

# CASESTUDY: POWWOWNOW

POWWOWNOW™

## Welocalize Multilingual Digital Marketing and Transcreation Services Leads to 30% Increase in Onsite Conversions

### CLIENTPROFILE

Powwownow is a telecommunications company and the UK's leading free conference call service provider, with more than 207,000 people using the service across 15 global locations in Europe and North America. Powwownow is part of the PGI Group.

### CLIENTCHALLENGE

Powwownow is the leading free conference call provider headquartered in the UK and operates in 15 countries. One of Powwownow's overall business objectives is to penetrate more of Europe, including the French and German markets, to increase yearly global growth.

Powwownow worked with global LSP, Welocalize, to generate transcreated content to publish on the new French language website to drive awareness, improve user experience and increase customer engagement in the French market. The company has a very strong brand in the UK which is fun, conversational and very creative. In 2015, Powwownow's "Avoid the Horror" advertising campaign won the "Best Use of Creative" award at The UK 2015 B2B Awards. The English-speaking campaign was implemented, offline and online, across major UK cities.

### WELOCALIZESOLUTION

Using linguistic copywriters and in-country Powwownow reviewers, Welocalize worked with source English content to recreate web and digital marketing content to establish a new French-speaking website and promote the Powwownow service. In addition to web content, a number of other marketing materials, including email campaigns and product information, were transcreated into French and other European languages.

All Welocalize resources working with the Powwownow team had relevant training to ensure familiarity with the brand, product and target markets. All transcreated content was populated with high-level keywords to increase the overall search-ability of published web content. Once the transcreated content had been delivered, it went to in-country Powwownow reviewers for final sign off then publishing.

#### FACTS

175 LANGUAGES  
700+ EMPLOYEES  
16 GLOBAL OFFICES  
4TH LARGEST US LSP\*  
9TH LARGEST LSP WORLDWIDE\*

\*SOURCE: COMMON SENSE ADVISORY, 2015

#### OFFICES

USA  
UK  
IRELAND  
ITALY  
GERMANY  
CHINA  
JAPAN  
ROMANIA

#### HEADQUARTERS

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# TRANSCREATION

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## *Welocalize Multilingual Digital Marketing and Transcreation Services Leads to 30% Increase in Onsite Conversions*

*"Welocalize is an extension of the Powwownow team. Their expertise and localization knowledge adds incredible value to our global expansion strategy and overall digital marketing activities. The Welocalize team are reliable, deliver a fast turnaround and provide support 24/7."*

Hollie Bennett, European Marketing Manager, Powwownow

### CASESTUDYHIGHLIGHTS

- ✓ New French site experienced 30% increase in onsite conversions
- ✓ Website UX is much cleaner and simple
- ✓ English brand and web content transcreated
- ✓ Digital marketing content culturally adapted
- ✓ Support 24/7
- ✓ Linguistic copywriters trained to gain familiarity with brand, product and target market
- ✓ In-country review loop
- ✓ More European languages added
- ✓ Flexible, scalable solution

#### ABOUT US

WELOCALIZE, INC., FOUNDED IN 1997, OFFERS INNOVATIVE TRANSLATION AND LOCALIZATION SOLUTIONS HELPING GLOBAL BRANDS TO GROW AND REACH AUDIENCES AROUND THE WORLD IN MORE THAN 175 LANGUAGES. OUR SOLUTIONS INCLUDE GLOBAL LOCALIZATION MANAGEMENT, TRANSLATION, SUPPLY CHAIN MANAGEMENT, PEOPLE SOURCING, LANGUAGE SERVICES AND AUTOMATION TOOLS INCLUDING MT, TESTING AND STAFFING SOLUTIONS AND ENTERPRISE TRANSLATION MANAGEMENT TECHNOLOGIES. [WELOCALIZE.COM](http://WELOCALIZE.COM)

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