customers with a seamless experience without language barriers.

Glovo's business is built on an advanced platform that connects customers, stores, and couriers, fostering an urban ecosystem where

access is paramount. Unfortunately, local businesses often only provide product and service descriptions in their primary local language.

This case study explores the custom solution Translated developed to help Glovo overcome these language barriers, which was critical to its continued growth and customer engagement in a global market.



Giving everyone easy access to anything in their city

25
countries

1,500
cities

49
language pairs

The Challenge

Although the Glovo app was localized, the availability of the grocery catalog only in the primary local language affected the overall user experience and, consequently, the frequency and size of orders.

In fact, the inability to understand food options, ingredients, and other details prevented many users from easily placing orders and accessing what they needed. This problem was particularly relevant in regions with a high percentage of non-native speakers.

Glovo recognized the importance of addressing this issue to improve user satisfaction and ensure a more efficient and user-friendly ordering process for its diverse customer base.



The Solution

To seamlessly translate menus and catalogs into the user's device language without human intervention, Glovo needed an API-based, real-time machine translation (MT) solution integrated into their system.

The requirements included:

- A custom MT model trained on Glovo-specific content.
- Ensuring coverage of less common language combinations such as Armenian and Georgian into English and Russian.
- Adaptive technology that quickly learns from user feedback.
- Low latency for a seamless user experience.
- High availability to avoid degradation of user experience.

Translated's Impact

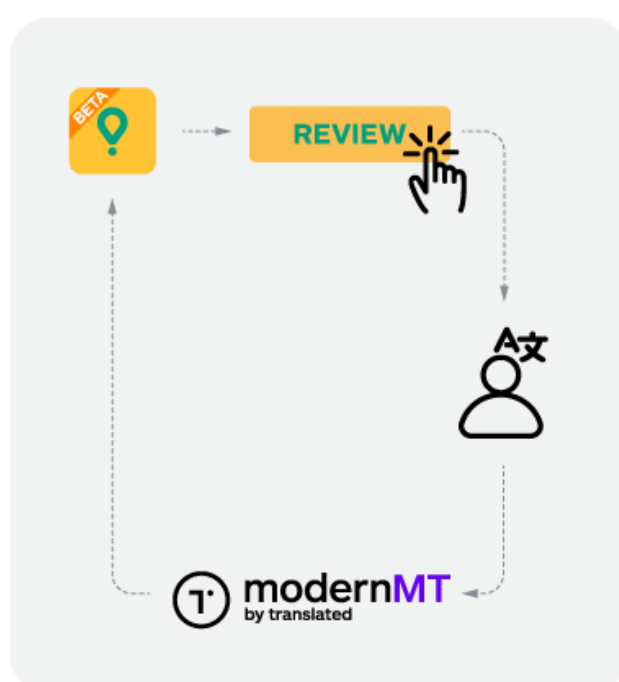
We worked with Glovo to develop a custom localization solution based on Translated's adaptive machine translation (ModernMT) to create a personalized and highly responsive user experience. The customization process was designed in two phases.

BASELINE MT ENGINE CREATION



- Integration of pre-existing translation memory databases and do-not-translate glossaries, which contain a list of terms that are intentionally excluded from translation.
- Initial post-editing of 2 million words in the first month of catalog sample translations for each target market and locale, processed through the MT engine and reviewed by human translators to feed corrections directly into the MT engine.

CONTINUOUS MT IMPROVEMENT



- Automated review of low confidence MT translations in the beta version of the app, allowing Glovo employees to report inaccurate machine translated content with the click of a button and trigger a human revision by a native professional linguist via Translated's platform. Once corrected, the content is fed back to the MT model for adaptation, ensuring daily improvement.
- Creation and regular updating of Glovo specific MT glossaries in 49 language combinations, including general food terminology, local ingredients, local dishes and major food chains.

The Results

The results of Glovo's localization project highlight the impact of effective translation and localization strategies in a very competitive consumer market.



INCREASED CONVERSION RATE AND ORDER VOLUME

After implementing Translated's real-time MT solution, Glovo experienced a positive impact on both conversion rate and order volume, demonstrating its effectiveness in driving user engagement.

EXPANDED CUSTOMER REACH AND MARKET PENETRATION

By catering to a linguistically diverse customer base, Glovo was able to tap into previously underrepresented segments, including expats and tourists.

CUSTOMIZED USER EXPERIENCE

Users enjoyed a consistent language experience throughout the app, which was particularly important in multilingual countries where menu translations were essential.



«We've been thrilled with the results of implementing Translated's custom real-time MT solution. We're so excited to expand this feature to other stages of the customer journey, ensuring a seamless and enjoyable experience for our users.»

STEFANIA RUSSO - HEAD OF UX CONTENT AT GLOVO

Benefits of a Single Global Partner



RETURN ON INVESTMENT THROUGH COST OPTIMIZATION

We ensure cost-effectiveness in every project through strategic technology integration. The streamlined technology results in reduced technical debt and mitigates points of failure.



SHARING THE SAME VALUES AND WALKING TOWARDS THE SAME GOALS

Translated worked with Glovo on shared goals to design a custom localization solution, resulting in transparent and focused KPIs.



THE SAME PARTNER FOR BOTH TECHNOLOGICAL AND LINGUISTIC EXPERTISE

We combined the best MT system (IDC, 2022) with the largest pool of professional native linguists, designed in a tailored localization process to meet Glovo's need to guarantee quality and consistency across all languages



A DEDICATED TEAM FOSTERING TRANSPARENT AND CLEAR COMMUNICATION

Constant support in every step of the localization process and direct communication with a team of dedicated Account Managers, Project Managers, and Tech leaders.



MORE TIME TO WORK FOR INTERNAL TEAMS

By sourcing both technology and linguists from a single partner, we enabled Glovo to save the time and money required to manage and align multiple vendors.

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.**

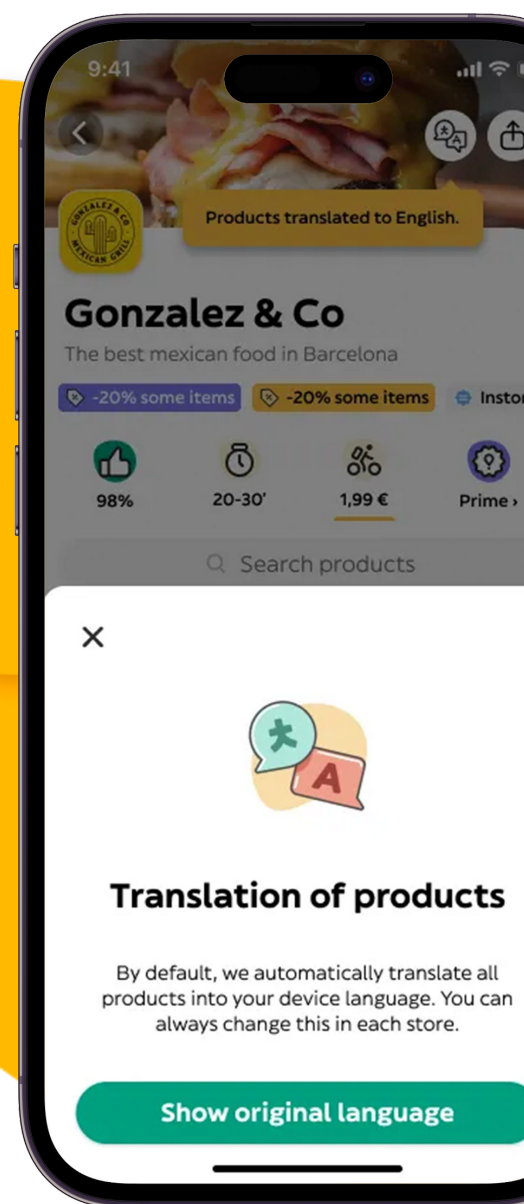
In pursuit of its mission, Translated relies on a **powerful symbiosis of human creativity and machine intelligence**, combining 300,000+ vetted, native-speaking professional translators with an award-winning, patented, context-adaptive machine translation engine, ModernMT.

The Power of Localization in the Food Industry

This case study highlights the critical role of localization in the food industry and the effectiveness of sourcing technology and translators from a single partner.

For Glovo, it wasn't just about translating words, it was about connecting cultures and emotions associated with food. The success of the project demonstrated that accurate and empathetic communication is key to improving the user experience, increasing order volume, and fostering customer loyalty.

The partnership exemplified how technological and linguistic expertise can be harmoniously integrated to deliver a superior user experience, ultimately contributing to business growth and market expansion.



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

[Schedule a call](#)



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