

How Aviasales got x10 more app downloads and now releases multilingual app versions every two weeks

Crowdin helped the Aviasales team increase app visibility through localization and spare 15% work time for the localization team.



Building a multilingual app in an agile development environment has suddenly become a manageable goal.

Ilia Kukharev, Head of Organic Growth and Localization at Aviasales



COMPANY

Aviasales

www.aviasales.com

INDUSTRY

Travel software



Helping users travel the world on a budget

[Aviasales](#) started in 2007 with the mission to help people find the most cost-effective airline tickets and book hotels globally. Users can use a website to find tickets at the best price, as well as get the iOS, Android, and Windows Phone apps. The service compares worldwide ticket prices across 728 airlines and hundreds of travel websites worldwide.

The Aviasales team says the system needs a maximum of 30 seconds to find the most affordable tickets and that the users do 1.4M searches every day.



Scaling up with localization and first challenges

The company started working on multilingual app versions at the end of 2015.

At first, the objectives seemed simple – get the apps translated into 40+ languages to increase app visibility in the App Store and Google Play and drive more revenue.

COMPANY

Aviasales

HEADQUARTERS

Phuket, Thailand

INDUSTRY

Travel software

TRANSLATION APPROACH

Collaboration with the team of 30+ freelancers

FUNCTIONALITY USED

- GitHub integration
- Translation Memory to reuse existing translations
- Hiding duplicates between versions and platforms
- Automated Quality Assurance checks
- Uploading screenshots for translators' reference

KEY RESULTS

- Apps available in 40+ languages
- Increased revenue by x5
- Multilingual releases of the app versions every two weeks
- Minimum involvement from the engineering and localization teams
- Automated workflows and faster iterations

“Localization used to add a whole new layer of complexity and manual work for our team and me personally.”

Aviasales hired around 30 freelancers and started to arrange the localization process. On the way to get the multilingual strings integrated into the code base, the localization team had to:

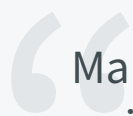
- Upload new files to the CAT tool
- Contact every translator
- Wait for translations
- Download 41 files
- Put translated files in different folders
- Create GitHub pull requests
- Merge pull requests to the master branch



Looking for more automation in routine tasks

Another challenge was that the new app versions were released every two weeks: iOS app one week, Android app – the other. Every release could include a couple of new words or a hundred of new strings.

To release multilingual versions, developers had to wait for translations, and the roll-outs were postponed continuously due to the localization issues. Once the new texts arrived, the whole cycle with files sending back and forth started over again.



Managing all our freelancers and workflows used to occupy a significant amount of my day, and, honestly, wasn't really what I wanted to spend my time doing.

The young and ambitious team had no desire to continue working as file clerks but rather spend time focusing on more important things, like the company's localization strategy, managing localization budgets, and building the end-to-end processes.

Aviasales started to look for a technology that will help streamline localization processes and keep up with the concurrent development activities.

“Just think about how much time is wasted on manual work and how much more you can do in that time. The decision to change the way you localize your product will come right away.”



Integrating the GitHub repository with the Crowdin project

To automate the localization process, the Aviasales team started with setting up integration between their GitHub repository and Crowdin, and this included the following steps:

1. Connecting both GitHub and Crowdin accounts
2. Synchronizing the master branch with Crowdin and setting up the version branches
3. Selecting the source files and setting up the path for translated files

Some additional settings involved language mapping, settings for the duplicated content, and specifying the sync cycle. The engineering team also created a pattern for the branch names so that the necessary future branches on the repository were sync with Crowdin automatically.

To ensure that only new content was visible to translators in the Crowdin project, the team has also enabled the feature that hides duplicated strings between version branches.



New workflow and less work for everyone

Now that new texts were continuously uploaded to Crowdin through the integration with the version control system, Aviasales invited freelancers to their Crowdin project. Translators could access only specific languages and source files.

“Crowdin makes manual work like exporting texts, handing them over to translation, updating the files, and committing changes to the version control system – just unnecessary.

Ready translations arrived at GitHub as merge requests. Source and translated files were synced between the systems within the set period. Translators received notifications on the new strings in the Crowdin project that required translation.



Context for translators and Quality Assurance

From previous experience, the Aviasales localization team had a clear understanding that the context provided for the translation team significantly increases translation quality and reduces the number of questions asked along the way.

Aviasales developed a common practice to enable their freelancers with the Figma and Sketch mockups. Previously, the images were sent to each translator separately. With Crowdin, the screenshots were uploaded to the localization project with all the strings tagged automatically and were accessible to all translators right away. Working in the Crowdin Editor, translators were able to see all the background information where the specific string was used.

Automated QA checks also helped to avoid small inconsistencies like missed commas, extra spaces, typos, and the integrated Google Translator engine helped translators to see the suggested translation variant on one screen, without switching between the browser tabs.

“Several of our apps drive revenue only from organic traffic, thanks to localization.”



Multilingual app versions and no postponed releases

Today, the Aviasales team manages all its localization initiatives through Crowdin, including localization of 3 apps, translation of marketing materials, website localization, and more.

The company considers localization a major factor in its growth and now encounters more than 10K app installs per day compared to 200 installs daily for a single language version.

With Crowdin, Aviasales now gets localized content live very quickly and spends minimum time arranging the translation process. The localization team can focus attention where it's needed most and rapidly pushes into new markets.

