



TAYLOR RAFFA

YOUR EMAIL LOCALIZATION
PLAYBOOK FOR GLOBAL
GROWTH

START

SIGN IN



10+ Years in Email Marketing



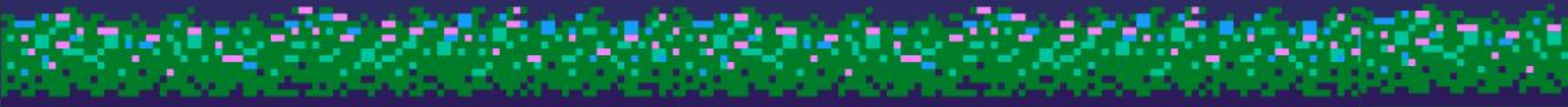
Based in Amsterdam, NL



LOVES LEARNING LANGUAGES



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MENU



Why Localization is Key for Global Growth



Tip 1: Expand, Don't Contract



Tip 2: Adapt Your Brand, Align Your Strategy



Tip 3: Start Small



Why Localization is Key for Global Growth



- Expand your audience and brand awareness
- Maximize trust and relevance
- Stand out from your competitors
- Improve customer experience
- Strengthen your brand via personalization
- Generate unique and valuable insights
- Increase revenue and economic resilience

***Important:** Define your why before you begin!



Uber Case Study

FORBES > INNOVATION

Why Uber Travels Like A Local On Its Journey To Global Domination



Jeremy King Former Forbes Councils Member
Forbes Technology Council
COUNCIL POST | Membership (Fee-Based)



Sep 19, 2023,

Safe rides for teens in USA

Uber Moto in India

Almost Anything in
Australia

By diversifying in different markets—and having a thorough, entirely unique and highly localized understanding of what consumers in those markets want—Uber has hit upon a winning formula. After a period of widely known struggles, Uber is creating significant value. [Q1 results](#) announced in May 2023 show revenue jumped 29% to \$8.82 billion, following a 72% surge in ride-hailing and 23% growth in food delivery.

Localization can go wrong...

 **Mayor Emey find me on other platforms** 
@emeyerson · Follow

It's absolutely hilarious that @Uber, a San Francisco-based company, has purchased localized ads at SFO that are so incoherent, it's clear nobody involved in making them has ever been to San Francisco.



8:54 PM · Feb 8, 2023

 27  Reply  Copy link



See you in
Marina
District

Go anywhere in
San Francisco

Uber

... but it can also go really right!



Celebrate Kingsday with Uber
👑

Uber

Travel with the Uber app on Kingsnight and -day!

Let the celebrations begin



Our king is celebrating his birthday! 🥳
With Kingsday right around the corner, the Netherlands turns orange as we celebrate our king's birthday. As the streets fill with happy

Prepare for a royal ride

Kingsday is one of the most enjoyable, yet busiest days of the year. To ensure that you can travel to and from your favorite party locations without any worries, we have a few tips for you:

1. **Pick-up and drop-off:** On Kingsday, many people are out and about in the cities, making drop-offs and pick-ups more challenging than usual. In many cities, the center is not accessible for cars on this day. Therefore, walk to an accessible location before requesting a ride.
2. **Be flexible:** We expect a lot of travelers, so please be prepared that it might take some time before you are matched with a driver. You can also try another ride option, such as Uber Comfort or Uber Black.
3. **Share your ride details:** Share your ride details with friends or family via the Uber app, so they know exactly where you are and when you safely arrive at your destination.

Let's make this Kingsday unforgettable together, have fun 🍷

The Uber Team

Happy Pride! 🏳️‍🌈

Uber

Happy Pride!

Celebrate Pride in Amsterdam this month


Move with Pride →



Happy Pride! 🏳️‍🌈

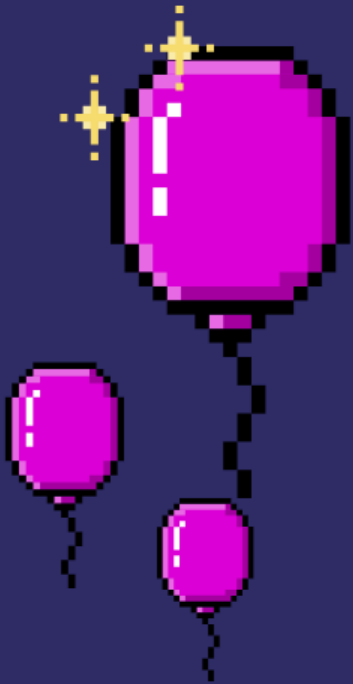
Everyone has the right to move freely and safely. When we uplift our LGBTQIA+ community, we go to places we've never been.

Request a ride →



Uber

Go anywhere



Tip 1: Expand, Don't Contract

- If you don't have the data, get the data
- Be creative with your content
- Find a sustainable format and cadence
- A/B testing is your friend here

Here's one place to start if you don't have data:

The world's largest ranking of countries and regions by English skills

Based on test results of 2.2m adults in 113 countries & regions



This year's number 1

#1 Netherlands

of 113 countries/regions

Proficiency: Very high

Position in Europe: 1 of 34

[View profile](#)



EF EPI 2023

Download the report

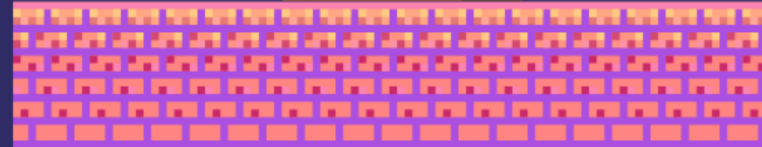
PDF (10.8 MB)

[EF EPI 2023](#)



Tip 2: Adapt Your Brand, Align Your Strategy

- Anticipate differences across markets
- Learn from (and teach) other channels
- Prepare for a “brand identity crisis”
- It’s okay to stop, drop, and roll



Carhartt vs. Carhartt WIP

The logo for the original Carhartt brand, featuring the word "carhartt" in a lowercase, black, sans-serif font, followed by a yellow "C" icon with a white dot inside, all on a white rectangular background.

- Hamilton Carhartt founded Carhartt in Detroit in 1889
- Reliable and durable
- Motto: "honest value for an honest dollar"
- Made for people who work outdoors and in trades

The logo for Carhartt WIP, featuring the word "carhartt" in a lowercase, black, sans-serif font, with "WORK IN PROGRESS" in a smaller, uppercase, black, sans-serif font below it, all on a white rectangular background.

- Founded by Edwin Faeh in 1994, the first to become the exclusive distributor of Carhartt products in Europe
- Modern streetwear brand with edgier styles & collabs
- Fashion-forward, edgy, but still high quality

Carhartt vs. Carhartt WIP



carhartt

MEN WOMEN ACCESSORIES SALE

LOYALTY MEMBERS GET FREE U.S. GROUND SHIPPING ON ALL ORDERS. [SHOP NOW >](#)

Outdoor
GROUNDBREAKERS
EARLY ACCESS STARTS NOW

Be the first to shop the new Montana Series online before we let anyone else know it's here.

WESTERN HERITAGE MEETS LEGENDARY DURABILITY

Inspired by vintage western workwear from our own archive, the new Montana Series is ready to build its own legacy.

[SHOP MONTANA SERIES](#)



carhartt
WORK IN PROGRESS

MEN WOMEN

Go West

Explore the F/W21 collection

Tip 3: Start Small

- Don't try to take on the world all at once:
 - Look at new opportunities to gain more location-specific relevance in your current language(s).
- Be careful with your ~~deliverability~~ audience:
 - There are some technical considerations to consider as well as subscriber satisfaction.
- Consider multiple signals to inform your next steps:
 - Go beyond your business objectives or expansion plans. Do gather feedback from multiple sources and continuously evaluate ROI.



Your Email Localization Checklist

 Email
Localization
Checklist 2024

Define your why:

Define your path to *expand*:

First, gather and analyze your sources of data.

1. Audit what data you currently have (or can easily get).
2. Allow this to inform your strategy.

Internal sources:

- Do you have a preference center or forms with language, country, billing address, etc.?
- Have emails in your database with country code top-level domains (e.g. "@orange.fr")?
- Do you have geolocation data from your ESP based on IP address-to-location?
- Surveys, quizzes, or polls that gather locale data & avoid setting big expectations?
- Do you have analytics from your website, such as traffic and search data?
- Do you have demographic data from your social media accounts?

External sources:

- Have you sought out annual forecasts or case studies about growth within your industry?
- Did you reference the English Language Proficiency Index for your translation strategy?
- Have you checked out your competitors and other parts of the business for insights?



bit.ly/3XNfwDL