

# **+43% Sales With Marketing Localization**

Discover how Translated helped NordVPN improve its marketing and ADV performance with content localization across 24 locales.



# The Challenge

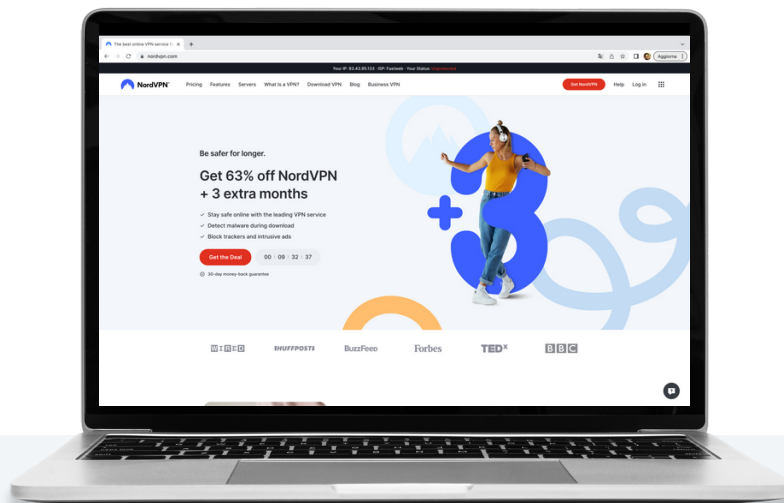
NordVPN was seeking an expert marketing localization partner to enhance the effectiveness of their marketing initiatives—in 24 languages. Their goal was to **improve the quality** of their translated content, which varied from language to language as a result of working with multiple vendors. In addition, NordVPN aimed to **optimize the localization workflow** in all locales to quickly scale their advertising globally.

- **CONSISTENT HIGH-QUALITY TRANSLATION IN 24 LANGUAGES**

To make every advertising asset resonate locally with new and existing users.

- **CONSOLIDATED LOCALIZATION WORKFLOW FOR ALL LANGUAGES**

To improve efficiency, reduce errors, and increase productivity for global scalability



## About NordVPN

Founded in 2012, NordVPN has quickly become one of the most popular and trusted VPN providers, offering a range of features designed to protect users' online privacy and serving millions of customers worldwide.

The company's user-friendly apps are available on all major operating systems, making it easy for users to connect to the VPN from any device. With its commitment to security, privacy, and customer satisfaction, NordVPN has established itself as a leader in the VPN industry.

# The Translated Solution

## INTRODUCING LANGUAGE LEADS

To ensure the highest quality across all locales, Translated created the role of **Language Lead**, a native, expert linguist who masters language nuances and understands the magic behind effective marketing communication.

- Interpreting the intrinsic meaning of the source material, ensuring that **translations convey the original content accurately** while also sounding natural and resonating with cultural nuances.
- **Training and leading** a team of dedicated linguists
- **Creating and updating style guides and glossaries** so that every project's quality is in line with NordVPN's voice.

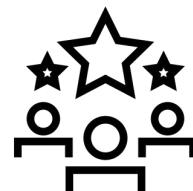


## A DEDICATED TEAM OF NATIVE TRANSLATORS

To create the **best team of marketing linguists** for each locale, Translated leveraged **T-Rank**, an **advanced AI-powered software** that ranks a pool of over 300,000 vetted, native-speaking translators based on more than 30 distinct criteria.

After a preliminary ranking, we made a shortlist of candidates based on their **performances in test translations**.

- **Customized onboarding training for the team of linguists** to familiarize them with NordVPN's unique value proposition.
- **A continuous feedback loop** that involved Language Leads, Translators, and Project Managers, with the aim of ensuring high-quality and consistent localization for every marketing asset.





# The Translated Solution

## CUSTOMIZED WORKFLOW POWERED BY AI

Through **transparent communication** and **close teamwork**, this efficient localization workflow utilizes **state-of-the-art translation technology powered by artificial intelligence** to eliminate repetitive tasks at every touchpoint of the localization journey.



### TALENT SELECTION

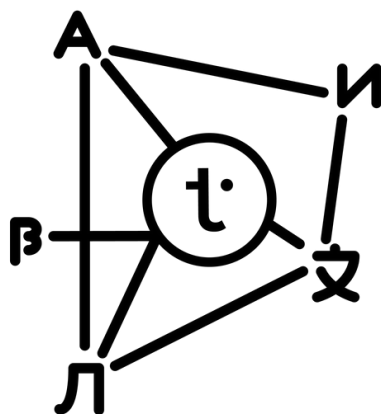
Translated's talent selection tool is a customizable proprietary software, based on artificial intelligence, with 20+ years of training. It ranks translators on over 30 factors, including resumes, performance, and expertise in relevant subjects

### CONTENT LOCALIZATION

Translated's CAT tool enables users to translate more words per hour and simplifies project management. It also offers up to 20% more matches by leveraging the largest existing TM in the world (12+ billion words)

### CAPTIONING AND SUBTITLING

Translated's AI-powered end-to-end subtitling tool covers all workflow steps and allows users to create higher-quality subtitles in less time according to their selected guidelines.



## ENHANCED FOCUS ON CREATIVITY

Our approach allows Language Leads and translators to **focus on the creative aspects essential for effective marketing localization**, resulting in the creation of high-end localized assets in less time. The optimized workflow ensures consistency in translation quality and fast production across all languages for global scalability.

# The Results

## +43% SALES

### IN TARGET MARKETS

Translated's capabilities are based on 15 years of experience as a Google localization partner, which provided unparalleled expertise in the art of localizing advertisements.

Thanks to this vast experience, Translated was able to assist NordVPN in **improving the impact of their marketing content in 24 locales** by effectively communicating the benefits of the VPN provider, while also tailoring marketing and advertising assets to their target audiences across various countries.

### 8.5M WORDS LOCALIZED IN 24 LANGUAGES

- Google Ads Campaigns
- Blog Posts
- Video Advertising
- Social Media Content



We saw a remarkable improvement in the quality of the translated marketing assets and the optimized workflow allowed us to scale quickly while keeping high standards of localization quality.

Mantas Baraisis · Localization Team Lead

## About Translated

Translated is an international language service provider and pioneer in the use of Artificial Intelligence to support professional translators. The company was established in 1999 by linguist Isabelle Andrieu and computer scientist Marco Trombetti with the mission of allowing everyone to understand and be understood in their own language.

# The Benefits of a Single Localization Partner



## A LOYAL PARTNERSHIP BUILT ON SHARED GOALS

NordVPN 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 jointly.



## 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.

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

[Get in touch](#)



**Hello, I'm James**

Sales Development Manager

[james@translated.com](mailto:james@translated.com)

# Thank you