

When prioritizing languages for translation to optimize costs, focus first on markets with the highest revenue potential and user growth. One of the best way to identify revenue potential would be to add up the GDP of countries that speak each language. If only some regions of a country speak a language then use the GDP of that. I recommend GDP because it covers both the population as well as the income of that population. Another important thing to consider is the competitor's presence in potential markets. Underserved regions may be quicker to provide revenue even if their potential is lower. The last thing I would recommend is to check which countries are home to the greatest number of users for whom translation is not already implemented and implement it for them, in order to remove the language barrier for countries where there already is interest in your services.