

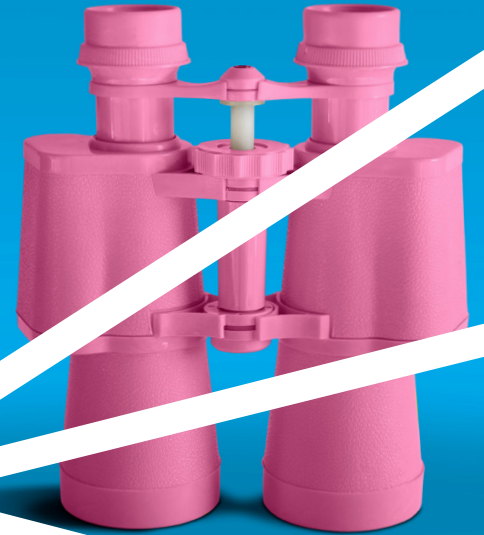
PAID SEARCH PERFORMANCE LINGUISTICS



LOCARIA



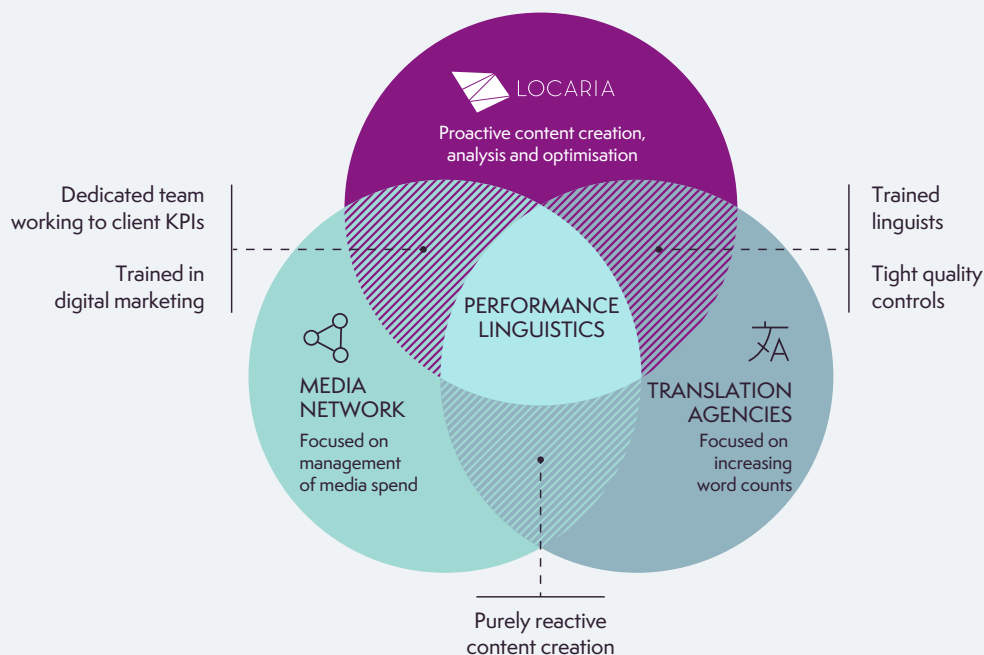
PAID SEARCH PERFORMANCE LINGUISTICS



Locaria is a pioneer in performance-driven linguistics for international paid search. We layer the technical understanding of PPC activation and campaign measurement with the knowledge of ever-evolving search advertising platforms and products and the deep expertise of language and local e-commerce nuance.

The output of this is a unique content approach which we call 'performance linguistics'. This gives in-house digital teams, along with their performance marketing agencies, the ability to balance international scale and cost efficiencies while simultaneously driving campaign effectiveness through persuasive, engaging and relevant local language advertising.

**We combine the understanding of media and marketing,
with the nuances of language.**



Official partnerships with all major search engines

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CHALLENGES WHEN IMPLEMENTING LANGUAGE IN GLOBAL PPC CAMPAIGNS

Targeting the right keywords with persuasive, relevant and engaging local language content is key to driving multilingual PPC campaign performance. Every global marketer will know how difficult this is to execute across multiple markets without incurring significant resourcing costs, especially for brands with complex campaigns or large volumes of products.

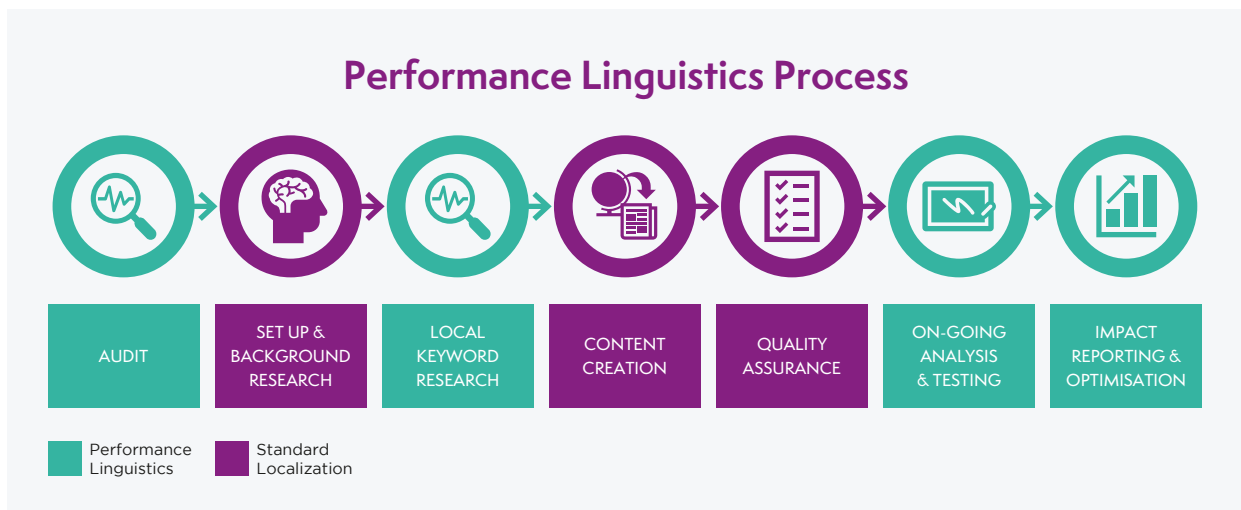
Too many global brands rely on machine translation tools (MT, TMs), ask internal employees who are not trained linguists to translate, contract agencies who lean on their network offices, affecting speed, quality and consistency, use generic translation partners who don't understand digital marketing or

simply resort to running campaigns only in English.

Problems within these approaches often lead to brands starting off with poor international PPC performance before scaling it further and creating massive media inefficiencies. Although activations may mirror English-speaking markets, campaigns experience lower rates of click-through and conversion, leading to lower quality scores and a higher cost-per-click (CPCs). This generally results in campaigns quickly plateauing, margins being squeezed from customer acquisition activity and decisions to pull back media spend from markets, stunting business growth.



PERFORMANCE LINGUISTICS



Our approach is to help digital marketers drive campaign performance through linguistic refinements. We test A/B variations, we conduct audits and report linguistic improvement opportunities, we provide keyword research, we optimise negatives and we make strategic recommendations on when to localise, transcreate, originate or create template ad copy content.

Most importantly, our service is not just static translation. Our linguists continuously audit, optimise and adapt to apply learnings to wider campaigns, categories and markets. In the same way that language itself is not static, but evolves with new trends, we ensure that all marketing communications are ahead of the curve.

- Audit campaigns and provide linguistic improvement analysis.
- Recommend when to localise, transcreate, originate or create templates.
- Provide local language keyword research and negatives for better targeting.
- Optimise using content variations, such as CTAs, structure or extensions.
- Onboard feedback and campaign results and re-apply learnings.
- Measure the impact of linguistic changes and justify future investment.

PAID SEARCH WORKFLOW

01

Download scope from Google Ads in an Excel file (Ads, keywords)

02

Evaluate against volume the most appropriate methodology

03

Create content in local language and run ad hoc QA

04

Build upload file conforming to desired target naming convention and account attributes

05

QA Upload file in line with Google ads

Full account localization

Templating ad copies increases throughputs while retaining quality

Campaigns and smaller scopes

Localizing unique lines (de-duplicating the source file) leads to the best quality without being too expensive



STRATEGIC ROADMAPS

Providing effective multilingual content for such campaigns is difficult and expensive using traditional translation techniques and processes. Our Project Managers are experts in Excel and Google Ads automation techniques. We provide consultancy on ways to streamline activity. For example, advising on the use of DSA, RSA and templates and providing solutions on how multilingual content can be implemented.

Several of our clients operate highly complex and fast-changing campaigns on a global scale. For example, we are partners with a hotel chain with 4,500 locations, a global airline running

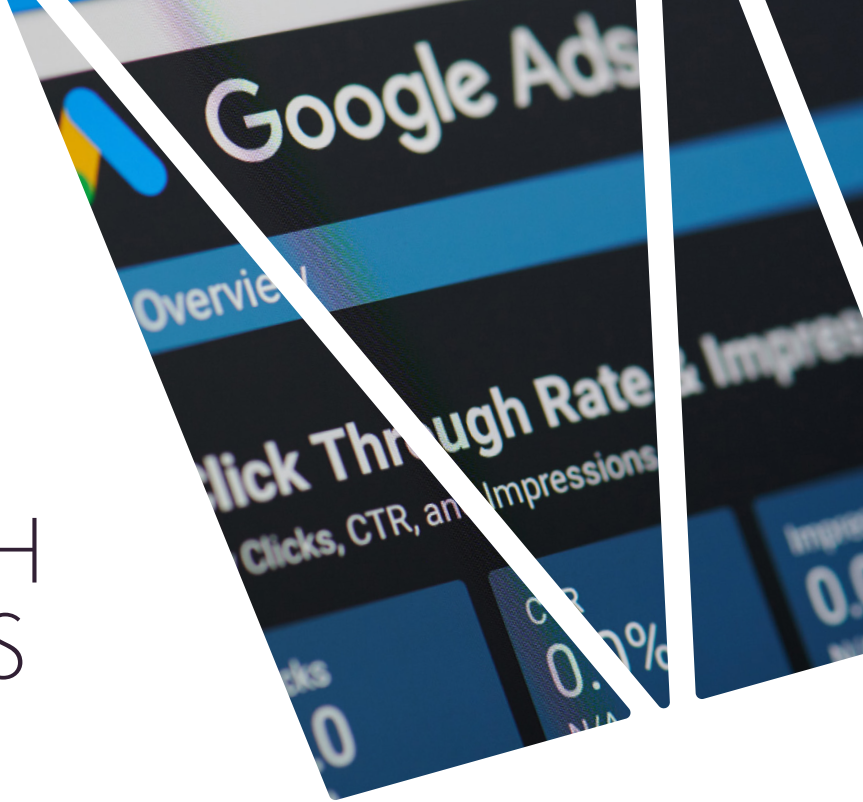
dynamic routes and pricing, and a major fashion e-commerce retailer with 20,000 SKUs changing weekly.

We focus linguists' attention on unique content, by screening out unique lines or filtering repetitive content, to maintain consistency. We use a range of translation methodologies that fit campaign objectives to ensure that volume, speed and scale are balanced with relevancy and quality.

We recommend different methodologies, for different applications, objectives and phasing:



PAID SEARCH LINGUISTICS SERVICES



Linguistic

Keyword Research

Ad Copy and Extensions Localisation

Ad Copy and Extensions Transcreation

Ad Copy and Extensions Origination

Paid Social Ad copy

Glossary and Style Guide creation

Landing Page Optimisation (CRO)

Search Query Reporting (SQRs)
– including negatives

DSA Optimisation

RSLSA Optimisation

Strategic

Performance Audit

Quality Score Analysis

Template Building

Path to Purchase Research

New Market Expansion Research

Strategic Plans

Shopping Feed Optimisation

Tech Support

TECHNOLOGY

Locaria has built a technology stack with the sole purpose of managing language content in digital advertising campaigns. We want our Content Analysts to spend most of their time working on linguistic aspects that deliver the most impact for our clients which is why we automate or streamline many of the predictable elements in the project cycle.

Our media technology

We have built a system that scans through PPC accounts daily, looking for content mistakes, orthographic errors, anomalies, inconsistencies and areas of low performance across international accounts. The system flags these issues to our analysts in 'cards' which are coloured by priority. This allows our linguists and project managers to quickly investigate issues and make linguistic or tactical refinements, no matter the scale or complexity of the paid search account.

Data Imports



Orchestrator - Manage and schedule data imports

Datasets - Data management, scheduling and analysis using SQL

Processing & Analysis



Alerts - Best practice and hygiene

Forge - Shopping feed optimisation

Serp watch - Local competitor monitoring

Insights & Reporting

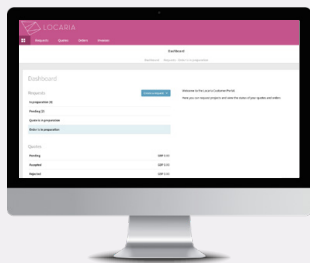


Reports - Bespoke dashboards which demonstrate the performance impact of our Linguistic optimisations on digital media campaigns

OUR LINGUISTICS TECHNOLOGY

Locate, a market-leading project management tool gives our clients full transparency on linguistic resources, the live and historical status of projects and project commercials. This software allows us to streamline communications, quickly react to briefs, manage project histories, interact with your finance and billing processes, and act as an extension of your marketing team.

Locate

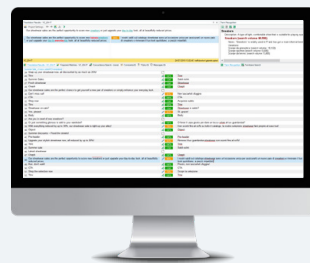


A centralized project management portal accessible to all stakeholders and linguists.

Benefits

- History for audit, storage, pricing
- API connection to CMS/PIM for delivery
- Full transparency on projects/progress

Translation memory



A database that stores sentences, paragraphs or segments of text translated before.

Benefits

- Faster turnaround times
- Cheaper price
- Consistency with previously translations

Centralised content database



A database that contains a list of approved terms, ToV, Style Guides and related descriptive information.

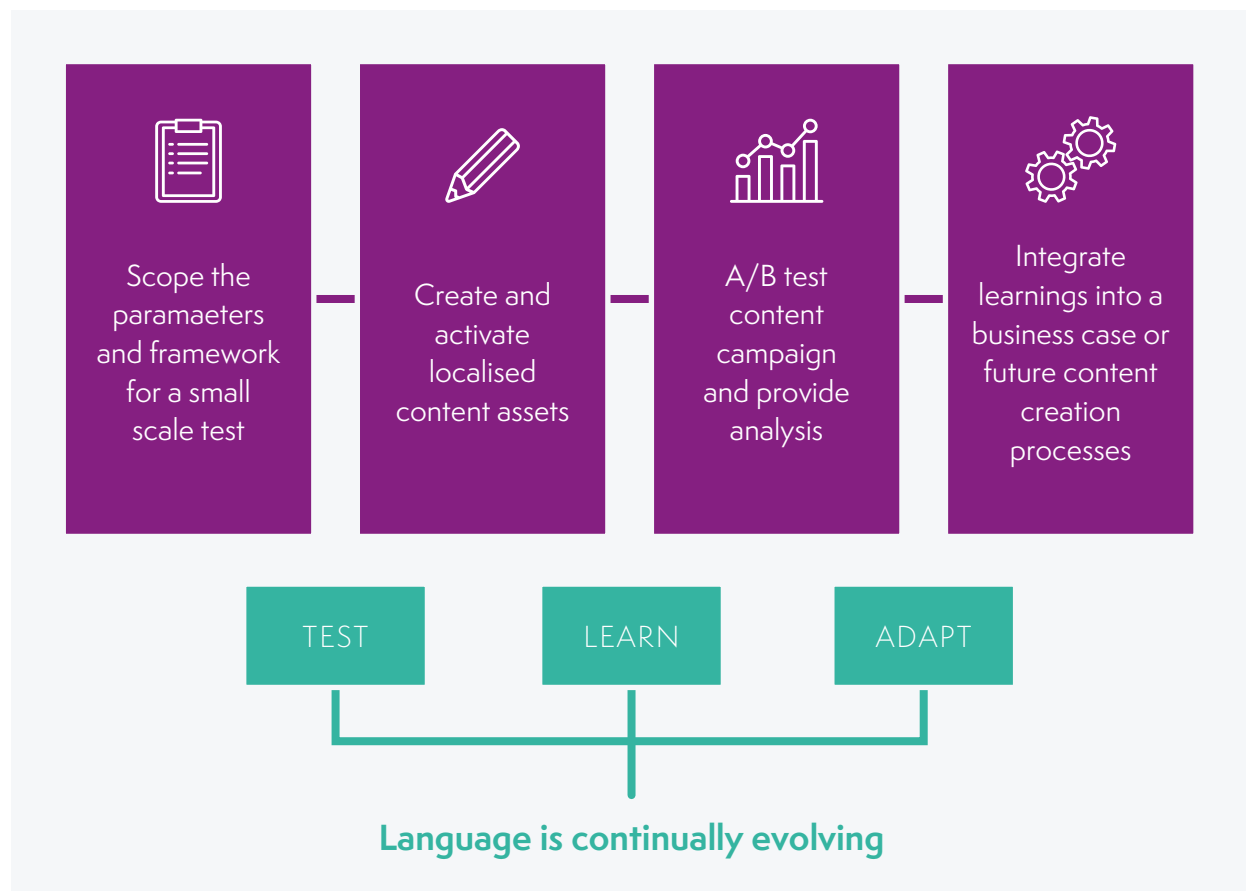
Benefits

- Rules regarding term usage
- Strengthens ultimate consistency
- Maximise Efficiencies

PERFORMANCE LINGUISTICS – TEST FRAMEWORK

We understand that multilingual content expansion can be a daunting task. We know that modifying existing campaigns, trying new techniques or onboarding new suppliers carries a level of risk - particularly for e-commerce businesses relying heavily on the channel. However, we use data to drive strategic decisions together, with you.

We have built a testing framework for 'performance linguistics' in which we set up a 2 – 3 month test on a small scale, allowing us to demonstrate our methodology, our processes and content quality, while using measurements, such as A/B or pre/post testing, to support the impact of our linguistic refinements on your campaigns. We see this as the perfect, risk-free way to start a relationship with you.





LOCARIA

HOW CONTENT HAS IMPROVED CAMPAIGN PERFORMANCE





EXPANDING PAID MEDIA LANGUAGE COVERAGE

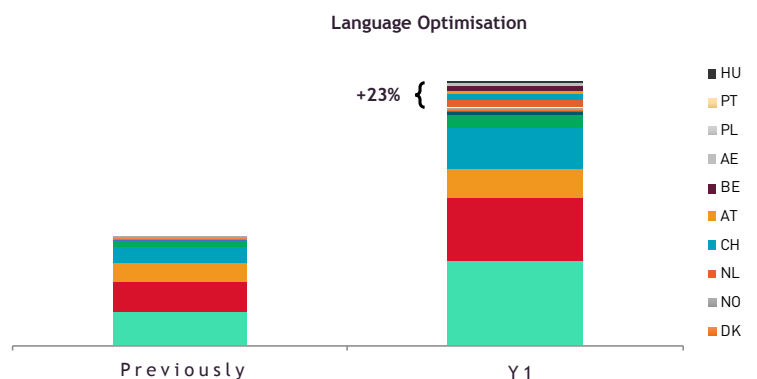
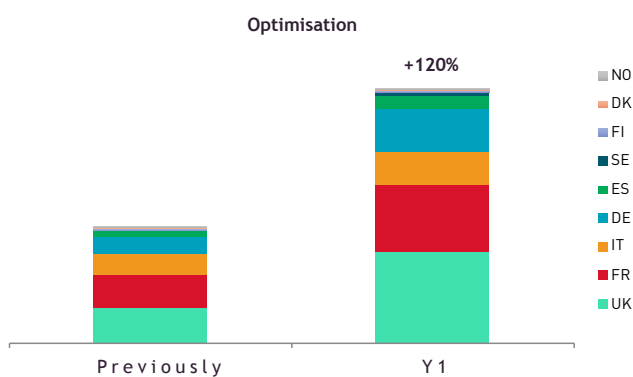
GUCCI

Objective: Expand language coverage

Approach: We used paid media to improve the 5 existing languages for Gucci, whilst adding top level brand campaigns for testing in other languages.

Every country but the top 5 had their website in English, and the client was initially sceptical about translating campaigns without a localised version of the website.

Outcome: We saw a 23% increase in revenue without any additional localization efforts and no negative impact on cost per click, bounce rate and quality score.

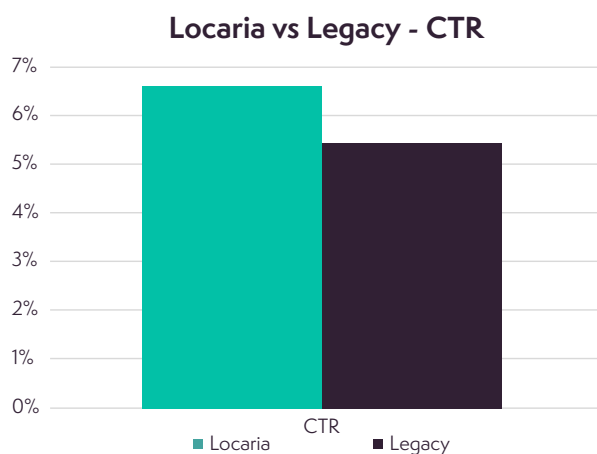


LINGUISTIC AUDIT FOR ADS

mollie

Pre-Audit: Copies contained unlocalized messaging, typos, inconsistencies. Some ad groups had too many ad copies in rotation causing ad copies with lower CTR impacting the overall performance.

Post-Audit: Ad copies rewritten by Locaria had higher CTR compared to legacy ads. After fixing the ad coverage, the next step is to A/B test ad copies.



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Einfache Integration

Ein einziger Vertrag für den Zugriff auf alle Zahlungsmethoden.

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Einfache Zahlungslösung anbieten Hier mehr erfahren.



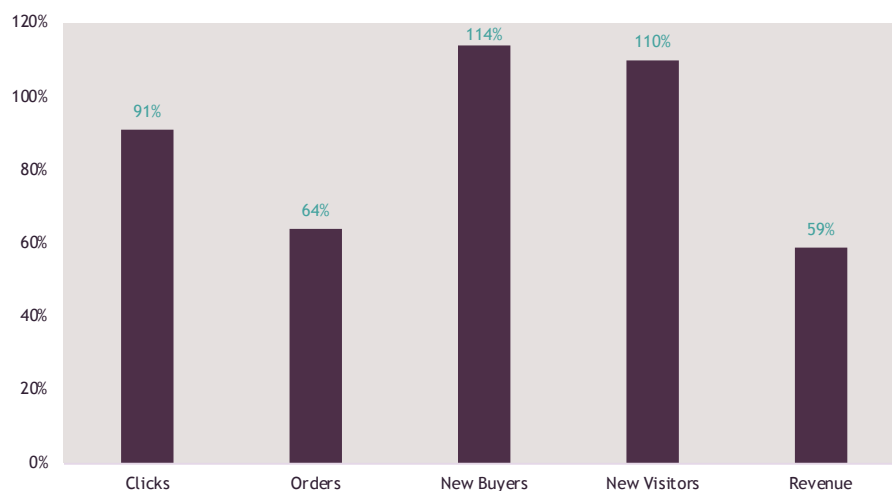
PAID MEDIA | TRANSLATION VS ORINATION

MR PORTER

Objective: Improve performance of the German account by fixing linguistic issues and relevancy

Approach: The team created templates for different products and designers, which enabled efficient ad copy creation. All old ad copies were replaced with new copies that were originated instead of using traditional translation.

Outcome: The German account saw a 91% uplift in clicks, a 64% increase in orders and a 59% increase in revenue.



64% increase in orders

64% increase in orders

64% increase in orders

PAID MEDIA | SQR IN PERFORMANCE LINGUISTICS

trainline

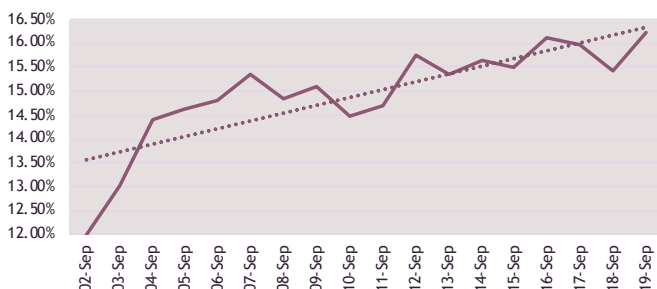
Objective: Optimise brand new NL, PL, PT-BR, CS, DA, NO, SV and CN accounts

Approach: The team carried out regular weekly search query reports in order to support the optimisation of the accounts. The tasks included identifying negative keywords, applying new keywords as well as building new ad groups (keywords, sitelinks, ad copies).

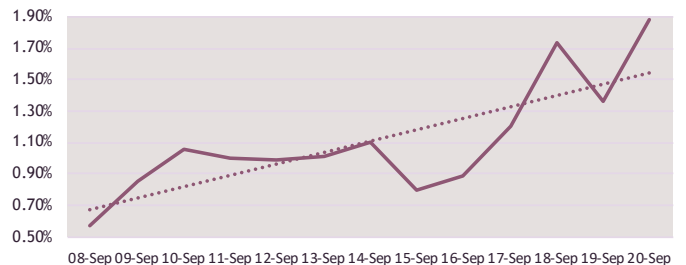
Outcome: Post-account launch, the team implemented weekly SQR uploads in order to drive the most relevant traffic to the account, which helped to generate a staggering 129.01% uplift in clicks and 62.35% increase in CVR.



CTR



CVR



	Pre-SQR	Post-SQR	Difference
CVR	0.85%	1.38%	+62.35%
Traffic	23.197	53.123	+129.01%



LOCARIA

www.locaria.com