

A Translation Solution that Grows with Your Content

Five ways real brands are translating content as quickly as they are creating it



Custom content for Smartling by studioID

As our world becomes smaller, brands aim to create a trusting relationship with their customers – whether they're across the world or across town. With an increased digital reach, localization of content is a requirement to instill trust and confidence in your customer base. Yet many brands struggle with achieving this at scale – while they realize the value of translation, they need a more sophisticated solution (and partner) that will put the complex process within reach.

The most successful brands achieve localization with a three-pronged approach: a combination of a translation management platform, machine learning, and professional translation and project management services. “If you have

an enterprise content strategy, you need an enterprise translation solution – one that allows you to efficiently and effectively execute on a localization strategy,” said Melia Hernandez, Director of Demand Generation for Smartling.

Unfortunately, for most brands, building an in-house solution is extremely costly, in both monetary and human resources. That's why Smartling provides a solution to hundreds of the world's leading brands. Smartling's translation management software streamlines brands' ability to achieve localization at scale.

Read on for insight into how Smartling solves five common translation challenges.



Scaling your translation program into 10 or more languages can be a struggle. The right automations and workflows will help.

Many brands realize they are missing opportunities by being slow to market with translated content. It's a challenge that plagues international brands acutely, as design platform Canva knows all too well. A longtime Smartling user, Canva reaches a global audience, 60% of whom are non-English speakers, said Michael Levot, Project Manager for Localization at Canva.

"Given the enormous amount of content and a team of less than 20, we rely on Smartling to localize basically everything," he said. "Smartling really comes through for us and allows us to automate for scale, making sure everything is routed to the right place. Our user and product experience are synonymous with a localized experience because it's crucial to our success."

Because Canva is designed to be accessible in as many languages as possible, it depends on Smartling's technology to maintain brand standards and culture for all its customers. Otherwise, achieving localization at scale would be a major cost center, one that wouldn't allow Canva to provide its services the world over.

Fundraising platform GoFundMe faces a similar challenge. With a global community of over 100 million, GoFundMe prioritizes communicating clearly with all its members, explained Ace Yamaguchi, GoFundMe's Senior Manager for Localization. "It's important that our processes combine safety and speed so we earn the trust of our global community and can quickly distribute funds to beneficiaries," he said. Because the translation infrastructure is fully automated for product pages, the team saves time and ultimately can get its community the help it needs quicker, translating accurately and at a faster speed.



Prioritize the right things (whether it's turnaround time, content volume, or something else) with translation management technology

Along with large volumes of content comes varying types of content: websites, marketing assets, product forms, manuals. For an enterprise brand, the list is endless.

Canva, for example, has 50 projects with Smartling, with content types ranging from knowledge bases to content marketing emails, each of which is translated into 100 languages. That requires a constant web user interface project with at least 10 new submissions every day, Levot said.

Likewise, GoFundMe uses Smartling with multiple teams throughout the organization, including Engineering, Trust and Safety, Marketing, and Customer Service. "Whether it's a new feature launch or an international crisis, we want our site to reflect the most accurate information for our community, regardless of their location," Yamaguchi said.

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Ace Yamaguchi
Senior Manager for
Localization, GoFundMe



Smartling's platform allows teams to review detailed insights of their translation workflows. "We can see which languages are taking longer to complete and which languages need additional revisions during the review process," Yamaguchi said. "This is especially helpful as we monitor languages that might call for extra attention." Human resources and payroll technology provider Paychex needs to ensure legal accuracy across its suite of documents, with a team of 200 legal experts looking at laws from the federal, state and local level. With Smartling, its website is scanned daily or more often as needed for the latest updates, which are then accurately translated. "We might initially have the information in English, but then we can get our Spanish-speaking customers these crucial updates in the language they depend on within 24 to 36 hours," said Carlos Perez, Paychex's Channel Marketing Manager for the multicultural sector.

Before turning to Smartling's automation, Paychex used in-house resources to manually update websites and try

to keep up with a high flow of information. Resources were stretched thin – sometimes resorting to sending text to other third-party vendors for translation. However, Paychex found the turnaround time wasn't always dependable, leading to long delays before it could upload the information.

Paychex also knows that localization is important for its collateral, because different demographics have different needs for pieces that represent their community, Perez said. Now it can adapt content for a more accurate portrayal of clients' workforces in any environment or locale.

The use cases for localization are endless – from a municipality that needs to translate billing or health information for audiences in their native language to a video company reaching gamers internationally. Smartling ensures businesses are not limited to prioritizing one use case over another.

Native speakers make the best translators, because they understand the culture of your audience

We've all read questionable translations that can be confusing, sometimes funny, sometimes bordering on objectionable. Whether it's a compound word like "butterfly," which isn't a butter or a fly, or an idiom or complex sentence structure, it's an area where brands struggle when they need an authentic multilingual voice that matches their core standards and tone.

"We need cultural insights, not just a direct translation," Levot said.

That's where Smartling's technology platform works to centralize and standardize translations. "Brands can look to Smartling as their home for a localization strategy, through the use of linguistic assets," said JooRi Choi, Content Marketer at Smartling.

This has been a key benefit for Paychex because it aims to reach its audience in a culturally sensitive manner. Spanish has many iterations – just like English, with its "Queen's English," American English and Australian English. Even though many of the words are the same, there are nuances among the variations, depending on if you learned to speak Spanish in Mexico, South America or the United States, Perez explained.



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Localization, Canva

It's equally important to provide your brand guidelines and voice to all of the translators working on your project

Paychex has appreciated a feature that allows it to upload a glossary, giving professional translators as well as machine translation engines information on the appropriate dialect to ensure more accurate translations.

“Localization is different than direct word-for-word translation,” Perez noted. “You need to take content and make it meaningful for the other person, which could include changing pounds to kilos or dollars to pesos.”

One example he cited relates to a skinned knee: In Spanish, they might say “heal, heal little frog tail,” which is the equivalent of the English phrase “kiss it and make it better.” You could just translate “kiss it and make it better” into Spanish, but it wouldn’t resonate with the end consumer any more than “heal, heal little frog tail” would to an English-speaking reader.

“Localization means you understand where your customers are coming from and shows you’re trying to communicate so they feel comfortable and understood,” he said.

Cloud-based translation management centralizes the work, so teams can work independently without duplicating efforts

Centralizing all teams' translation work in the cloud allows project managers and translators to access the most up-to-date translation, visual context and product updates anytime, anywhere.

After experimenting with other translation services, Canva found Smartling to be the most user-friendly. Other tools required a large time investment to use them effectively, and even then, they didn't provide everything Canva needed. The cloud platform means anyone on the team can log in with a browser from anywhere and leverage the work that has been done, whether it's previously translated content, glossaries or automated workflows. It's been extremely important for Canva as it scales because it allows new people on the team to make an impact quickly.

Reaching Spanish-speaking customers is crucial for Paychex, and through Smartling, it could launch its enhanced Spanish website, opening up a huge new market. Until it started working with Smartling two years ago, Paychex didn't have a functioning Spanish website in the United States, even though 60 million Hispanics live here.

Paychex has 25 million businesses on its platform, approximately 5 million of which are Hispanic. "Since launching our Spanish website with Smartling, we have had access to tens of thousands of new users, which has been a complete game-changer," Perez said. Previously, users likely had to copy and paste content into an app like Google Translate to try to understand the vital financial information that was provided. Now, Paychex can seamlessly translate and localize documents to reach its customers' employees. Now the website gets hundreds of hits daily, allowing it to reach an entire population it wasn't formerly serving properly.

Perez reported that its executives have done a comprehensive cost-benefit analysis proving Smartling's value. "To achieve the same outcomes as we do with Smartling, we'd have to have two or three individuals on the IT side, two or three individuals on the marketing side, and two or three individuals on the regulatory side," he said. "That adds up to at least 10 full-time individuals we can now deploy to higher-value strategic tasks by using Smartling."

Are you ready to fuel your global growth?

“Many brands hesitate to disrupt the status quo, but unfortunately, their current solution might be broken without their realizing it – whether through inaccurate translations or through staff hours wasted on manual activities,” said Melia Hernandez, Director of Demand Generation.

With Smartling, customers can access a robust suite of features and functionality designed to centralize processes, simplify collaboration, accelerate turnaround times, and improve translation quality and visibility, while providing the value that brands need.

Are you ready to upgrade your translation services?

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SMARTLING

Smartling is an enterprise translation solution that enables customers to localize content across devices and platforms. It's the fastest, most cost effective, and simplest way to speak to your target markets in their native languages. Our AI-augmented professional translation services fully integrate with a best in class technology platform. Smartling is the solution of choice for hundreds of B2B and B2C brands, including IHG, Tesla, Shopify, AstraZeneca, SurveyMonkey, Pinterest, and Lyft. Smartling is headquartered in New York, with offices in Dublin and London.

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