Any ROI (Return of Investment) calculation for localization will depend on what matters the most to your business. Translating your content into a specific language is simply not enough. You will need to analyze your target audience, website performance, marketing campaigns etc.

Content for translation, needs also to be localized to fit the cultural aspects of your target market, which if done carefully, will have a very positive impact and user experience for your customers.

**What kind of content are you localizing?**

The first step in successful localization is determining the purpose of the content. IOnce you’ve established the purpose of the content and target audience you will be able to choose the right translation service as well.

Localization costs are based on the volume of content that you need to translate and localize. You need to carefully analyse which content truly needs to be translated to which target markets.

If you are translating simple marketing materials, catalogues, e-commerce websites it’s most likely that machine translation will fit your needs. After the translation project is created, your whole content is pretranslated by machine translation and edited by a human translator to ensure everything is translated correctly.

Professional technical documentation for machinery or more complex manuals should be translated fully by a human translator and reviewed additionally by a proofreader. This process ensures the highest quality level of translation, but is also pricier than MT+Human review approach.

You need to have an idea what quality level of translation your content needs to be and what type of translation is needed.

**ROI for Websites**

It’s easier to determine translation effectiveness and ROI for websites, because of the availability of analytics, page views, likes and shares. Translated websites lead to higher conversion rates and translated ads will generate more clicks. Visitors on your website are more likely to convert to customers if you give then information in their native language.

**Translation Cost Savings**

The time will come when the editing of a machine translation is just not cost effective. It would save time and money to use a computer-assisted approach and a professional human translator. Plan possible translation mistakes ahead of time, and additional reviewing costs.

The costs of poor quality translations manual processes and project management can be reduced by using the right TMS (translation management system).