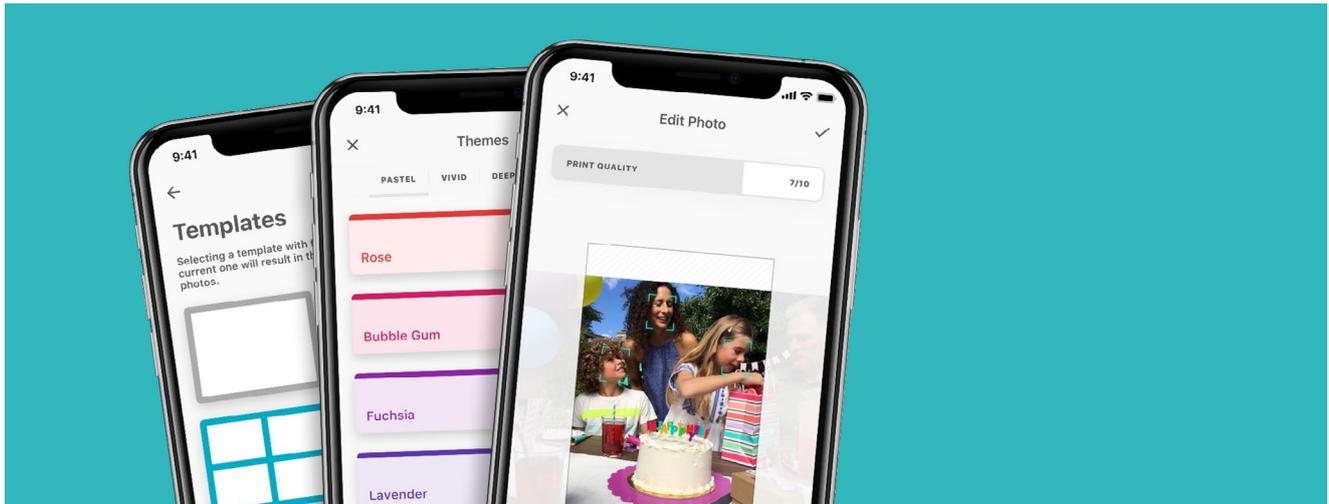


CASE STUDY

# Reframing personalized photobooks with Popsa



**Teaming up with applingua for the localization of its consumer friendly app and website has helped Popsa to expand into new countries and increase customer conversion.**

Popsa was born when cofounders Tom Cohen and Liam Houghton spotted an opportunity to make it easier for consumers to order customized photobooks online.

Launching in 2016, the pair set out on a mission to disrupt the personalized souvenir market, using automation and intuitive web tools to make the process of buying a beautiful printed photo album effortless.

*"We believe that technology should assist, not frustrate,"* explains Tom, whose background in software engineering led him to take on the role of Chief Technical Officer at Popsa.

*"Our vision is to revolutionize the personalized printed product market through automation and a great user experience, allowing people to maintain a real emotional connection to their photos instead of forcing them to use complicated online tools."*

## Capturing an international audience

With high demand for their products throughout western Europe, Popsa's UK based team needed a way to attract and maintain the interest of non-English speaking customers.

Localizing the content across Popsa's website and app would be crucial for this. Tom and his team were recommended the services of applingua and enquired about working together.



*"You can tell quite quickly in any relationship whether it's going to last from how much effort you have to put in," Tom comments. "In the case of applingua, we got on immediately. We also found the quality of their work to be really good."*

With the initial collaboration proving a success, Popsa asked applingua to localize its content into multiple European languages. To date, the app has been translated into:

- Danish
- Dutch
- Finnish
- French
- German
- Italian
- Norwegian
- Polish
- Portuguese
- Spanish
- Swedish

Eastern Europe and Asia are now in the team's sights, with plans to reach customers in more countries as the company grows.

### The right tool for the job

As a business that's passionate about using technology to make life easier, Popsa was keen to enhance the workflow of its localization projects through the use of specialist software. Accordingly, applingua has adapted, offering to work across localization tools that suit the needs of Tom and his team.

Switching an entire company from using one piece of software to another can be tricky. But when Popsa opted to change its localization management platform from POEditor to Localize, applingua rose to the challenge.

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*"When we add a new language to the app, we immediately see an uplift in conversion from the country we're targeting,"*

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*"Liaising with applingua about transitioning from one piece of management software to another has been straightforward," says Tom. "As soon as their translators are set up with the new tools, everything runs seamlessly."*

Since switching to Localize, the team at Popsa have benefitted from developer friendly automation tools and integration features that make managing multiple language versions of its app easy. And with the applingua translators readily available to work through its chosen platform, new projects can be planned quickly, using software that everyone is familiar with.

### A snapshot of success

Opening up new markets and increasing sales is the goal of many localization projects. In Popsa's case, it appears to have worked. The company is experiencing 400% growth each year, with 76% of its revenue coming from outside the UK.

*"When we add a new language to the app, we immediately see an uplift in conversion from the country we're targeting," says Tom. "We've also been able to rely on applingua to help us with translating content for customer support articles, adverts and CRM emails."*

*"I'd characterize our relationship with applingua as helpful. I've worked with businesses before where paperwork gets in the way, and where every time you want something changed you have to put in formal written requests."*

*"Working with applingua has been the opposite of that. I always feel like we get special service. Whenever I need something from them, I can just send over an email and I'll usually get a response very quickly. It's an easy way of working."*

