



# TEXTCASE

Making your texts work in every language

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1. Introducing Textcase
2. Multilingual web shop, SEO and PPC campaign solutions
3. Challenges
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5. Multilingual AdWords innovative workflow
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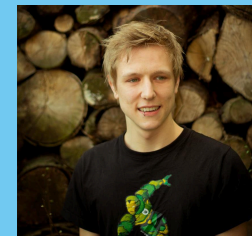


Founded: 1972

Located in a monumental building downtown  
Utrecht, The Netherlands

Market leader in Dutch Publishing Industry

Six employees, two interns, our freelance profes-  
sionals and our in-house partner businesses.





# Multilingual web shop, SEO and PPC campaign solutions



Web shops



Online Games



Websites SEO



Social Media



Apps



AdWords / PPC  
Campaigns

# Challenges



Communication



Targeting  
Managed Display ads



Text limits  
Repetitions



Format



Keyword analysis



Banners  
SiteLinks



Localization



Knowledge



# Relevant Interaction: Transcreation



Concept of Relevant Interaction



Editorial Formula



Localized and optimized

## **Multilingual AdWords**

- Are claims you make in your ads relevant in the target language?
- Use the word “cheap”?
- Which USP’s result in the best conversion rates?
- Tone of voice
- Practical (shipping) and legal issues or payment stuff



Transcreation



# Multilingual AdWords Innovative Workflow

Google AdWords keyword tool

RankInspector

Suggestion tools TB

Coaching the translator

Translating in Excel (csv) or AdWords Editor

Delivery of files in AEA format



Google AdWords Editor



# Opportunities

- ✓ Growing demand
- ✓ Cooperation with online marketing agencies
- ✓ **Tooling:**
  - Multilingual keyword suggestion tools and traffic estimation
  - A tool that scans the web shop and creates an automated structure, derives keywords from SEO on the landing page
  - Translation automation for AdWords campaigns
  - Partnering interest

*We want to translate more words/campaigns in less time by keeping quality standards high as well as AdWords performance...*



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