

eCommerce Localisation in a fast-growing startup

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Huel[®]

THE MISSION

**To make nutritionally complete,
convenient, affordable food, with
minimal impact on animals
and the environment.**

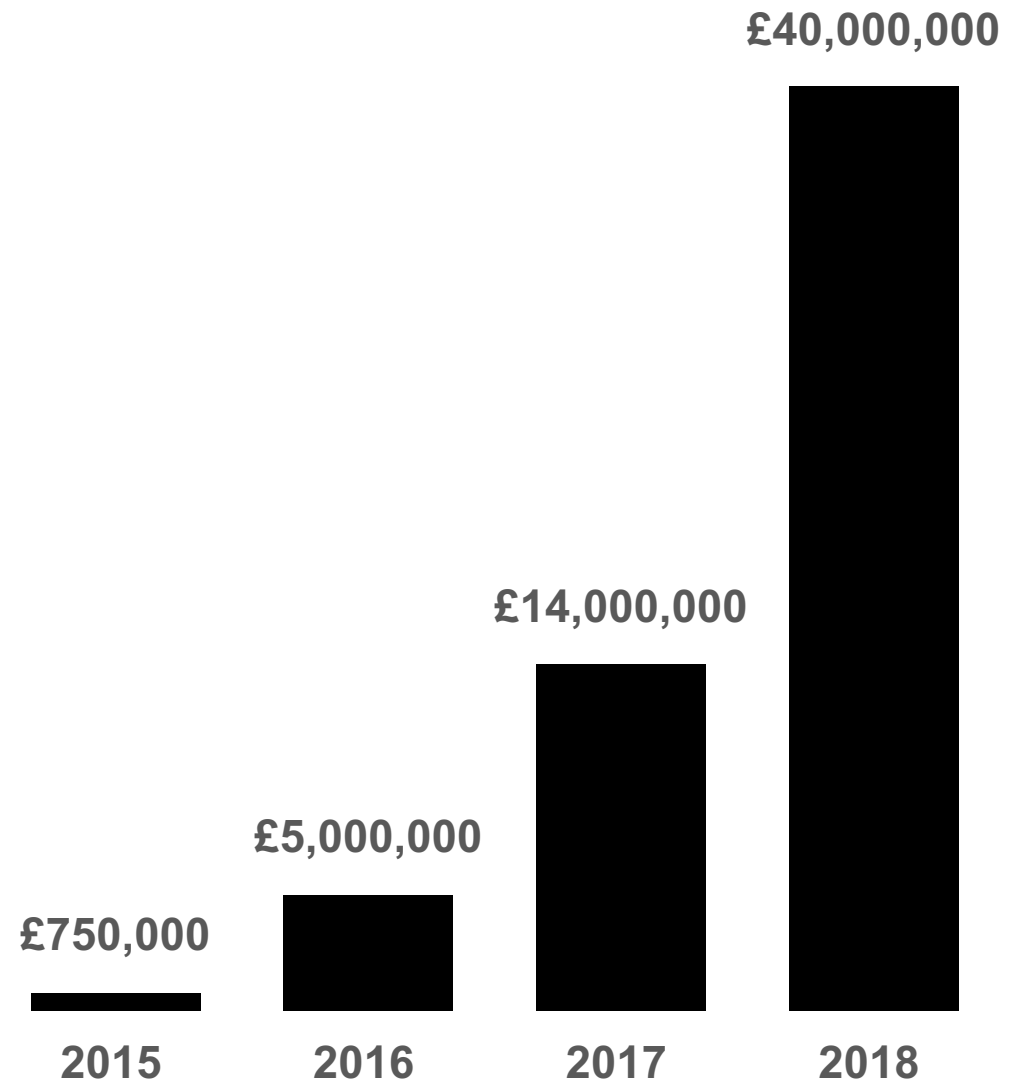
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Our products



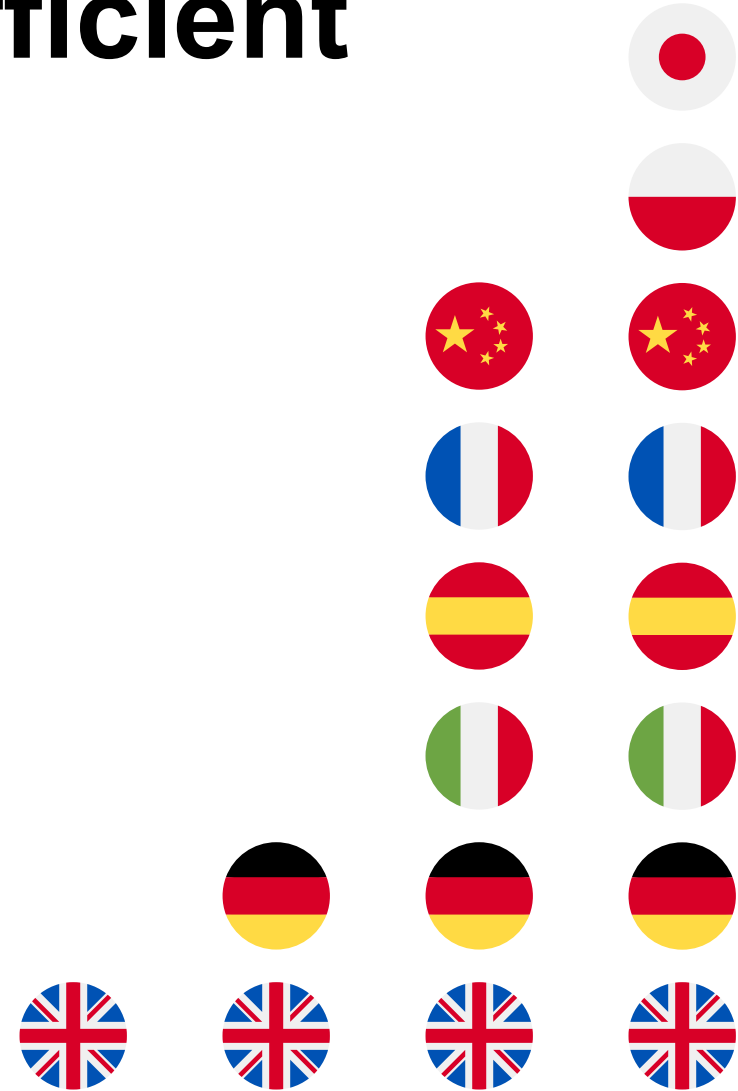
Our journey

- Launched in 2015
- 40+ million meals
- 80+ countries
- 185% YoY growth
- £20 million investment
- 8+ languages

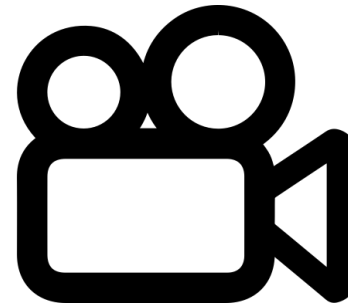
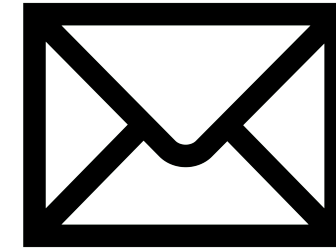


Setting up a quick and efficient localisation workflow

- Fit for purpose customer centric
- Clever use of resources efficient
- Style and ToV high-quality
- Test, learn, adapt fast



Fully localised omnichannel customer experience

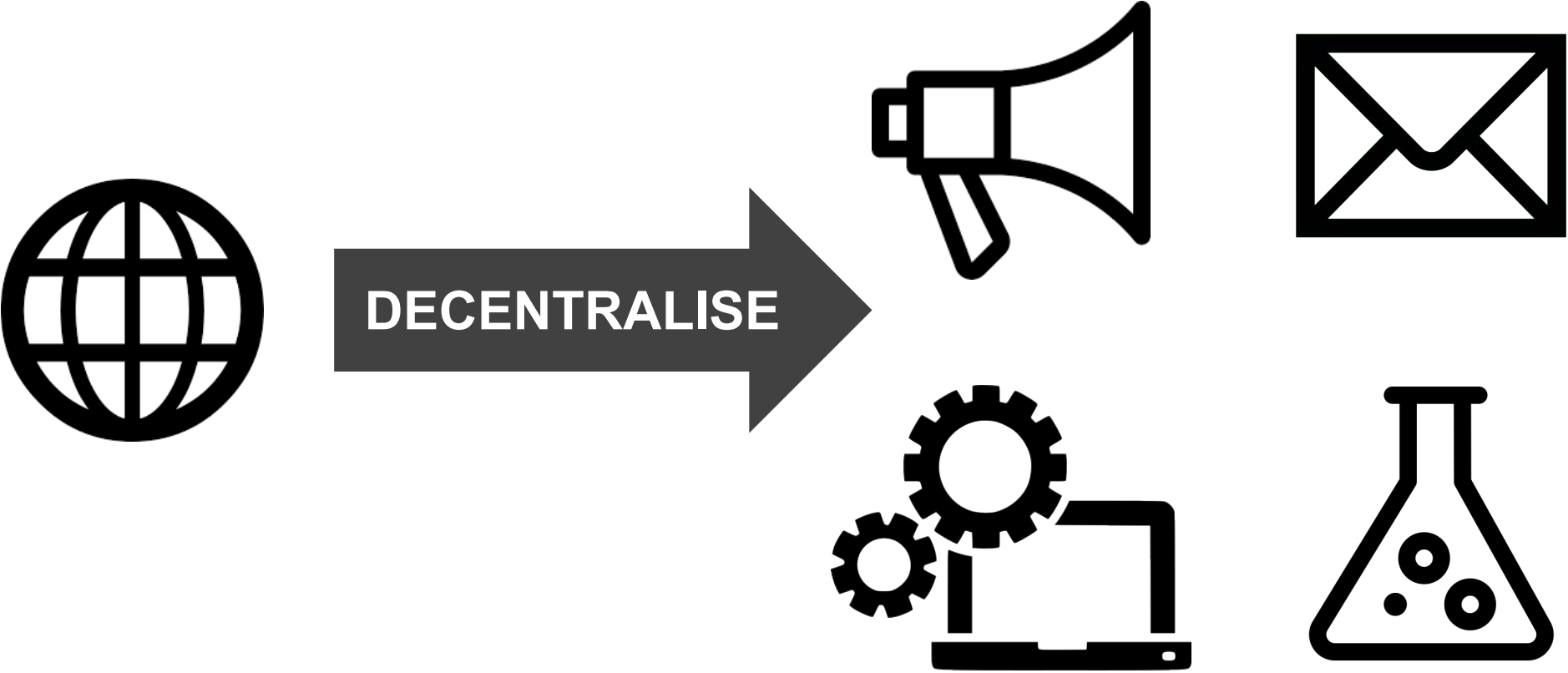


Setting targets and measuring success

- Conversion rate +1%
- Brand awareness press & reviews
- Social following 140k global Instagram

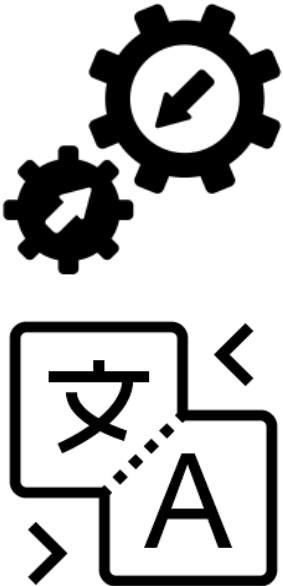
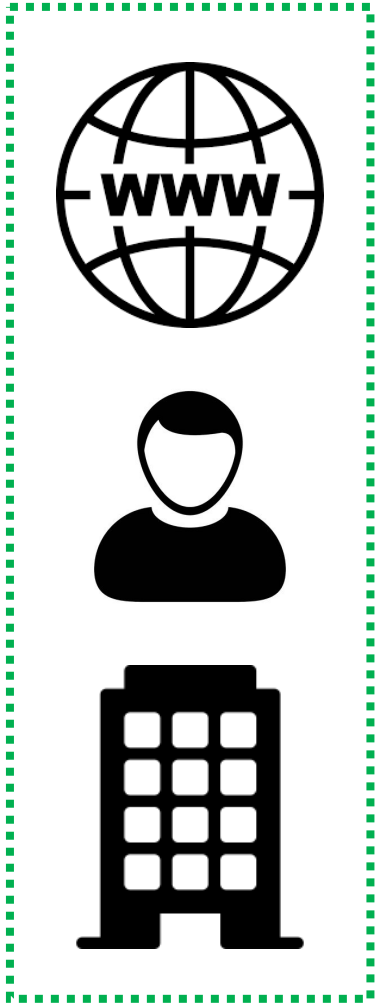
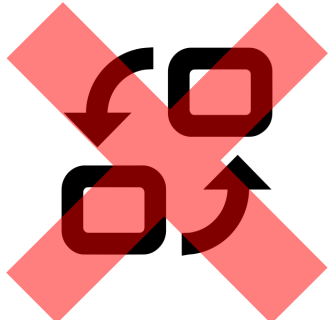


Adapting processes and systems to fit growing needs



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Words per month	Resources and systems
5k	CMS + in-house + freelance
10k	CMS + TMS + in-house + freelance
20k	CMS + TMS + LSP + in-house
50k	CMS + LSP + in-house
100k+	... Integration? MT?



Path to maturity

Localisation vs International Content Management

- Quality content
- Content that works hard
- Engaging experience
- Fit for purpose
- SEO



THANK YOU!