

Crowdin on Mobile App Localization

Localization

Internationalization

Tips

Localization Process




Choose your language ▼



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What is Crowdin?

Crowdin is a cloud-based localization software for teams. Connect 550+ tools to translate your content.

Create and manage all your multilingual content in one place. Localize your apps, software, websites, games, help documentation, and designs to create a native experience for your customers around the globe.

Speed up localization and automate content updates with our core features:

- 550+ apps, including integrations with tools, where your content lives like git, marketing, support, and other tools
- Get translations from Crowdin language services, choose an agency from the marketplace, or bring your own translation team
- Content integrations with your repository on GitHub/GitLab/Bitbucket/Azure Repos
- Integrations with Google Play, Android Studio, VS Code and other systems
- iOS and Android SDKs (over-the-air content delivery, real-time preview, and screenshots)
- Figma, Adobe XD, and Sketch plugins
- Integrations with marketing tools: Mailchimp, Contentful, SendGrid, HubSpot, Dropbox, and more
- API, CLI, webhooks
- Translation Memory
- Screenshots
- In-Context Visual Editor
- Machine Translations
- Quality Assurance checks
- Reports
- Marketplace with apps that integrate with other tools or extend the functionality of Crowdin
- Tasks, and more.

For more information visit crowdin.com

For enterprise businesses, try our new product – [Crowdin for Enterprise](#)

What is Localization



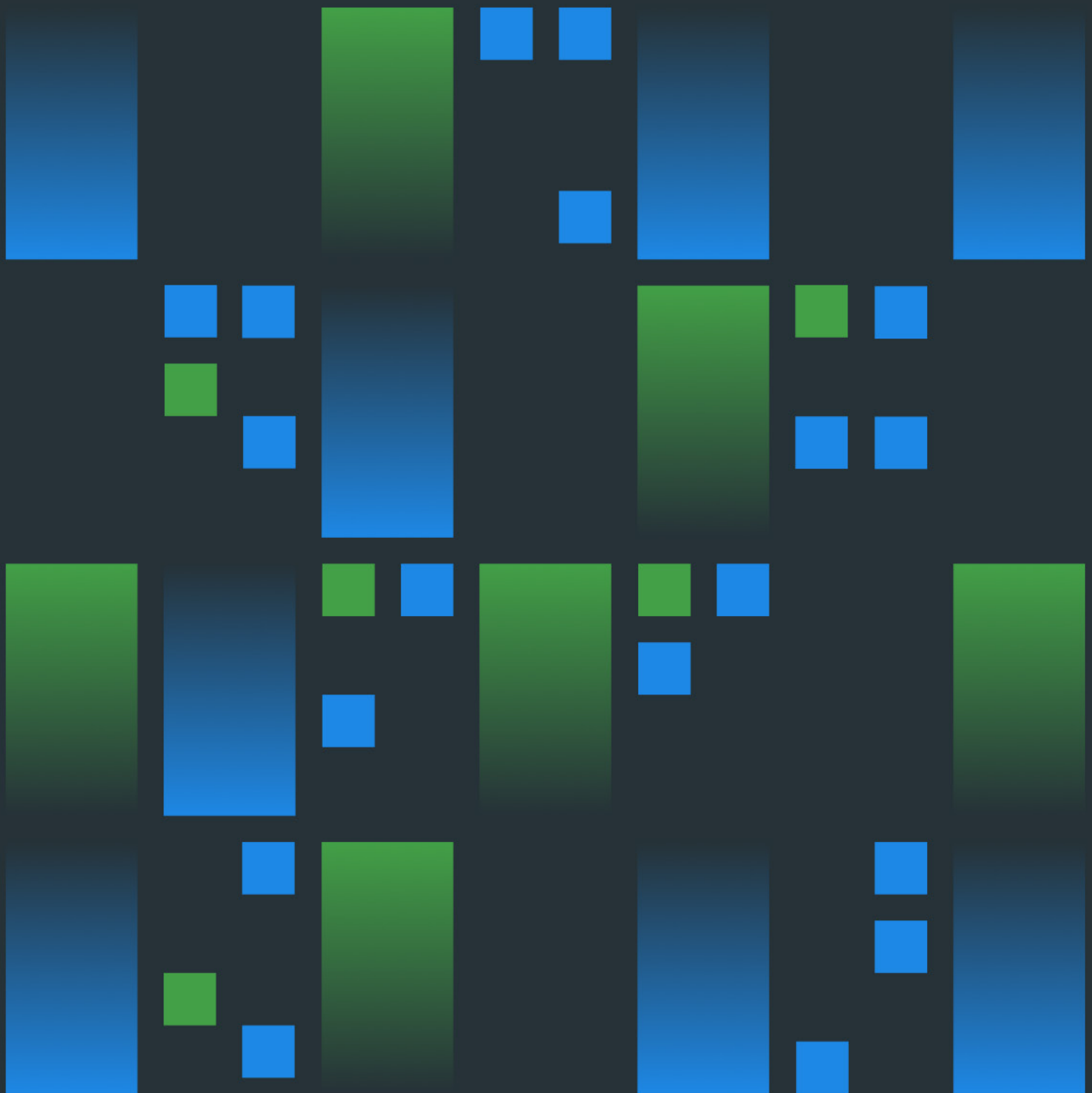
Localization is the process of adapting a product or content to a specific audience. Usually, it includes not only text translations into different languages, but also adaptation of the entire content, including visuals, measurements, currencies, and cultural aspects.

In simple words, your aim is to make your customers think the product was created by fellow citizens in their native language. So while language translation is the process of converting written content from one language into another, localization goes beyond this. It includes steps like:

- Translating text content to the target language
- Amending graphics and overall visual parts
- Converting measurements and currencies into the correct local format
- Formatting dates, telephone numbers, and addresses accordingly
- Making sure all content meets local and legal regulations

Localization is what helps organizations of all sizes to go to new markets and make their products more appealing to their target audience.

Mobile App Localization and Mobile App Internationalization



To those who are new to this topic, the words localization, internationalization, globalization and translation are pretty much the same. In this part of the book, we'll explore the similarities and differences between two of these concepts – internationalization and localization.

[Internationalization](#) is a part of the design and development process. Its goal is to make products and services as adaptable as possible, so they can easily enter different national markets. Internationalization is frequently shortened to i18n (18 represents the number of characters in the word).

App developers are usually familiar with i18n best practices, but it is worth going through this part with them to avoid major amendments at a later stage. Do reach out to them about this aspect as early as possible.

[Sergio Llorens González](#), Multilingual Center Manager at Huawei, with experience as Localization Lead at Amazon Kindle.

In development, internationalization means removing hard-coded text and visual elements. They are put in a separate database/language resource file, usually one or several for each locale.

Ideally, you should start your mobile app project with localization in mind. When you design and develop your app make sure it is localization friendly, for example by ensuring more space for longer languages, avoiding hard-coded strings or concatenated strings. You don't need to wait for the app to be ready to start collaborating with localizers and translators.

[Dorota Pawlak](#), owner of DP Translation Services and Polish Localisation

A properly internationalized source code of your app can be used for all translations

and be localized to as many locales as possible. Ideally – localizable to any locale. This can include everything from enabling the use of Unicode to support of bidirectional and vertical text, including support for different time and date formats, currencies, and much more.

Localization (also shortened to l10n) is the process of adapting an app or other product to a specific target market. Localization usually happens after internationalization, although to localize your app the i18n step is not obligatory. You can implement localization into the development progress or start it after the release. But one thing is for sure – the earlier you start, the faster you see the benefits. Where internationalization develops a product that's easy to adapt for many audiences in many countries, localization makes it highly relevant for one specific market.

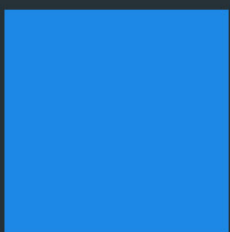
Localization is often more complex than just text translation from one language to another. It can include customization related to:

- Numeric formats
- Date and time formats
- Currency
- Symbols, icons and even emojis
- Legal requirements

Text and graphics containing references to objects, actions or ideas which, in a given culture, may be subject to misinterpretation or viewed as insensitive.

Localization may even necessitate a comprehensive rethinking of logic, visual design, or presentation if the way of doing business (e.g., accounting) or the accepted paradigm for learning (e.g., focus on individual vs. group) in a given locale differs substantially from the originating culture.

Reasons Why You Should Localize Your Mobile App



If you are a mobile app developer, your ultimate goal is probably to globalize your product, reach new audiences, and maximize your profit. Mobile app localization is what helps you to develop a clear user experience, drive your marketing, and support you in achieving your goals. However, there are many other benefits that can come from implementing localization.

There are a lot of benefits of app localization, but the main ones include more opportunities that the users will download your app from the store and actually use it, more opportunities for you to sell. An app built in the user's language and that feels native gives a level of safety and more visibility, as your app will rank better within the app due to its accessibility.

[Gloriana Coccozza Garro](#), Localization Project Manager at Medtronic

Enter New Markets

One of the main goals of localization is to help companies enter new markets faster and easier.

New languages help not only to appear in searches in other countries, but deliver a more personalized experience. Not a surprise — people love personalization.

I personally think that companies should start considering internationalization and localization fairly early in the process. Even startups can often benefit from having multiple languages on their platforms.

[Andy Andersen](#), international expansion consultant (formerly driving international growth at Tinder, Speechify)

Improve Customer Satisfaction

Another important benefit of localization is that it helps to improve customer satisfaction. When people see content in their own language and in a style they are familiar with – they are more likely to buy or use your products and services.

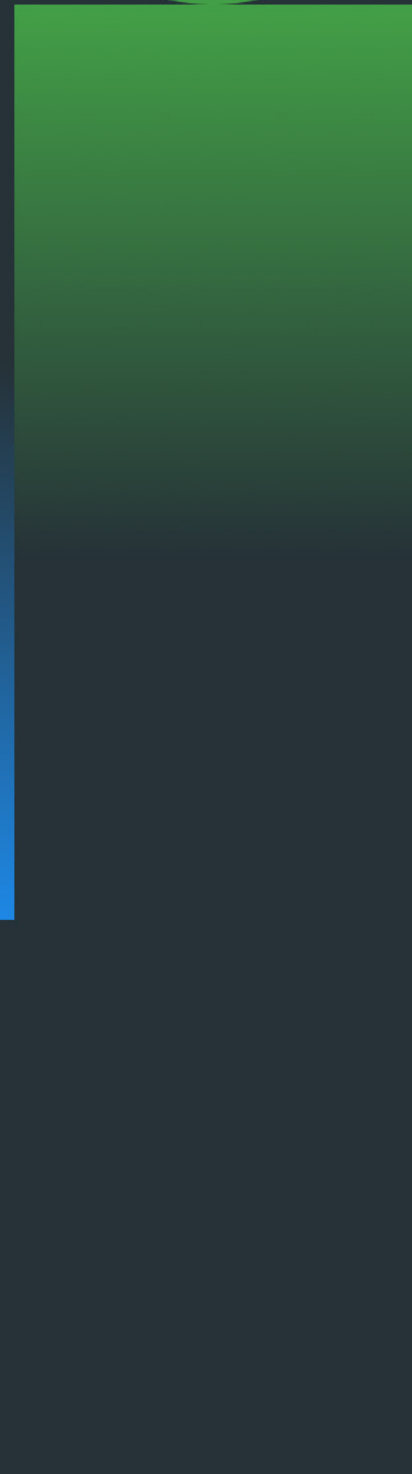
Increase Brand Loyalty

Improving customer satisfaction leads to increased brand loyalty. Communicating with customers in their native language will help you to secure their trust and increase the chance they will return and recommend you to their friends or colleagues.

Maximize App Downloads and Profit

Above all, though, the main reason companies start localizing is to maximize their profit. When you reach a global audience, you need to engage with them in a personal way, so that you maximize the number of downloads and purchases.

Mobile App Localization Process Overview



There are some important steps you should consider when localizing not only your mobile application but any other product like software, game, or website. They include choosing the languages and strategy, looking for a localization management tool that meets your expectations, and finding or appointing the localization team.

General steps involved in the localization process may include:

- a. Content Analysis:** Assessing the app's content, such as text strings, images, audio, and video elements, to identify the parts that need localization.
- b. Resource Extraction:** Extracting the translatable content from the app's source code or resource files to make it accessible for translation.
- c. Translation:** Collaborating with professional translators or translation agencies to translate the app's content into the target language(s) while ensuring accuracy, consistency, and cultural relevance.
- d. Localization Engineering:** Technical adjustments and modifications made to the app's code or resource files to handle the localized content correctly. This may include implementing language switch functionality or adjusting UI elements for text expansion or contraction.
- e. Quality Assurance (QA):** Conducting rigorous testing to ensure the localized app functions properly, with no linguistic, functional, or layout errors.
- f. Bug Fixing and Iteration:** Addressing any issues or bugs identified during QA, making necessary fixes, and iterating the localization process as needed.



In any case, a good testing approach contains 3 parts:

The checklist: You want a shared tracker where linguists/testers can mark what has been tested and what not, in what language, in which version. This can typically be an Excel file. Also, you want to have instructions about the steps to reproduce and what to check on the new app version. Typically, a Word or PowerPoint file. Occasionally, specific user profiles need to be created to unlock certain messages or features of the app too. There is more effort to preparing for testing that it seems!

Feedback and amendments: You will need another file or tool for your testers to enter feedback and amendments for the reviewed strings. If your linguists have access to a string database or Translate Memory and can edit them themselves, all the better! If not, you'll have to set up an approval chain for those bugs that could involve various app team members.

Bug regression: Finally, let's not forget that all the text changes need to be verified. This is as important as checking any newly translated string.

[Sergio Llorens González](#), Multilingual Center Manager at Huawei, with experience as Localization Lead at Amazon Kindle.

g. App Store Submission: Preparing the localized app for submission to various app stores, ensuring compliance with relevant guidelines, and providing localized metadata and descriptions.

h. Post-Release Monitoring: Monitoring user feedback, reviews, and performance metrics to identify areas for further improvements or adjustments.

Later, you can deep dive into the specifics of localizing the mobile apps, automating some processes and ensuring each team member has everything they need to succeed in their task. Set up content sync, so you can free up developers' time in the future, provide translators with context, hide duplicates, so you don't need to overpay, and more.

Let's look at each step of the mobile app localization process one by one.

1. Choose target languages and translation strategy

At first, you can think that the bigger language choice is always better. Easier said than done. Don't forget that your main goal should be quality, not quantity.

If you're just starting out with app localization, we recommend picking one or a few most common languages to begin with. For example, some of the [most common languages](#) on the internet include English, Spanish, Turkish, and more. Of course, you can also make up the list based on the countries or parts of the globe you choose as your target market too. Later on, after you've set up the localization process and your localization project develops successfully, you can add new languages and even dialects.



Localize into 1 language to optimize your process first. Before you jump into localizing your app into 20 languages at once, it is wiser to go through the entire localization cycle for just 1 language to learn and optimize your process. It'll pay off. Believe me.

[Sergio Llorens González](#), Multilingual Center Manager at Huawei, with experience as Localization Lead at Amazon Kindle.

There is no "one-size-fits-all" answer to the question: which translation strategy you should choose. The process of selection begins with the understanding of different translation methods, your resources, stylistic requirements, and deadlines.

For example, the only-human translation method involves professional translators who use translation memories, glossaries, and other materials to aid the process.

This approach often requires more time and expense but ensures a high level of quality.

Machine post-editing significantly reduces costs compared to human translations and ensures faster content turnaround. Crowdsourcing is outstandingly cheap, but works mainly for those apps that already have a huge customer base.

Remember that whether you're using human translators, machine translation, or a combination of both methods, you should have a translation strategy that supports your business objectives.

2. Choose an LSP (language service provider)

Besides selecting a proper translation strategy, you need to take care of appointing a language service provider. It can be freelance translators, a professional vendor that is deeply familiar with the target language, the target culture, and more. Hiring an agency can provide valuable insight to an app localization project, as often, they work with native translators who have the best insights about their culture. If, you don't have time and need quick translations from professionals, go with [Crowdin Language Service](#).

3. Automate content sync between your VCS and a localization platform

The secret to making your localization process easier is to integrate it into your development workflow. The best way to do this is to use a localization service that integrates with your software repository.

In Crowdin, you can integrate with [GitHub](#), [Bitbucket](#) or [Crowdin Console Client \(CLI\)](#) which allows you to integrate with GIT, SVN, Mercurial, and more VCS.

Integration with VCS ensures that:

- all the new texts from pull requests are sent to localization right away
- all the translations are downloaded automatically and available for review at your repo
- developers and managers will save time on constantly sending files back and forth

And the music to your ears, all of these steps are synchronized and automated.



**Provide Context
for Translators**

As often said by many professional translators, context is the heart of the matter. The context influences the meaning of a word, phrase, or sentence. It is linked to the environment in which the communication takes place. Mobile app UI elements usually consist of short phrases or even words, thus, the context in app localization is hard to overestimate. One word may mean a different thing depending on the context in which it is used.

For example, the world link. In addition to various meanings, it can also be different parts of speech: a noun in the meaning of an electronic link (hyperlink), or a verb in the meaning of connect by.

It is essential to provide context or do a final review in the already built app, which costs more than taking some screenshots or offering previous. The ideal is that the translators can already access the source app if it is already built.

[Lucia Gutierrez Franco](#) Senior Project Manager @ Beluga Linguistics

The more context you give your localization team, the better translations you get. It seems like an obvious and easy truth, yet often translators are left to work out of the context. This leads to a lot of lots of back-and-forth interactions between teams and missed deadlines you could avoid. Here are a few ways you can give translators context to get better translations with Crowdin.

Localization without the context doesn't work. Ideally, translators should have access to the app when they localize the strings. It's not always possible, so in many cases, screenshots have to be enough. I prefer to work on a mobile app when I have a live preview, screenshots and the possibility to ask questions, for example via an online localization tool.

[Dorota Pawlak](#), owner of DP Translation Services and Polish Localisation



View a preview of a localized app with the help of Appetize app

[Appetize.io](#) is a mobile emulator used for mobile app demos, development, testing, and more. With its help, developers can run new app versions in browsers or on their devices before the official release.

Crowdin app for [Appetize](#) allows translators to run the app directly in the [Editor](#) while working on translations. This means translators receive the necessary context during [mobile app localization](#) and can see the application, their translated strings and all design issues right away. With the app, localization managers can also take screenshots and upload them to the Crowdin localization project for future reference. Applicable for both Android or iOS app localization.

Make and upload screenshots to provide visual context

Screenshots are another great way to provide translators with additional context for the source strings in your localization project and, as a result, get more relevant translations. With screenshots, your team will be able to see which strings are used together on the same page, whether short texts stand for titles, buttons or something else, and more.

In Crowdin, you can upload a bunch of screenshots or a single one. You can tag source strings to the screenshots manually, and they will be displayed in the Editor, where translators will see them in the context section below the source string. Or you can use the Auto-Tag feature. Learn how to use the auto-tagging feature in our article about 9 Crowdin features for making the most out of the platform.

To help you make and upload screenshots faster, we created the Crowdin Screenshots Uploader app. With its help, translators can upload screenshots and edit them.

Don't forget to enable this feature for translators. For this, go to Project Settings > Applications > Screenshots Uploader > enable Allow translators to upload screenshots.

After this, translators, as well as managers, will be able to paste screenshots from the clipboard history, using the Ctrl-V/Cmd-V shortcut to paste the image. Plus, the app allows you to edit screenshots before uploading. You can crop some sensitive data, zoom the most important information, and more.

Screenshot uploading, real-time preview, and over-the-air content delivery with Crowdin Mobile SDK

[Crowdin Mobile SDK](#) (for [iOS](#) and [Android](#)) helps you make the apps you build accessible to customers all around the world faster, keeping your data secure, and ensuring the high quality of translation. Along with features that allow you to upload screenshots and enable app real-time preview, you can configure [Over-the-Air Content Delivery](#). It allows you to update the translated strings of the iOS and Android apps instantly. Without submitting a new app version on the App Store or Google Play each time new translations arrive.

Learn more about how you can integrate [Crowdin Mobile SDK](#) into your app localization workflow and get better quality translations faster.

Leave comments and discuss questions on the Editor, so everyone stays on the same page



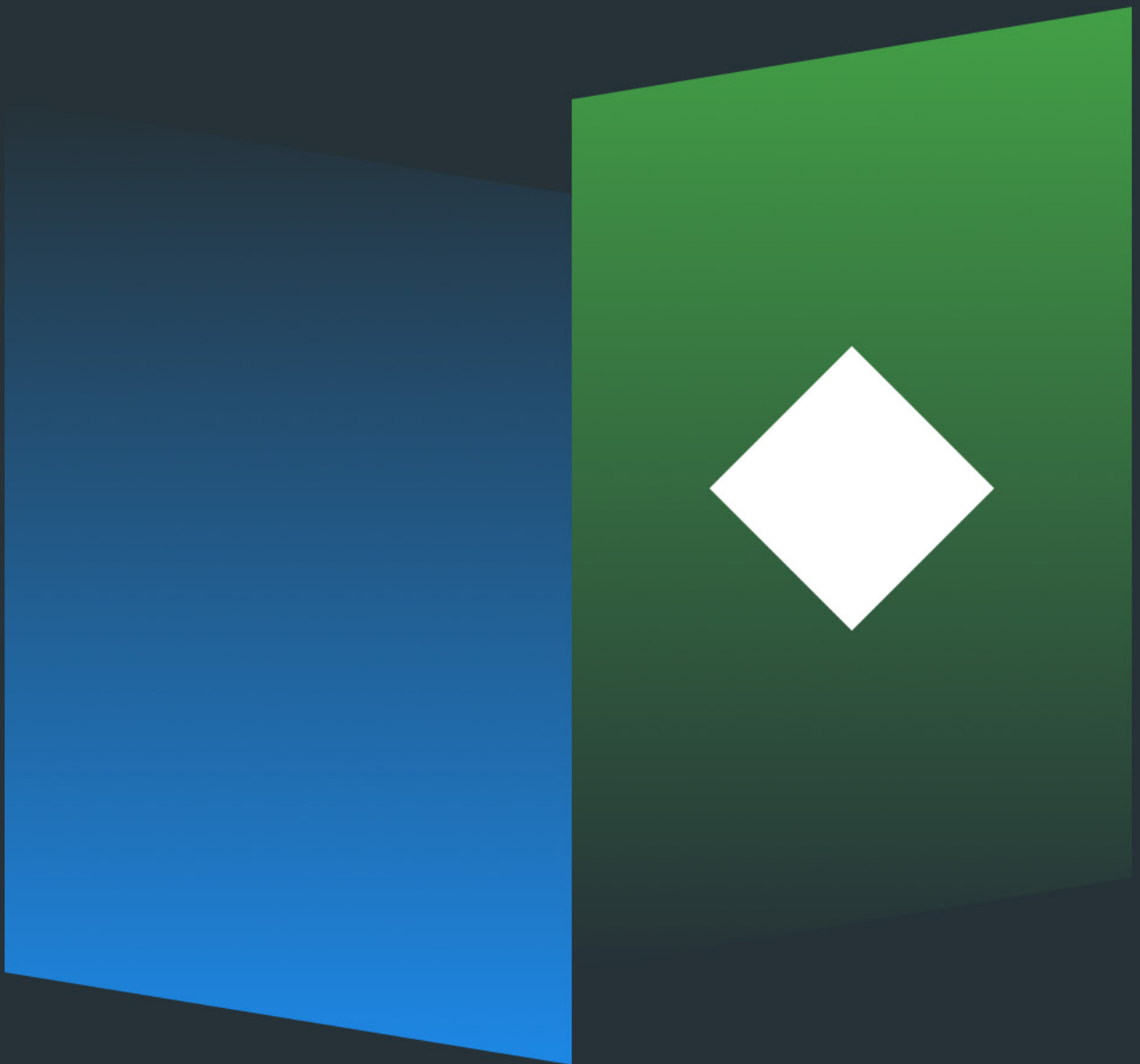
I've been collaborating on several mobile app localization projects via online tools (mainly via Crowdin), where the customer requested continuous localization. Any time new strings are added to the app, localizers receive a notification to be able to quickly work on the updates. The whole process is fast and efficient, both for me and for my clients. Plus, it helps that I can always ask a question about the string by tagging the project owner in the comment tab.

[Dorota Pawlak](#), owner of DP Translation Services and Polish Localisation

No matter what your company size is, team cooperation makes a huge impact on your success. The same truth applies when we're doing localization. To help you

get your entire team (managers, translators, proofreaders, developers, designers) working in sync and managing translation issues quickly, Crowdin Editor provides you with a comment section. You can see the string linked to the comment and tag people to ensure quick communication.

Other important resources for translators



Most localization managers confirm that style guides and glossaries are must-have resources for translators and proofreaders.

|| The ideal scenario would be to have glossaries, style guides, TMs and a context preview. Thus, the app localization process would not only be easier for translators but faster for all team members

[Nazaret Lázaro](#), Head of Production dpt @ Beluga & LocLunch Ambassador

Style guides help your localization team to understand the specific tone and level of formality the translator should aim for when localizing your product to different languages. And glossary is one of the resources that should be added to help your translators to understand the key terminology and how it should be translated.


|| As far as the translation process goes, start by defining your brand tone and style so that your translators all have a unified voice. With Crowdin, translators can leverage translation memories (TM) and glossaries to ensure consistency, get a better quality product translation by achieving more consistency, and you also reduce lead time by “recycling” your translated content

Manon (Thibault) Suderman, [Product Localization Lead](#)

Learn how [using a glossary](#) helps keep translations consistent and what are the top 6 ways you can [prepare your content for localization](#).

|| Some of the extra for mobile localization I could recommend are: TMS, Notepad++ and bug fixing system/tracker.

[Gloriana Coccozza Garro](#), Localization Project Manager



**Integrate the
design team into
the localization**

Whether you use Figma, Adobe XD or Sketch for your app designs, you should integrate the tool with your localization management platform. Why? Because after this you can:

Shorten your time to market by localizing designs before programming starts

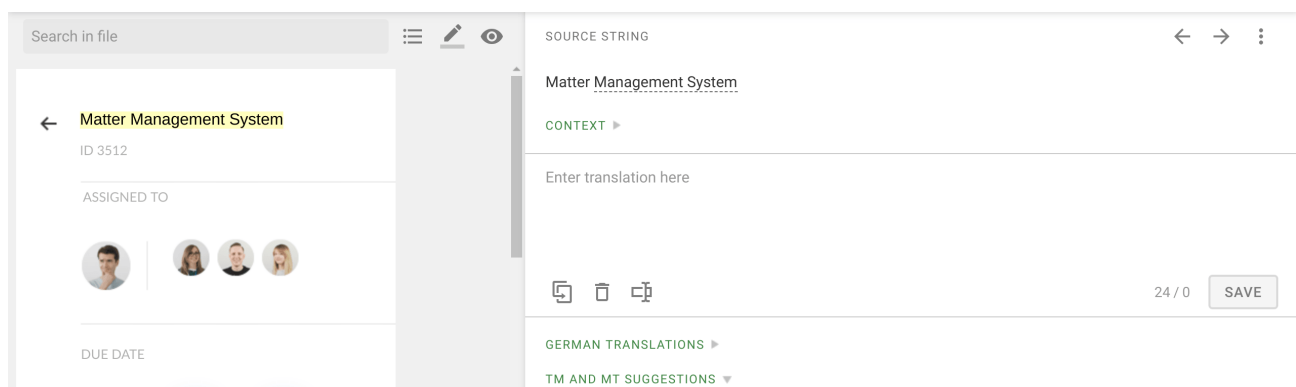
Translations often affect the design and become the cause of its changes, and delays. Integrating design and localization tools will help to make the necessary changes (for each language) before the handoff to the development. Like resizing the width of a button or adjusting a template to right-to-left readers.

Send text for translation in one click

Crowdin plugins for design tools allow you to send texts for translation directly from Figma/Sketch/Adobe XD. You can choose either text from the whole page or separate artboards. Any new texts added by designers or marketers are ready to be translated at any time.

Give context to get better translations

We'll never get tired of reminding about the importance of context for translators. Integration with the design tools is another convenient way to provide it. Translators will preview the mock-ups from Figma/Sketch/Adobe XD in Crowdin Editor. They will see where each string belongs in the app design, and thus, translate the source texts more accurately.

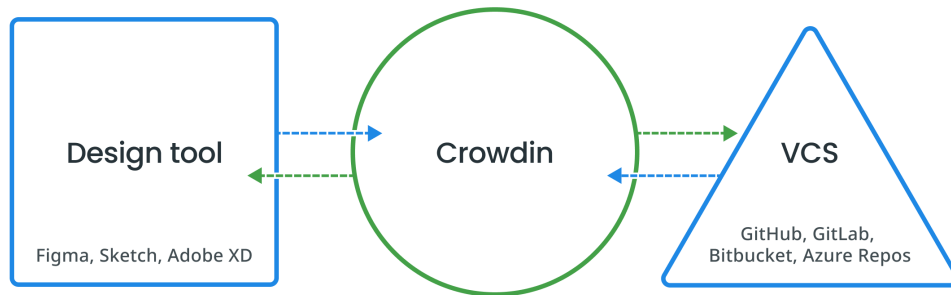


Receive clear and polished designs for each language



We can ensure successful localization only by connecting the expertise of all departments, and being aware of any limitations and possibilities.

[Dorota Pawlak](#), owner of Polish Localisation



More about each Crowdin plugin for [Figma](#), [Sketch](#), and [Adobe XD](#).

Benefits and Ways of Using Machine Translation



You can choose whether to trust your app localization completely to a machine translation engine (MT) depending on your resources and deadlines. But what machine translation is definitely worth using for, is [pre-translation](#). Why? This will speed up their work and allow you to publish multilingual updates almost immediately after the feature release or bug fix. The variety of MT engines on the market impress, so it can be hard to choose at first. Here you can find the list of [most popular machine translation engines](#) you can use in your localization process in Crowdin.



Tips for Translation iOS and Android App at the Same Time

For both new and experienced programmers, who decided to develop their apps for Android and iOS operating systems, app localization won't become more challenging if you'll use the following pieces of advice:

Use a shared localization project for both Android and iOS apps

Usually, iOS and Android app versions have much of the same content. In Crowdin, you can easily detect such repetitions of content (duplicate strings) and not translate them twice. You can translate your Android and iOS mobile apps within the same project and hide strings with similar texts or localize either the Android or iOS app first, and then download translations in the corresponding format, such as Android XML or Strings.

If for some reason you want two separate localization projects, you can save translation costs by reusing the Android version's translations in the iOS project or vice versa. For this, enable Translation Memory (TM) and pre-translate content with the Translation Memories you have, or allow translators to use TM suggestions while translating. For more details about setting up the TM and its benefits, read our blog article dedicated to the [translation memory](#).

Hide duplicates to save time and money

When configuring the Crowdin project settings, you can enable the Hide duplicates feature, so similar strings will be shown to translators only once. The duplicated strings will get the translation of the master string (the one that was added to the project first) automatically.

Unify placeholders for iOS and Android strings

To identify more strings as duplicates, you can unify placeholders within iOS and Android strings used in the same project. For example, Welcome, %s! (Android) and Welcome, %@! (iOS) will be matched as duplicates and will be shown to translators as Welcome, [%s]! On export, the system will transform the placeholders in the translations back to the original format.

Launch Custom File Exporters

You can also start your app localization by translating your Android app in Crowdin without uploading the resource files for the iOS and then launch a custom exporter via [Crowdin API](#) or [CLI](#) to get the source and translated files in the Strings format. Or vice versa, translate the iOS app and export translation in the Android XML format.

In Crowdin, you can export strings in the Android XML and Strings formats regardless of the initial source file format, including CSV, DOCX, XLSX, and more.



App store optimization (ASO) for different markets

In today's globalized world, mobile app localization plays a vital role in expanding your app's reach and ensuring its success in international markets. [App Store Optimization](#) (ASO) is a critical aspect of mobile app localization, as it directly impacts your app's discoverability and visibility within different app stores worldwide. This chapter will delve into the importance of ASO and provide you with practical strategies to maximize your app's visibility through effective localization efforts.

Understanding App Store Optimization (ASO)

[App Store Optimization](#) refers to the process of optimizing your mobile app's presence within various app stores to improve its visibility, increase organic downloads, and drive user engagement. ASO involves optimizing several elements of your app's listing, including the app title, keywords, description, screenshots, app preview videos, and localization. By optimizing these elements, you can enhance your app's chances of ranking higher in search results, attracting more potential users, and ultimately boosting downloads and revenue.

The Role of Localization in ASO

Localization plays a crucial role in App Store Optimization by tailoring your app's listing to different target markets and ensuring that it resonates with local users.

It involves translating:

- your app's metadata
- keywords
- screenshots
- descriptions

Here's how localization can impact ASO:

- a. Language Relevance:** By localizing your app's content, you can reach users who prefer to browse and search for apps in their native language. This increases the chances of your app appearing in relevant search results, leading to higher visibility and more downloads.
- b. Cultural Sensitivity:** Localizing your app involves adapting it to local cultural norms, preferences, and sensitivities. This ensures that your app resonates with users and

feels familiar, thus increasing the likelihood of downloads and positive user reviews.

c. Keyword Optimization: Localization enables you to optimize your app's keywords for each target market. By researching and incorporating popular local keywords, you can improve your app's visibility in app store search results, driving more organic traffic.

d. Visual Appeal: Localizing your app's screenshots and preview videos allows you to showcase the app's features and benefits to users in a language they understand. This enhances user comprehension and increases the chances of conversions and downloads.

Tips for Optimizing Google Play Store and App Store:

While app stores like Google Play Store and App Store serve the same purpose of providing a platform for users to discover and download apps or games, they have unique differences. It is essential to adhere to each store's specific rules for successful app store optimization.

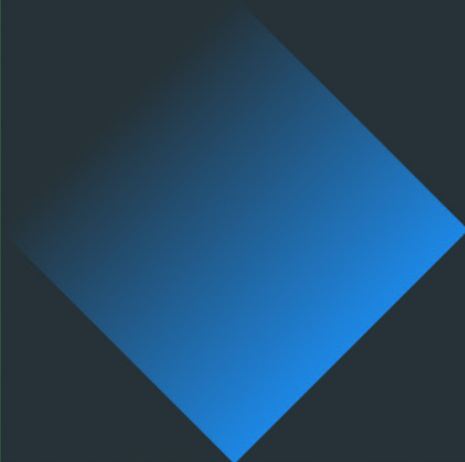
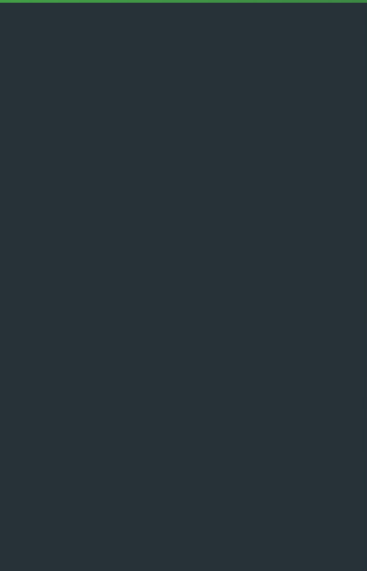
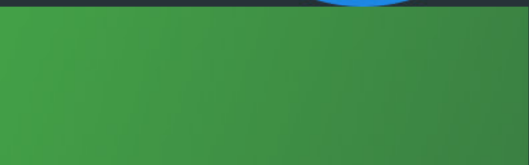
Ranking factors:

- Apple App Store: Ranking factors include app name, URL, subtitle, keyword field, in-app purchases, ratings and reviews, downloads, and user engagement.
- Google Play Store: Ranking factors include app title, short description, long description, in-app purchases, ratings and reviews, downloads, and user engagement.

Localization tip for Google Play:

Install the Crowdin Google Play app to expedite the localization process of your app's data, such as the title and descriptions on the Google Play Store page. Once integrated, all the store page texts are collected in one file and added to your localization project in Crowdin. After translations are completed, a few simple clicks make all the localized texts available on your app's page in the store.

**A continuous
localization approach
is a must-have for
app localization**



Mobile app development is a long-tail process – not a one-time deal. In simple words., continual improvements and regular updates are a crucial component of a strong mobile app development strategy and apps success. The same logic applies to apps localization.

Continuous localization is the perfect localization workflow for app development teams that constantly ship a lot of updates and releases. Gain control over the app localization process and release dates. Run localization in parallel with development, or start translation at the design stage.

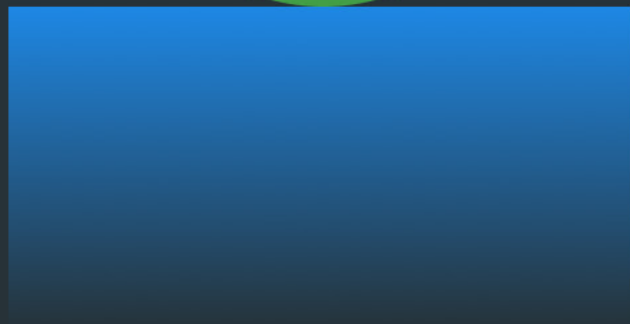


In an agile development environment, continuous localization is the only way to go. Things change rather quickly, and having a system like Crowdin to identify the changes and notify the translation team is vital to delivering on time. This way, the localization team becomes an integral part of the process, rather than a service that lags behind. It's important to break the stigma that localization is a bottleneck. If that's the case at your organization, ask yourself why. Is localization an afterthought?

Manon (Thibault) Suderman, [Product Localization Lead](#)

More about continuous localization in our free e-book about continuous localization. The book includes our own experience and tips from 10+ localization experts, including translators and heads of localization departments.

Final thoughts and First Steps to Get Started



Let's sum up those pages into two important rules you should remember.

1. The number one mistake most developers make is thinking everyone will use their app in English. Instead of relying on this misbelief, start with the analysis of your customer wants and their location. Then, translate your app for each target market, and you will see higher customer satisfaction, app downloads and profit.
2. The second rule, and the bottom line of the book, is that using technology to handle localization will save your time and developers nerves, ensuring automation and faster working process.

There is a significant cost to NOT using a tool like Crowdin. I have had the experience of using the old-school approach of dumping all the translation strings into a spreadsheet. Designers and product owners were tasked with adding context for translators. This process was tedious and time-consuming for all involved — from product owners, to developers, to designers, project managers, and translators.

Manon (Thibault) Suderman, [Product Localization Lead](#)

We hope this book not only has shown that app localization is an important part of your strategy, but also helped you sum up best practices and first steps you can start from right now.

Crowdin is designed to automate localization, help you release multilingual versions of your app, and meet the expectations of your global users.

More learning resources:

- [5 Smart Ways to Approach Mobile App Localization](#)
- [Crowdin SDK for Android and iOS Apps](#)
- [Crowdin Android SDK Documentation](#)
- [Crowdin iOS SDK Documentation](#)
- [Google Play: Create custom store listings to target specific user segments](#)
- [Google Play Console Help Center: Translate and localize your app](#)
- [Apps, Integrations, and Tools for Development Teams Dealing With Localization](#)
- [Development and Localization Running in Parallel: Tips for Developers](#)
- [\[free e-book\] Continuous Localization for Your Team](#)
- [\[webinar\] Mobile app localization: expand into new markets](#)
- [A Complete Mobile App Localization Checklist from Crowdin](#)

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