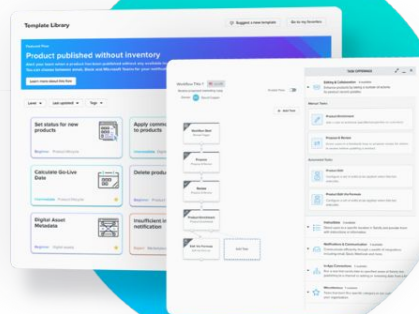# Maximize your eCommerce Revenue with Translated Content

Featuring Results from Smartcat AI and Kids2

SALSIFY

Smartcat.ai

Today's Speakers

Andrew Federici
Smartcat AI
Vice President, Marketing

Tracey Lackey
Salsify
Customer Success Manager

Dawn Powell
Kids2
Manager of eCommerce

Q&A + Support:

Jenny Chaffin
Salsify
Head of Partner Marketing

Colman Murphy
Smartcat AI
Head of Lifecycle Marketing

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REPORT

2024 Holiday Consumer Research

HOLIDAY SEASON SHOPPER INSIGHTS
AND MARKET PREDICTIONS

Agenda

2024 Holiday Trends from Salsify Research	**Tracey Lackey, Salsify**
Smartcat & Kids2 Case Study	**Andrew Federici, Smartcat AI + Dawn Powell, Kids2**
The Benefit of Multilingual Content & Packaging	
Using Smartcat AI to Scale Global Reach	
Q&A	**ALL**

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2023 Holiday Spending

Ecommerce spending grew in 2023 — and will likely remain strong in 2024.

How Much Did Holiday Shoppers Spend Online in 2023?

$1.17 Trillion

Total Global Ecommerce Spending Holiday Season 2023

Source: Salesforce

$298 Billion

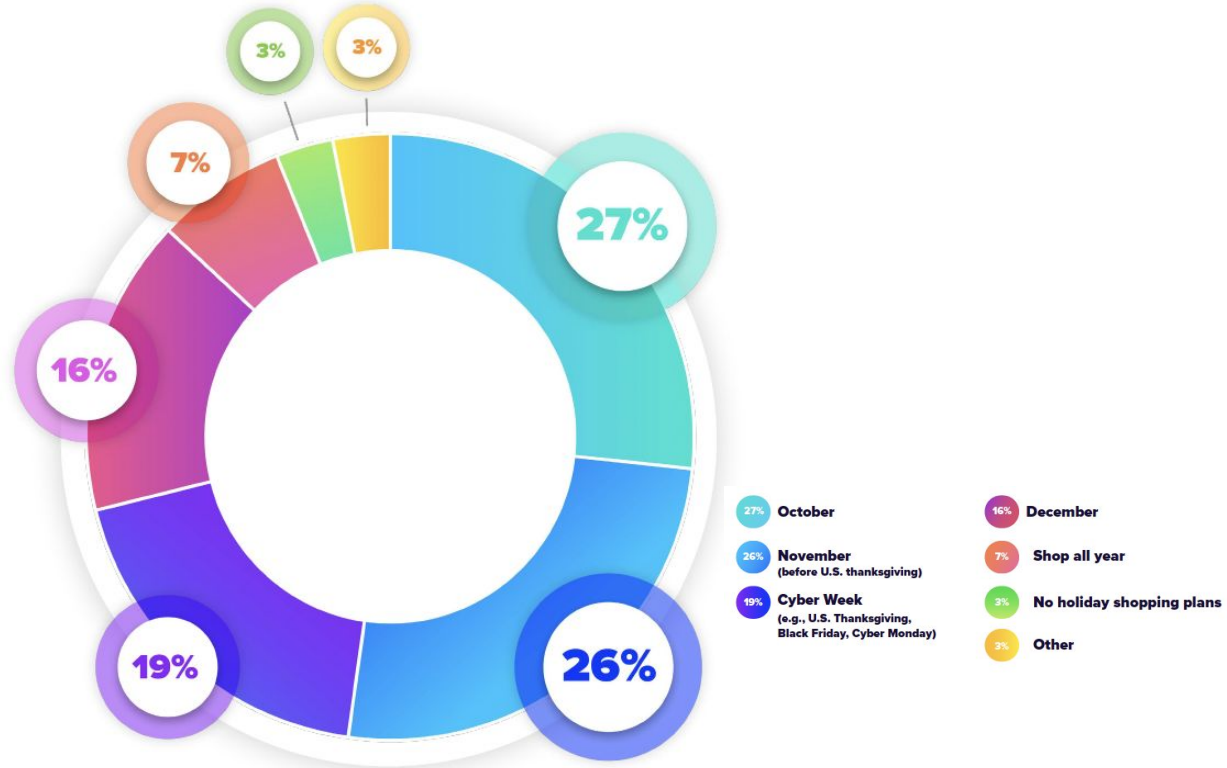**Total Global Ecommerce Spending Cyber Week 2023**

Source: Salesforce

Cyber Week Makes Up 25.47% of Global Ecommerce Spending for the Entire Holiday Season

Source: Salesforce

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Holiday Shopping Timelines

The Holiday shoppers will get an early start on spending this year — with 27% planning to start as early as October.

When Will Holiday Shopping Start?

3%

3%

7%

16%

27%

19%

26%

27% October

26% November
(before U.S. thanksgiving)

19% Cyber Week
(e.g., U.S. Thanksgiving, Black Friday, Cyber Monday)

16% December

7% Shop all year

3% No holiday shopping plans

3% Other

QUESTION: WHEN DO YOU PLAN TO START SHOPPING FOR THE HOLIDAYS? SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,026)

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Partnerships

Kids2 and Salsify

- Salsify customer since 2014
- With over 200 active users, Kids2 utilizes Salsify as a central source of truth for its product information and syndicates above and below the fold content to dozens of digital channels

Kids2 and Smartcat

- Working together since 2021
- Kids2 works with global retailers, so product information needs to be translated and localized before being sent to market

Smartcat and Salsify

- Partnership formed in 2022
- Smartcat has revolutionized the translation industry, using AI translation with adaptive learning and human workflows

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kids2

Kids2 is a global consumer goods company that designs products and holistic solutions to help early-stage parents and families.

baby einstein™

bright starts™

ingenuity™

Scalable translation process gives Kids2 the confidence to try new approaches

3 languages on front + QR code to video content

9 languages on back
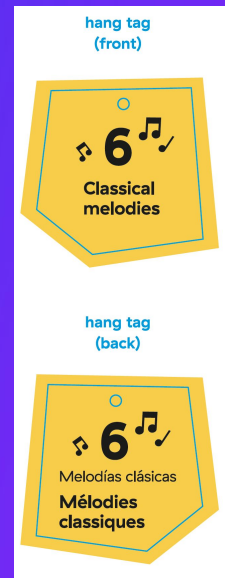
Multilingual hang-tags + attention grabbers

Measurable Results

50%

Improvement in turnaround time

100%

Consistency in brand voice and tone

$↓

Significant cost savings

"Smartcat has been a huge time-saver and has significantly improved our process."

Before Smartcat…

- **Long turnaround times, delaying time-to-market**
- **Inconsistent quality**
- **Unnecessary duplication of effort**

"We were reliant on email and spreadsheets, with constant back-and-forth with translation agencies."

Part NO	Product Description - en-US	Feature Bullets_Long Form - en-US	
16716	The Little Muffincakes Ashton Quilted Blanket	The Little Muffincakes Ashton Quilted Bla	e prir
13153	C'mon baby, let's catch a giggle! The Giggable	Encourage crawling and have a ball with th	pushi
16919	Make the move from high chair to table life as	Make the move from high chair to table life a	Messy moments, meet your match: This easy-t

Part NO	Product Description - es-ES	Feature Bullets_Long Form - es-ES	Feature Bullets_Long Form - es-ES
13153	¡Hey, peque, vamos a echarnos unas risas! Los	Estimula la acción de gatear y diviértete con	El bebé puede activar por sí mismo los sonidit
13092	Ofrece a tu bebé la comodidad y tranquilidad	Llévate la cómoda hamaca compacta para el	6 velocidades de balanceo automáticas, 2 posic
16956	El elevador Summer Pop 'N Sit SE es la silla pe	USO INTERIOR/EXTERIOR: la silla para bebés	SOLUCIÓN TODO EN UNO: tanto si necesita un

With Smartcat

Product data stored in Salsify is automatically accessible in Smartcat

Under the hood

To translate:

1. Choose the product

2. Choose the properties to translate

3. Select languages

4. Hit Create Project

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Under the hood

Sć DGS_Names & Descriptions_16773, 16711, 16... ∨   En... → Spa... ∨   Product-- ∨   ▬▬▬ **Translation** 103 of 103 words (100%) ∨

Q Search in source   Search in target   ≡ Add filters   2 segments

1 ↓ The Baby Einstein Ocean Explorers Opus's Look Sea Listen is a soft, musical plush toy that engages and soothes baby with music, high contrast colors and patterns, and multiple textures. 6 classical melodies comfort baby, and bright, high contrast colors engage baby's sense of sight. Varied textures and ribbons encourage tiny fingers to explore and promote tactile stimulation. Small plush is made for soothing at home or on the go. Features Opus the Octopus from Baby Einstein Ocean Explorers show. Appropriate for infants ages newborn and up. Wipes clean. Includes replaceable 3 LR44 batteries.

Estimula los sentidos del bebé con el juguete de felpa relajante musical Opus's Look Sea Listen™ de Baby Einstein. Es un juguete de peluche suave y musical que entretiene y tranquiliza al bebé con música, colores y dibujos de alto contraste y múltiples texturas. 6 melodías clásicas reconfortan al bebé, y los colores brillantes y de alto contraste atraen su sentido de la vista. Las texturas variadas y las cintas animan a los deditos a explorar y fomentan la estimulación táctil. El pequeño peluche está hecho para calmar al bebé en casa o en cualquier lugar. Incluye al pulpo Opus del programa Ocean Explorers de Baby Einstein. Adecuado para recién nacidos y mayores. Se limpia con un paño. Incluye 3 pilas LR44 reemplazables.

Product Description

fuzzy

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Under the hood

Projects

All 750   In progress 73   **Completed** 39   Archived 0

PROJECT	PROGRESS	STATUS	CREATOR	LANGUAGES	SUPPLIERS
17087_Retranslate_BTF	100%	Completed	NS Nick Stinson	En-US → Es-ES +8 More	
BE DGS_11650	100%	Completed	NS Nick Stinson	En-US → Ja +8 More	
BE DGS_17193	100%	Completed	NS Nick Stinson	En-US → Zh-Hans +8 Mo	
BE DGS_17350	100%	Completed	NS Nick Stinson	En-US → Zh-Hans +8 Mo	
BE DGS Amazon Names_10504 11522 126...	100%	Completed	NS Nick Stinson	En-US → Fr-FR +8 More	
BE DGS_16663	100%	Completed	NS Nick Stinson	En-US → Fr-FR +8 More	
BE ATF_12577	100%	Completed	NS Nick Stinson	En-US → Fr-FR +8 More	Smartcat AI
BE_DGS_17087	100%	Completed	NS Nick Stinson	En-US → Fr-FR +7 More	
BE DGS_16982	100%	Completed	NS Nick Stinson	En-US → Fr-FR +7 More	
BE 25124_Retranslate	100%	Completed	NS Nick Stinson	En-US → Fr-FR +7 More	
BE_DGS_16923	100%	Completed	NS Nick Stinson	En-US → Fr-FR +7 More	
BE_DGS_17010	100%	Completed	NS Nick Stinson	En-US → Fr-FR +7 More	
BS DGS_16760 16662 16762 16784 16725 ...	100%	Completed	NS Nick Stinson	En-US → Fr-FR +7 More	
BS_DGS_17110	100%	Completed	NS Nick Stinson	En-US → Es-MX +7 More	

Project status, history and performance metrics are easily seen in Smartcat

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Q & A

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