



Burton Snowboards boost revenue in Japan by over 250% in three months using TransPerfect's paid search solution

When Burton wanted to expand their reach in Japan, they turned to TransPerfect for help. With this goal in mind, the team identified new opportunities and channels to recruit new customers. With a specific recommendation to add Yahoo into the mix alongside Google, paid campaigns were optimized to increase the number of conversions in a way that would improve return on investment.

“

Thanks to TransPerfect we've been able to make a massive difference in a key and growing market for us. Not only did the team help us achieve our sales target during a global pandemic, but we also exceeded it.

Jeff Lord,
Burton Snowboards

RESULTS IN THREE MONTHS

221%

SESSIONS INCREASE

227%

MORE USERS

197%

MORE TRANSACTIONS

258%

GROWTH IN REVENUE