

Case Study May 2018

International Expansion with Eurotext: Technology Giant eibmarkt.com Declares Itself an Enthusiastic Client

An E-Commerce Veteran Reinvents Itself

In 1997, back in a world without Google, Marco Labáhn and his eibmarkt.com team developed their first Excel-based online shop, and in doing so became a pioneer in the electronics industry. Today, more than 20 years later, the landscape has changed significantly. Internationalization is becoming increasingly important for German online retailers in the face of growing competition from global players such as Amazon. SEO is also playing an increasingly important role in a Google-dominated e-commerce world. For this reason the eibmarkt.com team decided in 2015 to modernize and internationalize their shop. One of the biggest challenges quickly became clear. Having identified 14 target languages for the new eibabo[®] platform, the translation of existing texts and the development of high-quality and above all SEO-relevant unique content would turn out to be a Herculean task.

First Partners and Lessons Learned

For the eibmarkt.com team, the need for a reliable partner for content translation was undeniable. The first choice was a translation service provider that offered comparatively low prices. "We invested 100,000 euros in translations," explains Marco Labáhn. "When we received the texts, however, we realized that as non-native speakers we had no way of checking the quality." This meant that all texts had to be subjected to further checking by other service providers - the costs doubled in no time. The result? Disappointing in all respects. In addition to fatal content errors and technical errors such as the overwriting of HTML codes, the inconsistent quality was particularly noticeable. After this first bad experience, eibmarkt.com decided to test translation APIs based on automatic translation tools. "Google Translate is great for simple texts, there's no denying that. However, it did not meet our requirements. The complex issues were not translated correctly, and the interface translation did not differ at all from the freely available translation via Google Translate - we checked this several times." This is how Labáhn summarizes the second unsuccessful translation attempt.

Complex Issues Call for Professional Service Providers

Those in charge at eibmarkt.com started to realize that the products were too complex for standardized translation software or translators with little experience in a subject area where B2B and B2C wording differ considerably (technical terminology vs. consumer terminology). Finally, under increasing time pressure, the decision was made to work with a professional language service provider. "After the first meeting with Eurotext, I was sure that we were in the very best of hands," says Marco Labáhn. Eurotext's comprehensive know-how and years of expertise shone through right from our very first conversation. "Mr. Seltsam was very enthusiastic and opened my eyes. He pointed out what we needed and gained my trust. There was chemistry between us right from the beginning."

eibmarkt.com and Eurotext: A Prime Example of Successful Cooperation

When Marco Labáhn of eibmarkt.com talks about the cooperation with Eurotext, it quickly becomes clear that it is a prime example of successful cooperation. Eurotext's native-speaking translators not only translate product descriptions for the online shop (20,000 new products are added every three months), but also comprehensive catalogues, shop navigation, email templates, order management and much more. The processes have long since become standardized and are running smoothly. "We have our own project team at Eurotext to coordinate all processes. Everybody knows what they are doing. You can just tell that the project management side of things works," explains Labáhn. All in all he is more than satisfied with the punctual deliveries and the error-free texts and formatting, which is particularly important for online shops.

SEO: Eurotext Reinforces the Positive Overall Impression

No other term is currently as prevalent in the world of shop optimization as SEO. In this context, those in charge at eibmarkt.com prove that decades of experience in the online business do not cloud the spirit of innovation. Quite the opposite, in fact! The eibmarkt.com team developed a robot-controlled system for 360-degree 3D product photography in order to create user-friendly image material for their entire range of products. This process chain was awarded the IT innovation prize by Initiative Mittelstand in Germany. Wherever possible, unique content is automatically created for the images from eibmarkt.com's own product information management, which has a very positive effect on the website ranking. In addition, all products feature extensive texts and are linked with up to 200 matching articles. And this is where Eurotext proves to be an excellent partner. The cultural and technical adaptation of multilingual keywords is a matter of course for the service provider.

The Smallest of Errors Can Lead to a Loss of Confidence: The Relevance of Usability

Usability also plays a very important role for Marco Labáhn. With the help of various tools, his team meticulously analyze what trips customers up and what causes them to leave the online shop. After all, even the smallest of errors have a negative effect on the conversion rate. "First-class content is so important when it comes to usability. A single incorrectly translated text module can lead to potential customers losing confidence in us and leaving the shop. Textual slip-ups convey an air of unreliability and can even suggest fraudulent activities. These are things we cannot afford in view of our plans to internationalize," says Labáhn. All the more reassuring to know that Eurotext is a partner that rather than being satisfied with 99 percent, always delivers 100 percent quality. And the customers? An impressive 99.7 percent customer satisfaction rating with Trusted Shops, more than 500,000 regular customers worldwide and numerous national and international awards speak for themselves!

The End Result: All-Round Satisfaction!

All in all, those responsible at eibmarkt.com are more than satisfied with Eurotext's services: "In addition to first-class advice on internationalization, e-commerce and SEO, Eurotext offers us sophisticated technical solutions such as a plugin for our shop and a REST API for connecting all other systems. However, above all it is the certified native-speaking translators who, with their specialist industry know-how, are able to grasp very difficult contexts and deliver first-class translations. We are very happy to have Eurotext as a partner at our side and can warmly recommend them as a service provider".

Project Information	
Subject Areas	Electronics Marketing Software Legal
Types of Text	Text Blocks Category and SEO Texts Product Descriptions Keywords and Technical Terminology CMS Pages
Languages	14 Language Combinations
Systems	Shopware Customized PIM ERP Product Photography
Technology	translationMANAGER for Shopware REST API
Eurotext	Translation Portal Translation Environment

About eibmarkt.com

With more than 400,000 articles from over 2,500 brand manufacturers, eibmarkt.com has been supplying businesses and private customers from all over the world since 1999. Today, the platform is one of Europe's leading online shops for smart home supplies, building automation, electrical materials, lighting and tools.



In 2015, the decision was made to introduce a new platform for the already successful store. And the project is quite an undertaking. Named eibabo®, the new shop system is to be modern, technologically pioneering and completely international. The platform must be integrated into eibmarkt.com's existing IT system architecture, from the merchandise management system to order management, customer service tools and logistics. The platform will go live in mid-2018 after three years of development.

The aim of the new platform is to offer a large number of products in fourteen languages, and in a user-friendly and technically modern environment. The current development stage of the eibabo® online shop project comprises 46 country and language shops in fourteen languages. 500 individual projects, more than 20 payment methods and around 1 million orderable articles indicate just how ambitious this project is.