

Human or machine translation? The humans have it.

When it comes to high-volume content like ecommerce product listings and user-generated content, machine translation isn't your only cost-friendly option. See why crowdsourced human translation platforms are both affordable and better for business.

Rakuten

What converts customers better, human or machine translation? As an experiment, leading Japanese online retailer Rakuten translated the same 250 product listings using both methods. The result? Gengo's higher-quality listings significantly boosted Rakuten's conversion rates (CVR).

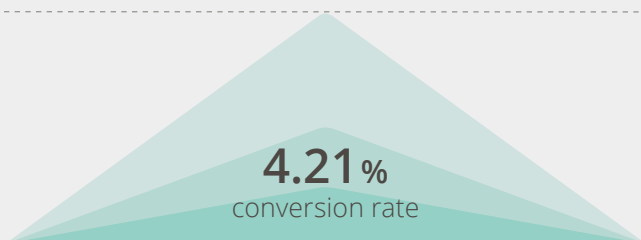


Machine translation



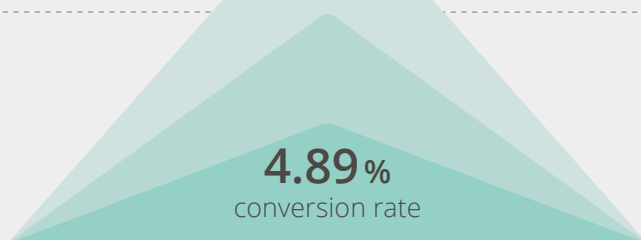
Human translation

↑ +16%^{CVR}



100,000 × 4.21% × \$125
visitors CVR avg. sale

= \$526,250
gross revenue



100,000 × 4.89% × \$125
visitors CVR avg. sale

= \$611,250
gross revenue

ROI
\$85,000
/100,000 visitors

Low cost, high return

Translating 250 listings cost less than \$10 per listing for Rakuten. This small investment, however, resulted in an incredible \$83,000+ in increased sales—a small price for a massive payoff.

250 products	×	\$7.25 cost per product	=	\$1,812.50 setup cost
\$85,000 gained	-	\$1,812.50 setup cost	=	\$83,188 revenue boost

Simple and swift

All 250 product listings were translated and up on Rakuten's site in less than 48 hours, with minimal effort—translating high-volume content via API makes updating multilingual listings seamless.

