When moving into new markets, having a [localization strategy](https://lokalise.com/blog/localization-strategy/) is crucial to successful acceptance and engagement with local audiences.

But businesses need to tailor their strategy to fit their brand and their industry.

Financial technology companies, or fintechs, operate in a heavily regulated industry which dictates how they need to approach expansion into new territories.

There’s no one-size-fits-all solution, but in this blog post we’ll look at a number of topics that fintechs should consider for a more successful localization journey.