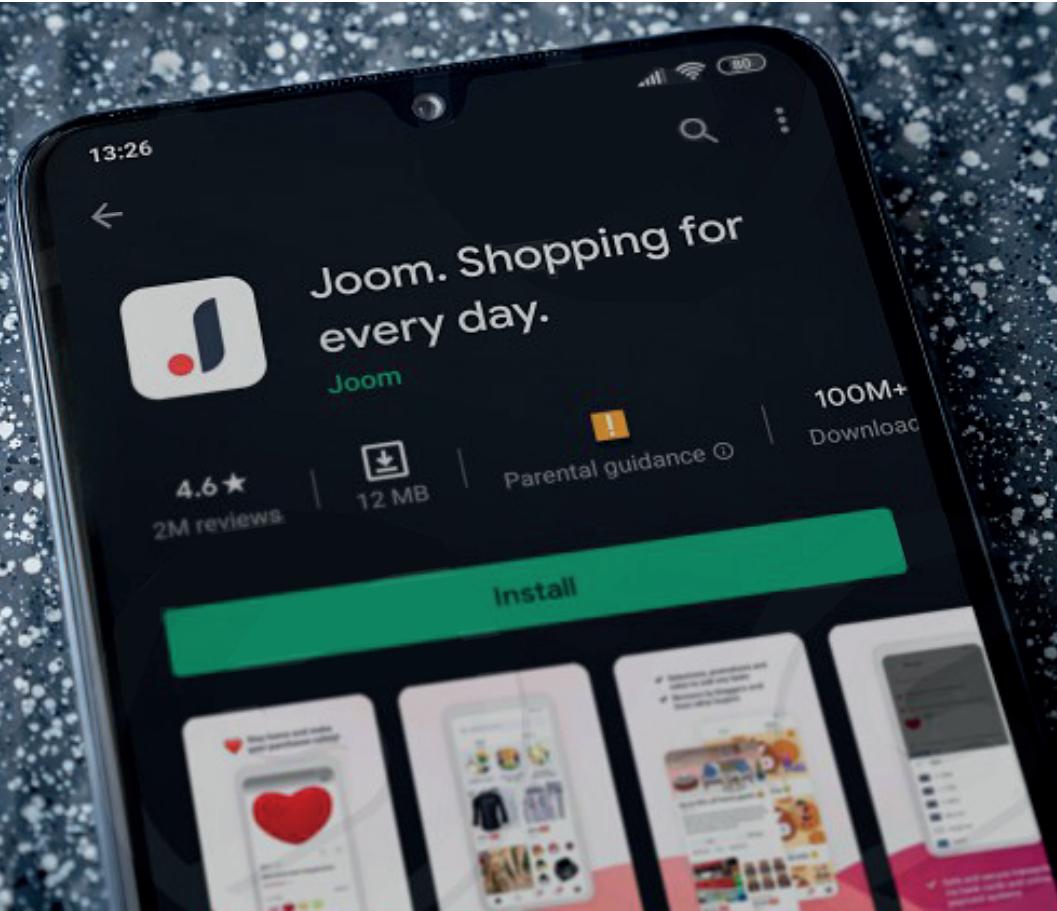




Joom Expands Its Services to Europe with Protranslate



About JOOM

Founded in 2016, Joom has quickly become the leading e-commerce platform with over 250 million users from all around the world. Joom offers high-quality and reliable logistics, personalized special offers, and the opportunity to communicate with sellers and buyers to ensure a reliable shopping experience.



Around 60% of customers in Europe prefer shopping in their mother language. As the leading service provider in the EMEA Region, Protranslate supports global brands in their expansion into the competitive European market with experienced localization experts.

With its 250 million users, Joom is a globally acknowledged platform for all e-commerce needs ranging from electronics and kitchen appliances to pet products or sports equipment. In France alone, more than 40,000 new users download the application daily. Ranking among the top 5 most downloaded apps in App Store and Google Play Store in 2018, Joom continues its journey to become the most preferred e-commerce platform worldwide.

Recognizing the growing demand for e-commerce in countries such as Germany, Spain, and Turkey, Joom confided in Protranslate's expert localization team to expand its services in the European market. Protranslate was entrusted with content localization along with translation of articles.

We teamed up with Protranslate for our multilingual localization projects in order to expand our services in the European market. Now, we are able to resonate with our Spanish, German and Turkish audience in their mother tongue, and we have been very fortunate to see and track the growth effect we captured in Europe from day one. Thanks to Protranslate, our localized platform's traffic increased by thirtyfold.

“ Marina Sokolova • Marketing Content Coordinator ”



Protranslate's localization team paid utmost attention to render even the smallest nuances perfectly into the target languages to preserve Joom's well-established reputation. Joom's content was localized accordingly to the shopping preferences of the target audiences into German, Spanish, and Turkish without any linguistic or stylistic errors. Protranslate localization team also supports Joom on its merchant platform content that allows Turkish merchants to operate on a day to day basis.

“ Thanks to Protranslate, we now have a considerable number of merchants and buyers from Spain, Germany and Turkey resulting in hundreds of merchants and thousands of buyers. Protranslate has helped us design and lead our localization workflow, and achieve the target set for the respective markets.

Marina Sokolova • Marketing Content Coordinator

Joom's collaboration with Protranslate resulted in a surge of European customers and merchants to the platform. The localized platform increased the traffic by twofold along with 65% increase in Spanish and German merchants following the initial localization period.

Joom has welcomed thousands of new European buyers so far while the number of users continues to increase with each localized content.

“ We appreciate our partnership with Protranslate on many levels. The dedicated localization team of Protranslate has not only localized our content intended for Spanish, German, Turkish merchants and buyers, but also perfected our current translated content, leaving no room for errors.

Marina Sokolova • Marketing Content Coordinator

About protranslate[®]

The leading language services provider in the EMEA Region, Protranslate provides high-quality translation and localization services in more than 120 languages to business partners worldwide.

Contact