

YLT Translations

My company has a private label product which we have been selling on Amazon UK for a number of years. There are two parent ASINS each with 8 colour variations. Peak sales for the products are May, June, July and Q4. In March 2018 I decided to expand our listings onto Amazon European Marketplaces and listed the product in France, Germany, Italy and Spain. I didn't manually translate the listings, I just let Amazon do it automatically.

After the UK, Germany and France are our biggest markets in Europe. Italy and Spain really don't have much of a market for what we sell – we do get some sales from them but very few. Over the Spring and Summer of 2018 we made about 20 sales in Germany and 8 in France but none at all in Italy and Spain. These figures were tiny compared to Amazon UK sales.

My research showed that automatically translated product listings were functional but didn't reflect how buyers in different countries searched for the product or what they even called it. Ideally, the translations needed to be done by a native speaker with a knowledge of e-commerce, Amazon listing techniques, who also understood the importance of bullet points and search terms! Quite a lot to ask for!

I identified several potential translation companies and made contact. By far the most professional was YLT. Jana and her team gave me rapid answers to my questions and showed me how they work translating Amazon product listings. Jana gave me a very reasonable proposal to translate my listings into French, German, Italian and Spanish and I accepted. The final translations were delivered in November 2018 and I updated all my European Marketplace listings in the middle of December 2018 – a bit too late to affect Q4 sales.

Taking 1st Jan 2019 as our starting point for implementing YLT translations, here's how Germany and France compared in each quarter by volume and value compared to the same quarter in 2018.

Germany	Volume %	Value %	
Q1	+365	+381	
Q2	+171	+187	
Q3	+61	+74	Stock supply issues affected sales
Q4	+121	+140	
France	Volume %	Value %	
Q1	+400	+469	
Q2	+117	+128	
Q3	+35	+88	
Q4	+21	+5	

These are very impressive figures and without a doubt, the professional Amazon product listings provided by Jana's team drove this excellent sales growth. New sales were also made in both Italy and Spain over Q4, and this is also down to having correctly translated listings.

Writing this in early Q1, 2020, I'm pleased to say that sales in both Germany and France are already showing an increase over the same period last year.

I am pleased that YLT's work has been of such a great benefit to our business and I'd certainly recommend them to any Amazon seller wanting to expand into European Marketplaces. I look forward to using Jana's team again as our product range increases and we ourselves expand into new Amazon markets.

Paul Roberts

Owner of Terrevisa Trails