lokalise

The reveue impact of localization

A new survey report commissioned by Lokalise highlights localization as a core driver of revenue and customer satisfaction with **2 in 3 companies attributing 26-50% of revenue growth to localization.*** The survey of over 500+ professionals across global healthcare, financial services, and SaaS companies reveals both their localization processes and challenges, as well as the new tech helping them drive even more growth.

How does your localization management stack up?
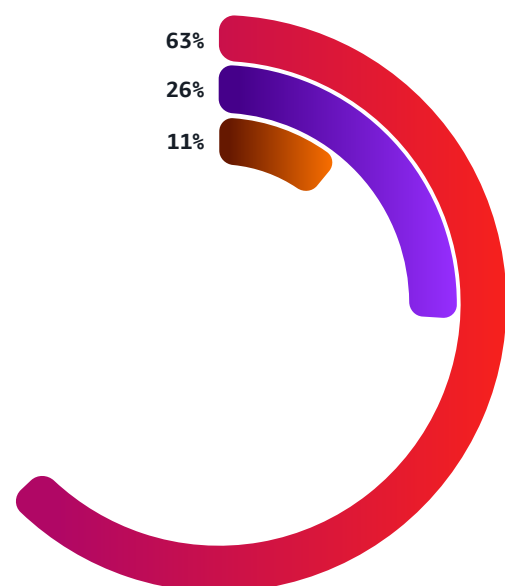
Key survey takeaways*

Localization in not just an operational requirement—it's a key revenue driver

ROI from localization

63%
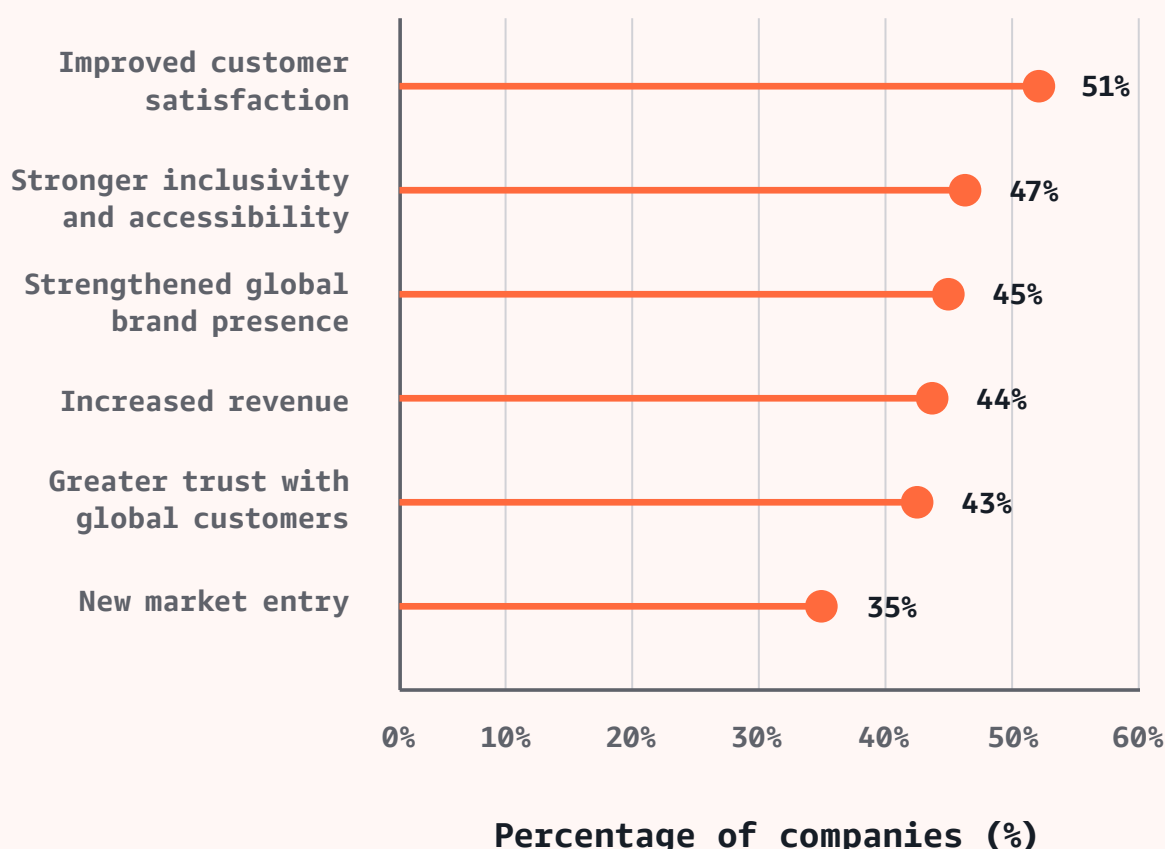attribute **26-50% of revenue growth** to localization

26%
say that **10-25% of their revenue** is driven by localization

11%
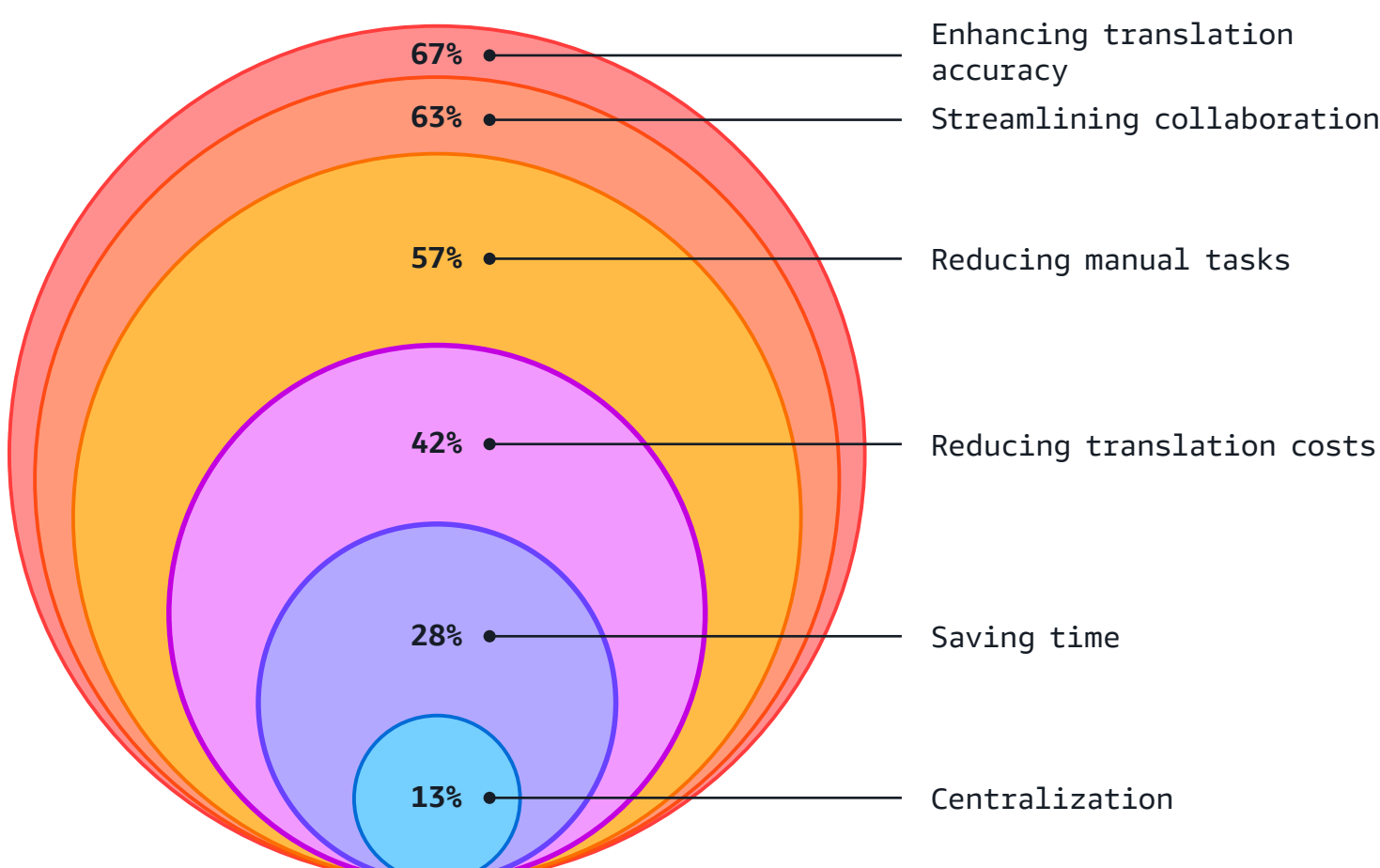say **more than half of their revenue** growth is driven by localization

63%
26%
11%

Localization is key to delivering culturally relevant experiences that resonate with global audiences and improve customer satisfaction

Top benefits of localization

Benefit	Percentage
Improved customer satisfaction	51%
Stronger inclusivity and accessibility	47%
Strengthened global brand presence	45%
Increased revenue	44%
Greater trust with global customers	43%
New market entry	35%

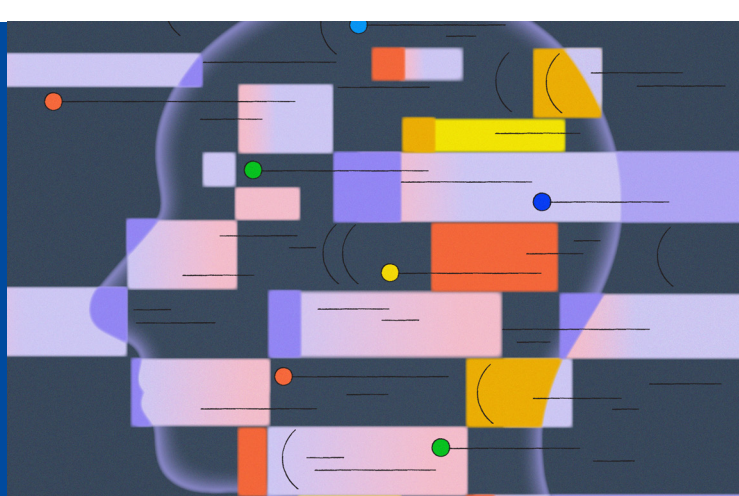0% 10% 20% 30% 40% 50% 60%

Percentage of companies (%)

Translation management solutions (TMS) make localization simpler, improve translation accuracy, streamline collaboration and reduce manual tasks
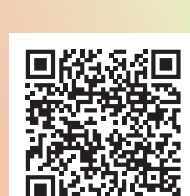
Top benefits of using a TMS

- 67% — Enhancing translation accuracy
- 63% — Streamlining collaboration
- 57% — Reducing manual tasks
- 42% — Reducing translation costs
- 28% — Saving time
- 13% — Centralization

Hybrid localization (AI + human review) is on the rise

81%
respondents likely to adopt hybrid localization

Ready to unlock the full potential of localization?

Our latest report equips product, design, engineering, and marketing teams with the tools and strategies to close localization gaps, drive growth, reduce risk, and maintain a competitive advantage in global markets.

Download the report

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> Localization has become a critical driver of business growth and resilience. We see increasing customer demands for personalized experiences, evolving regulatory requirements, and rapid AI advancement in translation capabilities.

–Miguel Alava, EMEA GM for software companies at AWS

About Lokalise

Known as the most intuitive localization platform and a partner that customers love, Lokalise helps businesses grow revenue across markets, drive product adoption, and deliver consistent, high-quality user experiences. With enterprise-grade capabilities and robust integrations across your tech stack—powered by AI orchestration—you'll unlock continuous, reliable, and cost-effective localization at scale.

Join over 3,000 global companies, like Mastercard, Blockchain, HiBob, Navan, HP, Toyota, and Whirlpool, unlocking continuous, reliable, and cost-effective localization. Learn more at www.lokalise.com.

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