



72% Faster
40% Less Effort
100% On Brand

*Inside Skyscanner's localization leap,
powered by Translated's AI-first workflow.*

 translated.

Can We Have Fast, High-Quality Localization?

Skyscanner, one of the world's leading travel search platforms, had a well established localization workflow covering 37 languages. However, when the SEO team needed to urgently translate in 8 languages 100 articles hosted on Contentful, the content management system (CMS) they had in use, it became clear that a manual process couldn't deliver within the required timeframe.

The SEO team proposed using machine translation to move faster, but **the localization team worried about losing quality and brand consistency**. They needed to find a competitive solution.

That's where Translated stepped in, helping Skyscanner design and implement an **AI-first localization workflow, backed by human review**, to dramatically speed up delivery without compromising on quality.

Building an AI-First Workflow

Skyscanner co-designed with Translated a human-in-the-loop workflow that is fully automated, from content intake to final delivery, including automated selection of language professionals and job management.



Significantly reduced
turnaround times



Substantially cut
human effort



Expanded SEO
reach



"For Skyscanner, making sure our language quality and brand trust were top-notch was super important. We needed a solution that was both cost-efficient and high-quality. Adding a human touch for post-editing before publishing was perfect for us, ensuring our content was spot on."

Antonella Alterio, Skyscanner Localization Manager

The Solution in Detail

To validate the new process, Skyscanner ran a comparative test using three workflows across 8 languages, comparing:

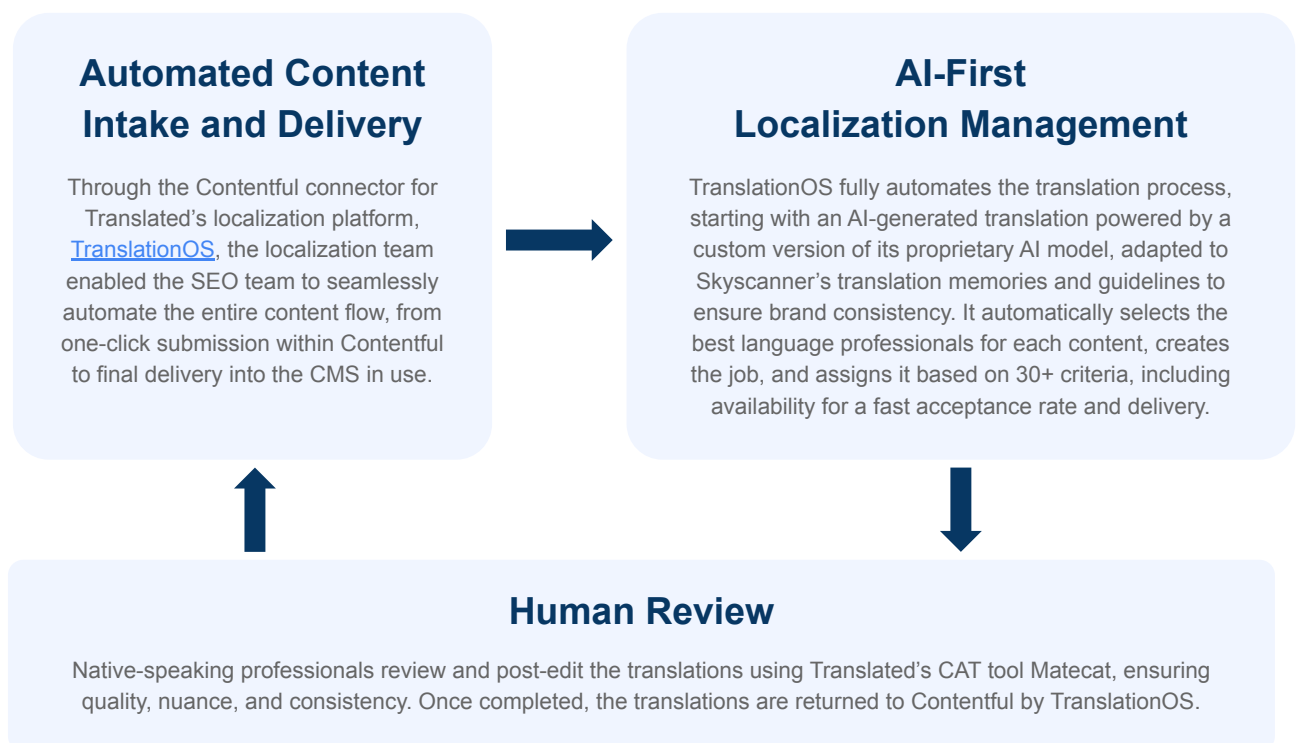
- A popular machine translation (MT) system
- Translated's professional translations
- Translated's AI translation with professional reviews

The third option delivered an **outstanding balance between quality, speed, and cost**. Alone, however, it would not have met the SEO team's delivery time requirements. By adopting Translated's AI-first workflow to **automate the entire process**, the Localization Team was able to guarantee the required turnaround times.

Key Advantages

- High-quality output with human oversight
- Reduced reliance on engineering resources
- Fewer errors from manual copying and pasting
- Direct access to SEO-specialized translators
- A continuously improving adaptive translation AI system

Workflow Design



From Breakthrough to Beyond

The new process implemented by Translated transformed what was once a task-heavy, time-consuming effort into a seamless, brand-consistent localization workflow with minimal human intervention.

This project marked a major milestone for Skyscanner. The success of the AI-first localization approach led to its adoption beyond SEO content. It is now used for branding and marketing materials as well, ensuring consistency and quality across multiple teams.

Impact and Numbers

550

ARTICLES TRANSLATED
(AND GROWING)

40%

LESS MANUAL
EFFORT

72%

FASTER DELIVERY
TIME

8

LANGUAGES
COVERED

44%

COST
SAVING

76%

GROWTH FROM
LOCALIZED CONTENT

Ready to Localize Smarter?

Expand your reach across the globe. Discover how an AI-first workflow can help you scale content worldwide while maintaining quality throughout.

[Contact us](#) for a tailored solution that fits your needs.