



Case Study:

e-Commerce Localization

"With a global audience focused on language education, it is imperative that our translations are perfect. As a start-up with limited resources, it is critical that our numerous translations be highly affordable. myGengo delivers on both these fronts and is the perfect solution for our needs."

-David Giacomini, Founder, ToyLingual

The Challenge

As a global online retailer with the mission to help kids learn foreign languages, ToyLingual surely understands the power of communication. To that end, ToyLingual wanted to make their website more accessible, and localized into six new languages. This included translation of content such as navigation, categories, and more frequently updated information like product details. While this was a major undertaking, speaking in its users' languages is a key service component of ToyLingual and a way to separate them from other online retailers. One particular challenge was the mix of translating the static content in the entire site in addition to keeping translations of added products up-to-date.

The Solution

ToyLingual tried a few translation services, and found that myGengo offered the best combination of speed, ease of use, quality and price. They were particularly impressed with the simplicity of submitting the text, and the resulting translations were deemed superb. ToyLingual needed a reliable partner that they could incorporate into their workflow, and myGengo certainly delivered.

Simply put, myGengo delivered high quality translations at a great price. With each product having to be translated into six different languages, costs were a primary consideration, and myGengo was very reasonable for what they delivered. The initial sets of translations were each reviewed by native speakers of that particular language and the translations passed with flying colors. Furthermore, the translations were delivered very quickly, some even arriving in less than an hour, while the rest completed within 24 hours.

Case

Toylingual, a global online merchant uses myGengo translations for to localize their complete website.

myGengo Product

Translate.Express and String

Languages

of Languages: 5

English:

to Chinese, Japanese, French, German, Spanish

Number of Words

Website includes about 30,000 words excluding products.

Product pages are approximately 500 words.

Client

ToyLingual is a global online retailer that sells a range of products for kids to help them learn foreign languages.

To parents and educators, ToyLingual is a premier destination for multi-lingual products. The entire site is now completely localized for each of six languages offered.

<http://www.toylingual.com>



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