

# Luxury online retailer grows revenue 650% with Gengo

As the leading luxury homeware and accessory retailer in the UK, Amara houses over 200 of the world's top home fashion brands. Founded in 2005, Amara serves customers worldwide, with international shipping on almost all products and award-winning global customer service.

Recently, Head of International Expansion Freddie Chatt and team decided to localize the Amara website for the first time to better serve customers in France. After a year of planning and translating with Gengo, they launched the brand new website and saw explosive growth, boosting conversion rates from France by 20% and revenue by a whopping 650% from the year prior.

## Massive inventory, endless SKUs

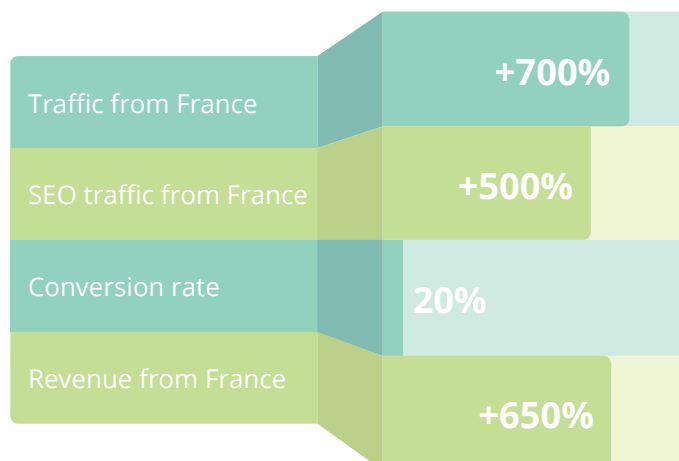
Like many ecommerce companies, Amara manages a massive online catalog that calls for ongoing translation and maintenance. Today, Amara has tens of thousands of products featured on their website, doubling their inventory from 15,000 to 30,000 listings in 2014 alone. After kicking off their French localization project, they needed a simple way to translate this constant stream of content.

Without prior localization experience, Freddie and team combined extensive research with some instincts from his SEO background to choose the right translation service. According to Freddie, they decided against using machine translation due to its low quality, which is bad both for SEO and the overall user experience. The team also looked into working with individual freelance translators, but found it too expensive and slow for high-volume use.

Gengo was the perfect platform for their needs thanks to its high quality, affordable pricing and, importantly, scalable API integration. After working with Gengo's team to integrate the API in time for launch, they were stunned at how fast it was, with their first order completed in just seconds.

## Explosive growth after translating with Gengo

Just 45 days post-launch, Amara has enjoyed the following growth in comparison to the year prior:



Now shipping to over 200 countries around the world, Amara continues to work with Gengo to give customers a great experience in their native languages.

*“Our translation integration was seamless and launched without delay. Gengo’s quality is always on point.”*

— Freddie Chatt, Head of International Expansion

Get in touch at [gengo.com/contact-us](https://gengo.com/contact-us).