



Global Reach That Feels Local

Pinterest reduced its translation time-to-market from 48 hours to less than eight hours, resulting in a richer experience for all Pinners.

Pinterest

Fast Facts

Languages supported: 31

Platforms: iOS, Android, Web

Type(s) of content: Website

SOLUTION

- Smartling's Translation Management System

WHY SMARTLING?

- Automate manual processes, improving translation and localization speed and quality
- Customizable glossary and style guides that allow careful and consistent brand management
- In-context view and in-platform communication that together allow translators and project managers to collaborate easily
- Seamless integration with existing architecture

Before the Internet, it was much more difficult to plan a party, find the right recipe, or put together the perfect outfit. But now with the help of Pinterest, it's much easier to discover and execute on these things. Pinterest helps people to discover what they love and inspires them to incorporate those things into their everyday lives.

As a service, the company strives to offer a universal experience for its 100 million users, known as Pinners, regardless of language or location. Because Pinterest is offered in 31 languages across three different platforms, doing so consistently can be difficult. Even though its user base is diverse and spread across the globe, Pinterest still strives to offer Pinners native brand experiences that feel real and authentic to them.

"Localizing our content is an important step in helping Pinners discover the things they love in their respective language," says Silvia Oviedo-López, Localization & International Operations at Pinterest. "We're very focused on educating users around the globe, and we want Pinterest to feel authentic to Pinners regardless of where they reside, so translation and localization is a key part of the discovery process."

Speed and Quality

Previously, Pinterest had been using a localization tool to manage its translation and localization process.

The company was looking for a state-of-the-art technology solution that could facilitate both speed and quality, while scaling to meet its growing needs.

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Pinterest wanted translation management software that would ensure consistency across every version of its site, offer a lightweight process for its engineers, streamline the translation and localization process, and was able to integrate via APIs, thus reducing the error margin, while guaranteeing timely turnarounds.

"We believe in fast, high quality translation," states Oviedo-López. "Because we ship simultaneously to 31 languages, we needed to find a tool that gives us flexibility and delivers on our tight timelines, some of which can be as short as just a few hours."

Flexibility and Scalability

Pinterest had been following Smartling for some time, and was intrigued by a cloud-based solution that offers the option of in-context translation. The company previously used a handful of vendors to handle

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— Silvia Oviedo-López, Localization & International Operations, Pinterest

translation, transcreation, and QA, and was interested to learn how Smartling’s technology streamlined the localization process. Ultimately, Pinterest selected Smartling’s Translation Management System because it is flexible, can scale to meet fluctuating translation needs, automates and streamlines the translation process, and integrates with Pinterest’s Drupal instance.

“With Smartling, we were able to systematize the various platforms we had deployed – such as mobile, web, and static sites – and unify them into a single process, thus reducing our time-to-market,” recalls Oviedo-López. “We are now able to implement fast linguistic quality assurance, and translators enjoy the advantages of

seeing content as it will appear on our website. Working with Smartling’s Translation Management System has also eliminated a number of daily localization tasks, once required of our engineers, freeing up their time to work on other projects.”

Impressive Results

Pinterest soon enjoyed impressive results by using Smartling’s Translation Management System. For example, the company has been able to reduce its translation time-to-market from 48 hours to less than eight hours. Going forward, Pinterest will continue to focus on quality for each of the 31 languages its content supports,

and the company plans to deepen its presence in key markets. As Pinterest continues to grow, its international user base will ultimately result in a richer experience for all Pinners.

“Reducing the complexity associated with the translation process is hugely beneficial to us, especially from an engineering standpoint,” says Oviedo-López. “A very important aspect of a successful integrated localization process is to start at the beginning: when the design and the engineering happen. By having a simple integration we can guarantee that all teams are onboarded in the platform, and that we are producing high quality translations in all of our 31 languages.”

Ready to get started?

Smartling can help you to develop a global content strategy that will propel you into new markets, fuel global growth and increase your bottom line.

Contact us today for a demo of the Smartling’s Translation Management System so that your brand can be fluent everywhere.

Contact Us

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