

CASE STUDY



Absolut deployed GlobalLink Technology for their website to better engage its customers and grow international sales.

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Translations.com's technology solution for Optimizely CMS, combined with their creative language services, made it possible for us to launch and maintain our absolutdrinks.com website in six languages, without adding any workload on our internal teams.

—Digital Marketing Solutions Manager
Absolut

As a world-renowned brand, Absolut wanted to leverage the full potential of its online channels. By integrating Translations.com's GlobalLink Technology with its Optimizely CMS, Absolut are now able to easily manage the rollout of its new site. Available in six new languages, absolutdrinks.com allows its visitors to mix drinks based on taste, occasion, or the ingredients they have to hand.