cloudwords

Cloudwords for exacttarget®

Campaign localization automation.
More woldwide demand –faster and easier.

Cloudwords for ExactTarget

Cloudwords for ExactTarget accelerates and automates campaign localization to maximize revenue from global markets. Localize more emails and newsletters, more frequently and with higher quality than using any other approach or technology.
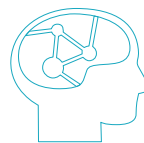
Localization that impacts business results

Get your websites, sales and marketing collateral, product information and communications into the languages of your customers and prospects in less time with more cost efficiency.

Translation process optimization

- Team efficiency
- No copy and paste
- In-context review
- Reduced time-to-market

Unified translation memory

- Style guides
- Never pay twice for already translated content
- Cost and time savings

Vendor-neutral platform

- Use any translation vendor, including yours
- Vendors use the translation tools they prefer
- Over 400 vendors, including the biggest in the world

Translate content in all enterprise systems

- Pre-built integrations for your content systems:

  - Oracle Eloqua
  - Marketo
  - ExactTarget
  - WordPress
  - Drupal
  - Git
  - Adobe
  - Office
  - SiteCore
  - Oracle Webcenter Sites

- Open API for any system

Dashboard with robust analytics and reporting

- Localization spend
- Time-to-market efficiencies
- Translation memory utilization
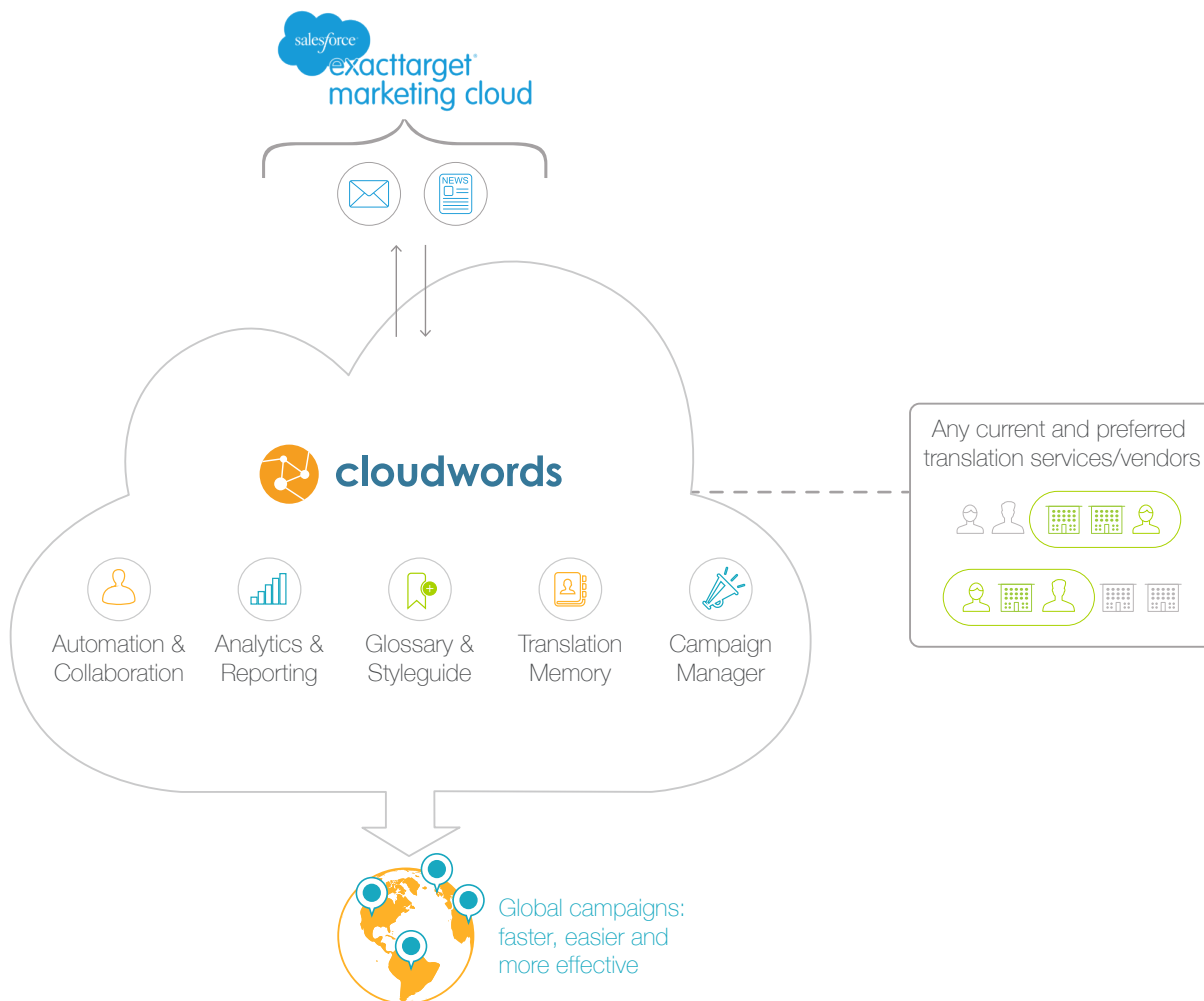
Efficiency-creating advantages

- Deploy global campaigns in days, not weeks or months
- Maintain message consistency, higher campaign quality
- Create more global customer touch points at lower cost
- Eliminate error prone manual efforts – no multilingual skills necessary
- Eliminate tedious cutting and pasting
- Reduce stress by leveraging full localization process visibility

Whether going global for the first time, or significantly scaling your international marketing, Cloudwords helps you accomplish your goals with less time, effort and expense.

> "It used to take us 6 – 10 months to roll out projects in 15 language; now it takes us 4 – 6 weeks."
>
> *Coupa Software*

Cloudwords integrates cloud to cloud with ExactTarget in minutes. Once seamlessly integrated, ExactTarget emails and newsletters are just one click away from leveraging the industry-leading marketing globalization platform to take your campaigns and content to any market in any language. Select the ExactTarget emails and newsletters you want to localize and Cloudwords does the rest.

Key features

Cloudwords, the leading cloud-based marketing globalization platform, is the only technology integrated with ExactTarget to fully automate the process of getting your campaigns and content into all the languages of your target markets. Optimized for ease of use, Cloudwords for ExactTarget provides marketers with a powerful set of capabilities to maximize global revenue potential while minimizing tedious manual work.

One click globalization: Cloudwords automatically imports all selected content, kicks off necessary localization workflow processes, and returns localized content back to the correct ExactTarget template

Full visibility: The status of all localization projects, sub-projects, and details is visible from a single, actionable interface

Intelligent content processing: Cloudwords automatically discovers and extracts any embedded snippets, forms, and dynamic content within your landing pages and emails ensuring that all content is fully localized

Enterprise scalability: Cloudwords can scale to handle any volume of content to ensure you meet the needs of your global markets

In-context review: Cloudwords renders emails and newsletters in the native environment of your chosen format, allowing you to review, edit and finalize content directly

Vendor friendly and agnostic: All ExactTarget content is automatically converted to industry-standard formats for content localization, and can be sent to any of your preferred vendors or ones from the Cloudwords marketplace

Data-driven marketing: Cloudwords provides real-time reporting on all key metrics: costs, cost savings, time to market, and quality

Process collaboration: Cloudwords provides a single cloud-based platform for all users that enables close collaboration for all team members via threaded discussions and task assignments
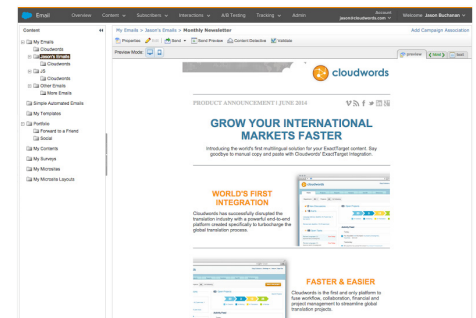
Centralized translation memory: Cloudwords' OneTM provides a single centralized location for all translation memory assets for drastically reducing costs and increasing message consistency and quality

Centralized glossaries and style guides: Cloudwords also provides a single centralized location for all glossaries and style guide assets to optimize term and format consistency and quality
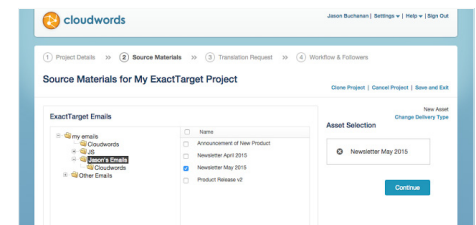
Cloud-based SaaS solution: No IT involvement needed and all stakeholders work within the same cloud solution

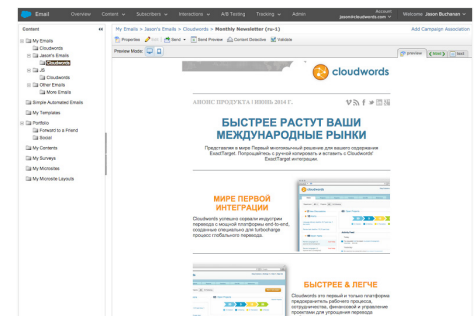## With Cloudwords for ExactTarget, Global impact is as easy as 1-2-3

1 Create your campaign in your source language

2 Select the assets you want localized, and the languages you want them in

3 Deployment-ready assets come back from translation in the right template

Technical specifications

Cloudwords provides the most automated and sophisticated integration with ExactTarget for marketing globalization. Always easy to use, yet massively scalable, Cloudwords supports and maintains all the latest industry standards.

Latest ExactTarget support: Cloudwords supports the latest versions of ExactTarget and integrates with it seamlessly

Standard XLIFF 1.2 support: Cloudwords provides all output to localization providers in the latest version of XLIFF supporting leading CAT tools such as Trados 2014, MemoQ, and Swordfish

Translation Memory management: Cloudwords provides full support for the TMX 1.4b standard, enabling interchange with all leading CAT tools and in-application management of your valuable TM assets

World-ready infrastructure: Cloudwords employs the latest Unicode specification to ensure support for all of the world's languages

Sophisticated workflow: Cloudwords' workflow engine can support multi-step workflows that vary across projects and languages therefore accommodating the needs of the most demanding teams

> "Appthority is constantly reporting on mobile apps, and documentation related to those reports is ever-changing. Cloudwords enables all of that and more by ensuring our translation and localization projects are available at the moment they are needed, which is key to our company's success."
>
> *Anthony Bettini, CEO*

About Cloudwords

Cloudwords accelerates marketing globalization at scale, dramatically reducing the cost, complexity and turnaround time required for the localization of all marketing content. Cloudwords' enterprise-ready cloud-based software enables organizations to go global faster, engage multilingual audiences more efficiently, and generate increased demand and revenue in less time. Delivering strategic integration capabilities for all leading marketing automation and content management systems, Cloudwords is integral to the globalization process for Fortune 500 and Global 2000 companies worldwide, including Honeywell, Marketo, McDonald's, Microsoft, SAP, Siemens and Verisign. Visit cloudwords.com for more information and join the global conversation on Twitter @CloudwordsInc.

cloudwords