



FORWARD3D



@Forward3D - #GGF3D

Our Approach to International

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International Expansion Myths

Agile New Market Entry

Leveraging Existing Activity






International Expansion Myths

International Expansion Myths



Big is best



Everybody
knows us



Translate
everything



Translate
nothing




Big is best

- / We just need to go to China
- / Europe is all about France and Germany
- / Big languages cover multiple markets

International Expansion Myths



Big is best




Everybody
knows us

- / We already have customers in that country
- / We have translated our brand
- / We get loads of international press

International Expansion Myths



Big is best



Everybody
knows us



Translate
everything

- / We have to localize the site before we launch
- / Everything must be translated
- / We can use our customer care team to do it

International Expansion Myths

Big is best

Everybody
knows us

Translate
everything

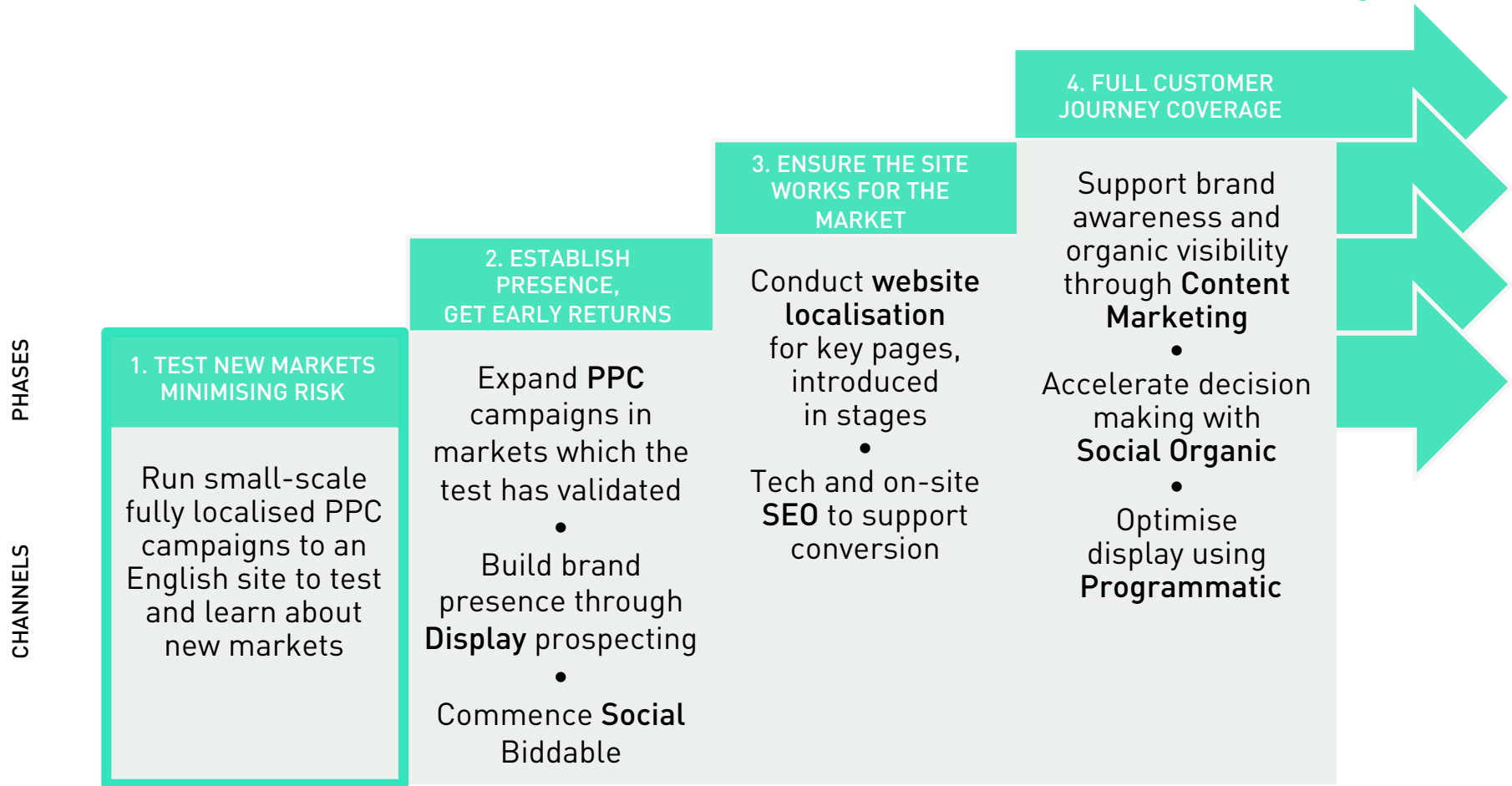
Translate
nothing

- / They speak good English
- / There's no need to localize all channels
- / Translation spend is a bottomless black hole



Agile New Market Entry

Agile New Market Entry



- / Avoid investing in the wrong markets
- / Prevent brand damage by maintaining quality on a small scale

- / Build the case for further investment
- / Avoid a black hole of localisation spend

PHASE 1: Test New Markets, Minimising Risk

Global Market Scoping Test

Step 1: International Market Research



- / Search Volume & Competitor Analysis
- / Identify & prioritize markets for test

Step 2: Campaign Creation



- / Create campaigns
- / Set up on relevant SEs

Step 3: PPC Scoping Test



- / Put campaigns live
- / Use English landing pages

Step 4: GMST Analysis



- / Test, analyze & optimize
- / Recommend which markets to expand

Step 1: International Market Research

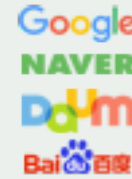
Step 1:
International
Market Research



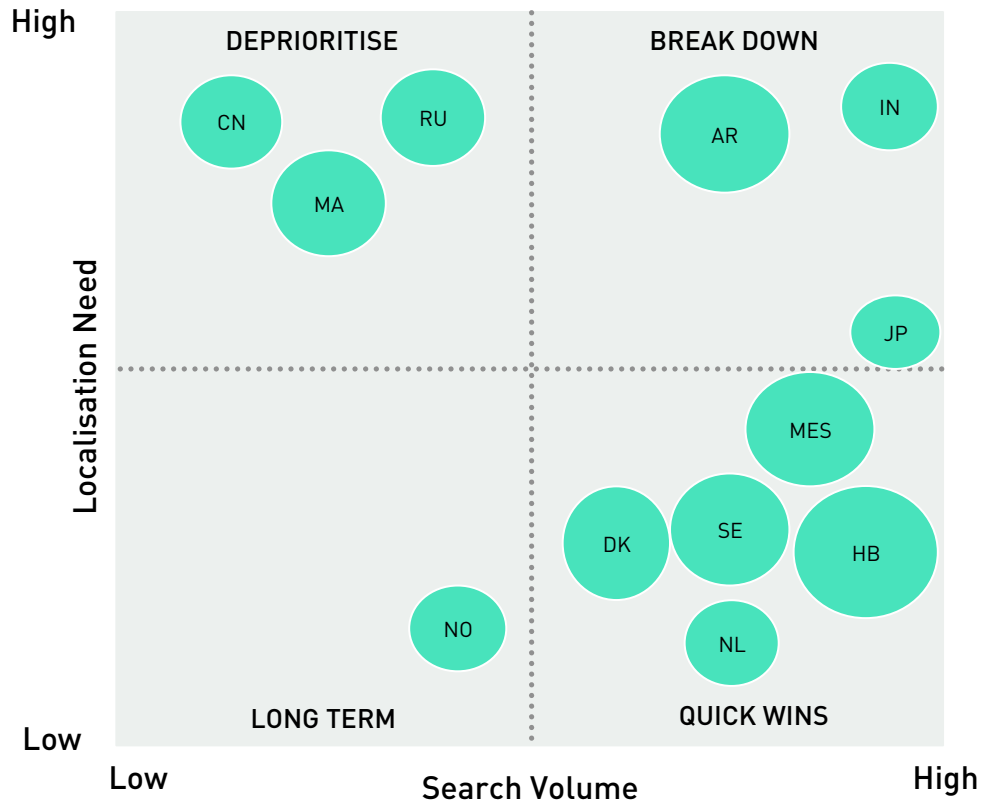
Step 2:
Campaign
Creation

- 1. Translation
- 2. Localisation
- 3. Transcription
- 4. Organisation

Step 3:
PPC Scoping
Test



Step 4:
GMST Analysis



Step 2: Campaign Creation

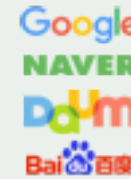
Step 1:
International
Market Research



Step 2:
Campaign
Creation



Step 3:
PPC Scoping
Test



Step 4:
GMST Analysis



Select appropriate type of content creation depending on target channel

1. SMT & HPE	<ul style="list-style-type: none">/ Very cheap and fast/ Very low quality
2. Translation	<ul style="list-style-type: none">/ Entirely based on the source/ As close and direct as possible
3. Localisation	<ul style="list-style-type: none">/ Translation of core messages/ Adapt and optimise target format
4. Trans-creation	<ul style="list-style-type: none">/ Extract tone of voice, style & intent/ Recreate in target language
5. Origination	<ul style="list-style-type: none">/ Background Research/ Originate target without source

Step 3: PPC Scoping Test

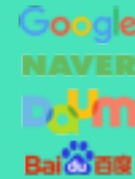
Step 1:
International
Market Research



Step 2:
Campaign
Creation



Step 3:
PPC Scoping
Test



Step 4:
GMST Analysis



Build Key Focus: Start with Top Level Categories

Account	Campaign	Ad-Group	
Split by Market	Split by Category	Split by Match Types	
	Donna Karan - Women	Dresses	Evening Gown
	Tory Burch - Bags	Totes	Black Tote

Step 4: Analysis

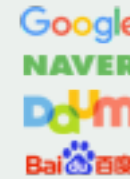
Step 1:
International
Market Research



Step 2:
Campaign
Creation



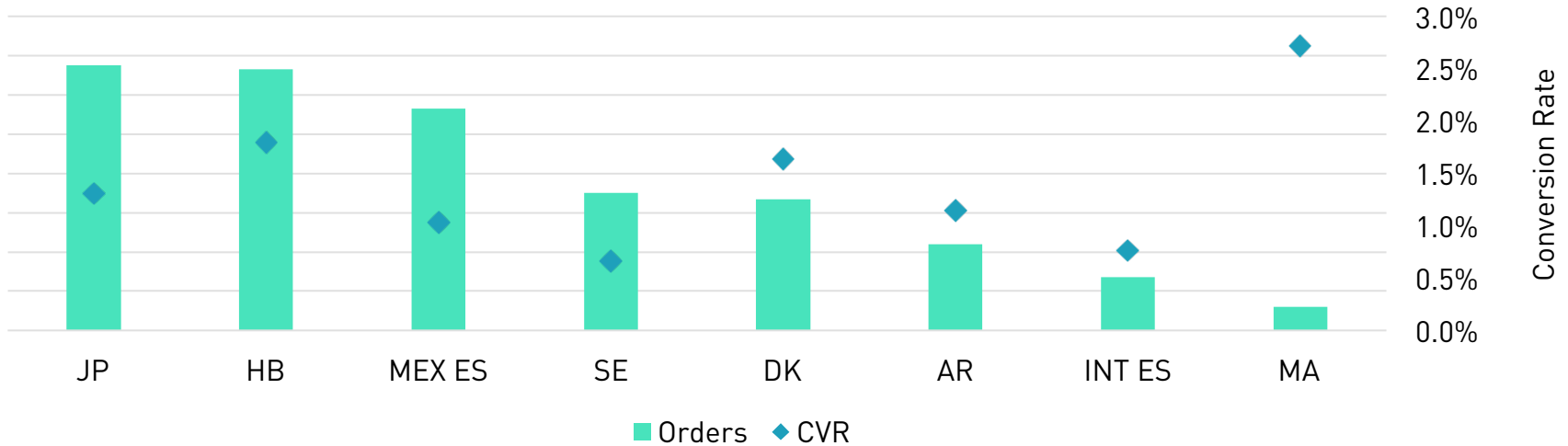
Step 3:
PPC Scoping
Test



Step 4:
GMST Analysis



Orders and CVR by Language



- Top order contributors throughout the test period have been Japanese, Hebrew and Mexican Spanish (mainly from the navigational traffic)
- Hebrew, Danish and Malay have had the highest CVR



Leveraging Existing Activity

Leveraging Existing Activity / Data & Tech

Combine linguistic analysis with use of tech for effective account audit

Start with:

1. Identifying risk areas that are damaging the account performance
2. Creating alerts to flag issues for effective and fast optimisation

Example Linguistic Alerts to ensure accounts are running by PPC best practise rules:

Element	Details	Outcome
Keywords	No non-branded keywords in generic campaigns	Control / budget allocation
Ad Copy	No incorrect messaging (e.g. free delivery when it is not offered)	CVR / Best practice / Brand protection
URLs	URLs are directing traffic to the correct language site	CVR / Bounce Rate

Benefits

- / Reduced media spend
- / Protecting the perception of the brand
- / Less time spent on the accounts trying to find issues

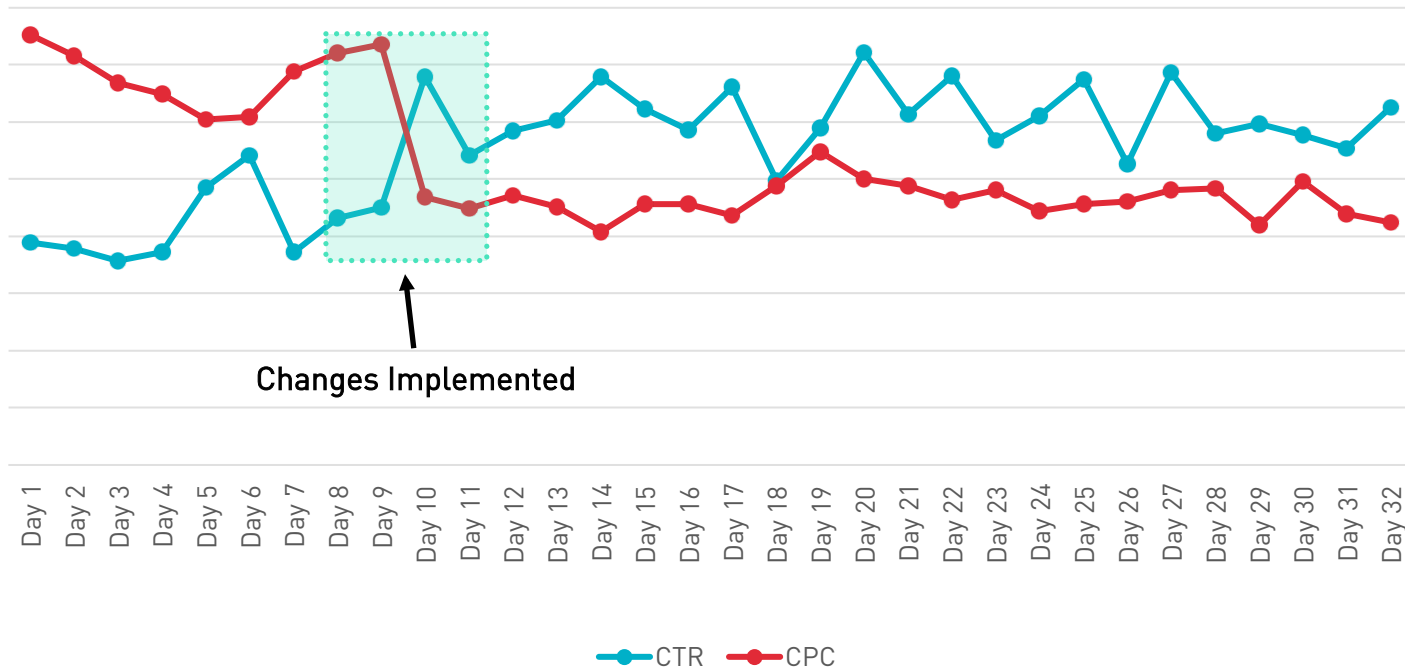
Case Study / Ad Extension Implementation

Restructuring the account and utilizing maximum ad space to improve CPC and CTR performance

Impact

✓ CTR saw over 20% improvement

✓ Average CPC decreased up to 28%



Leveraging Existing Activity / Content

Audit your existing content and implement changes to see an uplift

Native keyword research Linguistic quality	Creativity Use of ad space	Consistent terminology Relevancy
Native/marketing-sounding & engaging / High PPC relevancy		Excellent (63-70)
Natural linguistic flow but not perfect marketing style		Good (49-56)
Average quality content conveying messages clearly		Average (35-42)
Awkward-reading content with confusions about meaning		Poor (21-28)
Quality too bad to convey messages / Poor PPC relevancy		Very Poor (0-14)

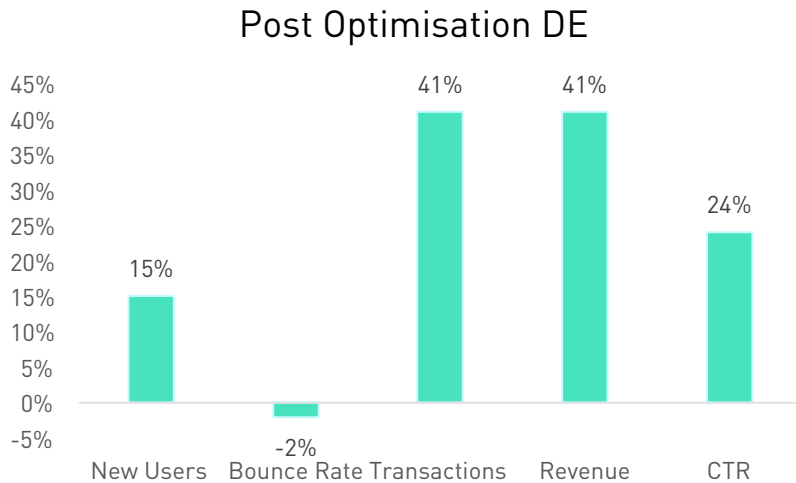
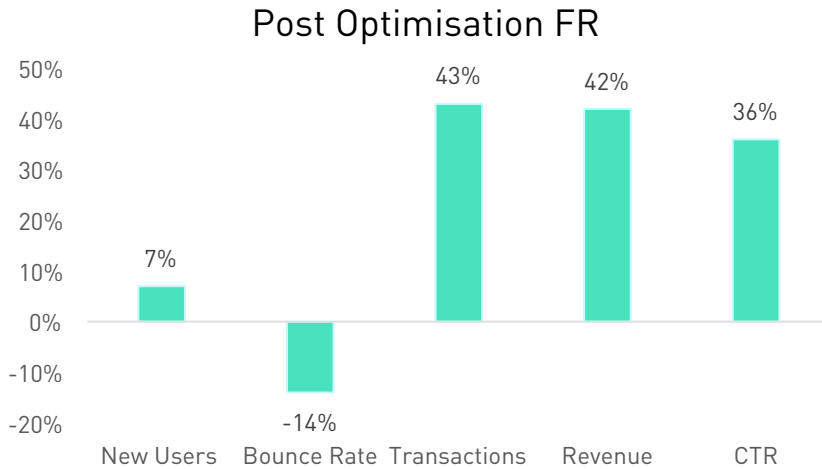
Lexirank™

Impact

- / Improve your click through rate
- / Reduce your cost per click
- / Increase your conversion rate

Case Study / Website Content Optimisation

Content Optimisation of landing pages used for search



Impact

Significant drop in Bounce Rate

Over 40% increase in transactions and revenue

Up to 35 % CVR uplift



Key Takeaways



Be open to diverse markets

Manage risk through Agile market testing

Fixing existing activity will provide an uplift





Thank You