

TransPerfect's OneLink technology equips BALR. to boost online sales by 88%



BALR.

As an international luxury lifestyle brand, BALR. knows that being at the forefront of emerging markets is essential for the successful growth of their business. To facilitate BALR.'s 'expansion through localization' goals, TransPerfect's OneLink technology offered a bespoke solution that didn't take up any in-house resources, while allowing for simple updates to in-language content. Since translating its website into four languages, BALR. has seen an 88% increase in transactions, 75% increase in conversion rate and a 21% decrease in bounce rate.

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Scale-ups like BALR. need tech partners that set us up for future growth. TransPerfect is one of those partners. With quick turnaround times and effective consultancy they helped us take massive steps on our localization roadmap.

– Thomas van Mastbergen,
Head of Digital at BALR.