AX Semantics Launches Groundbreaking New Feature "Translation Packages" to Empower Retailers in Meeting Multilingual Content Demands

AX Semantics' new "Translation Packages" feature helps e-commerce businesses streamline text creation and localization processes with automation, built-in machine translation assistance, and self-service capabilities in up to 110 languages. By scaling the copywriting and translation processes, retailers are able to enter international markets more easily and quickly.

STUTTGART, Germany, July 18, 2023, AX Semantics, a leading provider of scalable e-commerce text automation with data-to-text technology, today announced the launch of its new feature, "Translation Packages". This cutting-edge addition to the AX Semantics product suite empowers e-commerce companies to efficiently generate and manage multilingual product descriptions, facilitating seamless entry into international markets.

As the importance of multilingual content for international expansion continues to grow, AX Semantics' "Translation Packages" addresses this need head-on. Recent studies by Gartner Digital Markets have highlighted that over 70% of buyers prefer materials in their native language, with localized content significantly boosting sales and conversions. With AX Semantics' new "Translation Packages", brands and retailers can now diversify their market presence, reduce risks, and seize new opportunities by targeting additional customer segments, ultimately strengthening customer relationships.

AX Semantics' "Translation Packages" seamlessly integrates Natural Language Generation (NLG), data-to-text, translation best practices, and machine translation technology to streamline text creation and localization processes. This advanced solution empowers e-commerce businesses with automation, built-in machine translation assistance, and self-service capabilities in over 110 languages. Additionally, users of the AX Semantics software have complete control over content requirements, brand-specific language, and crucial quality criteria, such as uniqueness and conversion. Therefore, retailers can swiftly establish a global presence, meet customer demands, and seize international opportunities while reducing content production and translation costs. By generating engaging product descriptions that drive sales and enhance the customer experience, companies can enter and thrive in diverse markets.

Saim Rolf Alkan, CEO and founder of AX Semantics, expressed his excitement about the new AX Semantics translation feature, stating, "The new translation flow within the AX Semantics software represents a significant technological advancement that will improve operational efficiency, elevate customer and translator experiences, and empower mid-market and large online retailers to compete with e-commerce behemoths like never before. We are proud to be the first company to bring this exciting and human-centric process to the market." Robert Weißgraeber, co-CEO and Chief Technology Officer at AX Semantics, highlights the game-changing impact of this approach, stating "This scaled capability allows you to create an automation system that will generate content for any product in any language—and maintain those millions of product descriptions without a human in the loop or relying on post-editing."

During the closed beta phase, AX Semantics' "Translation Packages" was successfully tested and integrated by various customers, resulting in positive real-world use experiences. Frank Feulner, Product Owner Content Services at SIGNA Sports United, praised the Translation Packages, stating, "AX Semantics' Translate feature has opened up this cool new workflow where we can put complex things into the AX Semantics software and essentially have all our mechanisms and customizations in the other language as well. This is potentially a game changer compared to old-school linear translation processes that really limit how we can present a product in a given language. Instead of just closing the localization gap, we can actually govern, tailor and continuously improve what we publish in foreign markets." Similarly, Joep Stokman from Zeeman textielSupers affirmed, "We already save around 60% of our content creation effort by using AX, with a more than realistic chance to reach our mid-term goal of a 95% reduction in workload. With the translation features we will have the leverage to go for 80-95% for translation as well."

The key features of "Translation Packages" include:

Isolated Access for Translators with a New User Role: To ensure a seamless translation process, we have created a new user role called "Translator." Translators will only have access to their assigned translation packages within the translate app and won't be able to view or interfere with your text production or other cockpit features.

Translation Package Management and a Complete Workflow: Translation Package Management allows you to organize the work of translators effectively. Assign specific translators to work on translations for a particular language, track progress, communicate with translators, and review and merge their translations back into the project. All these management features are integrated into the cockpit under the Translate tab in the composer.

Translate App: The Translate App provides a dedicated environment for translators to work in. It is separate from your cockpit projects, allowing translators to focus solely on translation tasks without the need to navigate the entire platform. The app is designed specifically for a translator's workflow, enabling them to translate statements, track progress, and communicate with you.

Machine Translation for Translators: Translators can leverage machine translation within the Translate App. This feature enables them to use machine translation to translate entire branching structures, significantly saving time and enhancing efficiency.

Comments: Facilitating effective communication, translators and reviewers can use comments to discuss specific translations and provide feedback. These comments are attached to translation items and can be viewed both in the cockpit and within the translate app, eliminating the need to switch between apps.

In addition to these key features, AX Semantics has implemented various smaller enhancements to improve the overall translation experience. These include notifications, ruleset syncing, displaying queried lexicon entries for each container, and more.

AX Semantics' "Translation Packages" mark a significant milestone in the evolution of multilingual text automation for e-commerce companies. By seamlessly integrating translation workflows, offering self-service capabilities, and providing advanced automation features, the company empowers businesses to streamline their content creation and localization processes like never before.

About AX Semantics

AX Semantics is the leading provider of scalable e-commerce text automation. We are focused on solving the bottlenecks for e-commerce content teams that need to write and maintain text for their product detail pages, while keeping budget and translation costs in check and facing the talent crisis.

Our sophisticated SaaS-based "AX Semantics NLG Cloud" enables customers to create epic product descriptions by transforming their manual writing into a software-based workflow assisted by machine learning and neural machine translation.

This allows for impactful, unique, and domain-specific text, while providing the business with functional governance and ownership of the content. Workflow automation ensures repeatability and transforms what is typically a coordination-intensive process into a world of iterative content creation.

By leveraging our software, companies can provide their customers with epic product descriptions and multilingual product detail pages, resulting in a seamless shopping experience for consumers and remarkable conversion rate increases of up to 30% and doubling content engagement. We make automated text generation in 110 languages a reality, enabling mid-market and enterprise customers in e-commerce, manufacturing and retail to rapidly produce high-quality content while reducing manual effort by 80-95%.

Headquartered in Stuttgart, Germany, AX Semantics is a privately held company backed by Airbridge Equity Partners and Plug & Play Ventures. Notable customers include H&M, Obi, TVH, Adidas, Leroy Merlin and SIGNA Sports. Stay connected with us on Twitter, LinkedIn, Facebook and Instagram or visit our website at https://en.ax-semantics.com to learn more about our innovative offerings.

Supplemental Materials:
- Comparison pure automatic translation:
  https://en.ax-semantics.com/blog/content-localization-akkusys/
- Video about AX-integrated Machine Translation:
  https://docs.ax-semantics.com/news/2022-12-06-feature-announcement-machine-translation/
- General introduction to various Translation Tools on the market:
  https://en.ax-semantics.com/blog/the-7-best-translation-tools-for-e-commerce/