

# NICKI'S.com boosts global customer engagement with Translations.com



*Our experience with Translations.com was positive throughout. High-quality service, deliverables and communication—always on time!*

– Senior Product Manager, NICKI'S.com

Since 1985, NICKI'S has been a top children's fashion retailer in Europe, selling exclusive brands such as Gucci, Burberry, and Ralph Lauren. As part of their global expansion strategy to increase customer engagement, they chose Translations.com to localize their website into five languages, with a specialized strategy for each market. This has resulted in an **80% increase in web visitors** and a significant rise in conversions, with sales figures showing a **26% jump in purchases.**