

LOCALIZATION AND MARKET ADAPTATION

Beyond translation: turning global campaigns into market-ready advertising

Aditiser helped turn iHerb's global campaigns into market-ready multilingual advertising through in-market research, localization, local review, and hands-on paid media execution.

THE CHALLENGE

Campaigns had to work across different languages, markets, and operating requirements

Each market required local judgment from the global brief through to live campaign delivery. Translation alone could not resolve differences in search behavior, message interpretation, advertising requirements, and stakeholder ownership.

01 Local demand was easy to misread

Directly translated keywords and category terms did not always match how customers searched in each country. Paid search localization required terminology based on local search behavior and product intent.

02 Correct language could still miss the message

An advertisement could be linguistically accurate and still sound too direct, too promotional, or less credible in the local market. Tone, structure, and health terminology required adaptation.

03 Advertising requirements varied by market

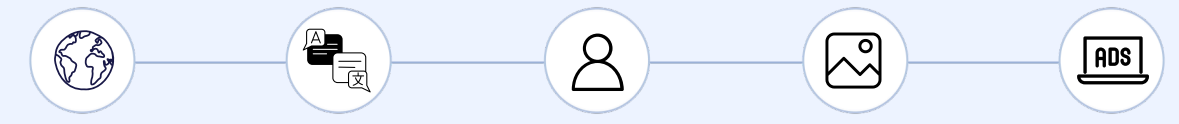
Health and wellness wording required different treatment by country, platform, and product category. In some countries, wording needed careful review against relevant pharmaceutical advertising rules, platform requirements, and client standards.

04 Fragmented ownership slowed decisions

Handoffs between global marketers, translators, local agents, creative teams, and platform specialists slowed decisions. Each handoff created another point where commercial intent or local context could be lost.

Where context could be lost

The risk of losing context increased as campaign decisions moved through separate specialist teams before reaching live execution.



Global team
Commercial intent

Translators
Language

Local agents
Market context

Creative
Assets

Platforms
Live delivery

THE SOLUTION

Aditiser carried local market decisions into campaign delivery

For iHerb, Aditiser managed research, adaptation, review, stakeholder coordination, implementation, and continued optimization through one accountable delivery model.

UNDERSTAND

Started with local customer behavior

In-market specialists reviewed local search language, category terminology, customer expectations, platform context, and advertising considerations before campaign decisions were finalized.

COORDINATE

Coordinated people and approvals

A bilingual lead coordinated iHerb's global marketers, translators, local agents, creative teams, and media specialists. The original commercial objective remained visible during review and approval.

DELIVER

Implemented approved work

Aditiser implemented and quality-checked approved keywords, copy, and creative. Search terms, platform feedback, rejection issues, and campaign observations informed later revisions.

SERVICE SCOPE

Scope of engagement

Paid search localization

Keyword research, search-intent review, terminology refinement, negative keywords, and local campaign structure.

Transcreation and copy adaptation

Tone, promotional language, health terminology, and message structure adapted for local customers.

Local review and stakeholder coordination

Language checks, market feedback, advertising review, issue escalation, and coordination with local agents.

Campaign implementation

Approved work implemented across Google Ads, Meta Ads, and marketplace campaigns, followed by live review.

MARKET EXAMPLE

Japan's search, language, and advertising environment required additional local review

Japan has its own search behavior, health terminology, and advertising rules. For iHerb, product claims and pharmaceutical wording needed careful handling, and a direct translation of a global ad often did not survive local review. The goal was to maintain the marketing intent while ensuring the wording was compliant, then run and refine the campaigns in the market.

One example: a vitamin C supplement

CLAIM USED ELSEWHERE, NOT ALLOWED IN JAPAN

The global ad promoted vitamin C as immune support, a claim used in markets like the US and the EU. In Japan, an ordinary supplement cannot claim to support immunity or prevent illness, so this ad would be rejected.

REWORKED TO COMPLY, MESSAGE KEPT

We kept vitamin C front and center and dropped the immune claim. The ad describes it as part of a daily health routine and speaks to everyday wellbeing, which is allowed.

The ingredient stayed the same, but the claim had to change. That is the difference between an ad carried straight from another market and one that can actually run in Japan.

How the work was carried out

SEARCH AND DEMAND • Customers search by symptom or benefit, not the product name • Some terms are allowed in search but not in ad copy • TV coverage and magazine features can drive spikes in search demand	**WHAT WE DID** We target that demand on search where it is compliant, check each case, and keep keywords ready for media-driven spikes.
LOCAL REVIEW AND TRADEMARK • Local agents ask us to block certain keywords • Not every request is a real trademark issue • Blocking too much cuts useful traffic	**WHAT WE DID** We check each request against the trademark position in Japanese and block only when it is justified.
OPTIMIZATION • A foreign word can mean something else in Japanese • Some keywords can overlap with local company names or characters, pulling in irrelevant clicks	**WHAT WE DID** Once live, we review the actual search terms and add negative keywords, so spend stays on real buying intent.

OUR SYSTEM

Built for multilingual campaign delivery

Aditiser helps cross-border ecommerce teams move from a global brief to market-ready paid media. Local specialists review language, search behavior, and advertising requirements, while one campaign lead manages decisions, approvals, implementation, and continued optimization.

Plan your next market launch →

Review each market

Local specialists assess customer language, paid search behavior, product terminology, platform context, and market-specific advertising requirements.

Coordinate one delivery process

An Aditiser campaign lead organizes research, transcreation, stakeholder feedback, local review, approvals, and platform implementation across countries.

Adapt and refine live campaigns

Paid media specialists implement approved assets, check live delivery, and optimize campaigns using search-term, policy, platform, and market feedback.

The same model can support Japan, the UK, the US, Europe, and other regions worldwide.

Contact

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