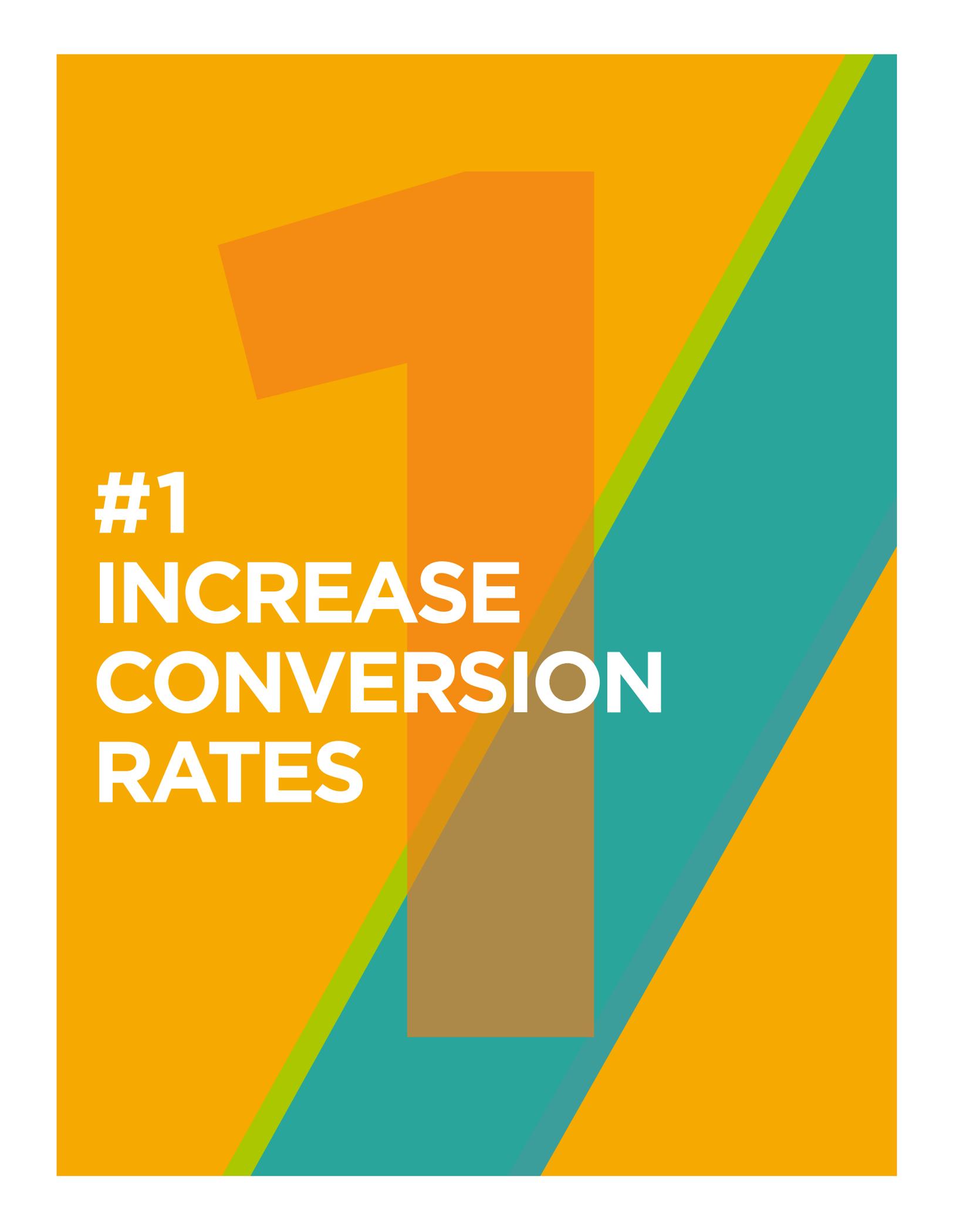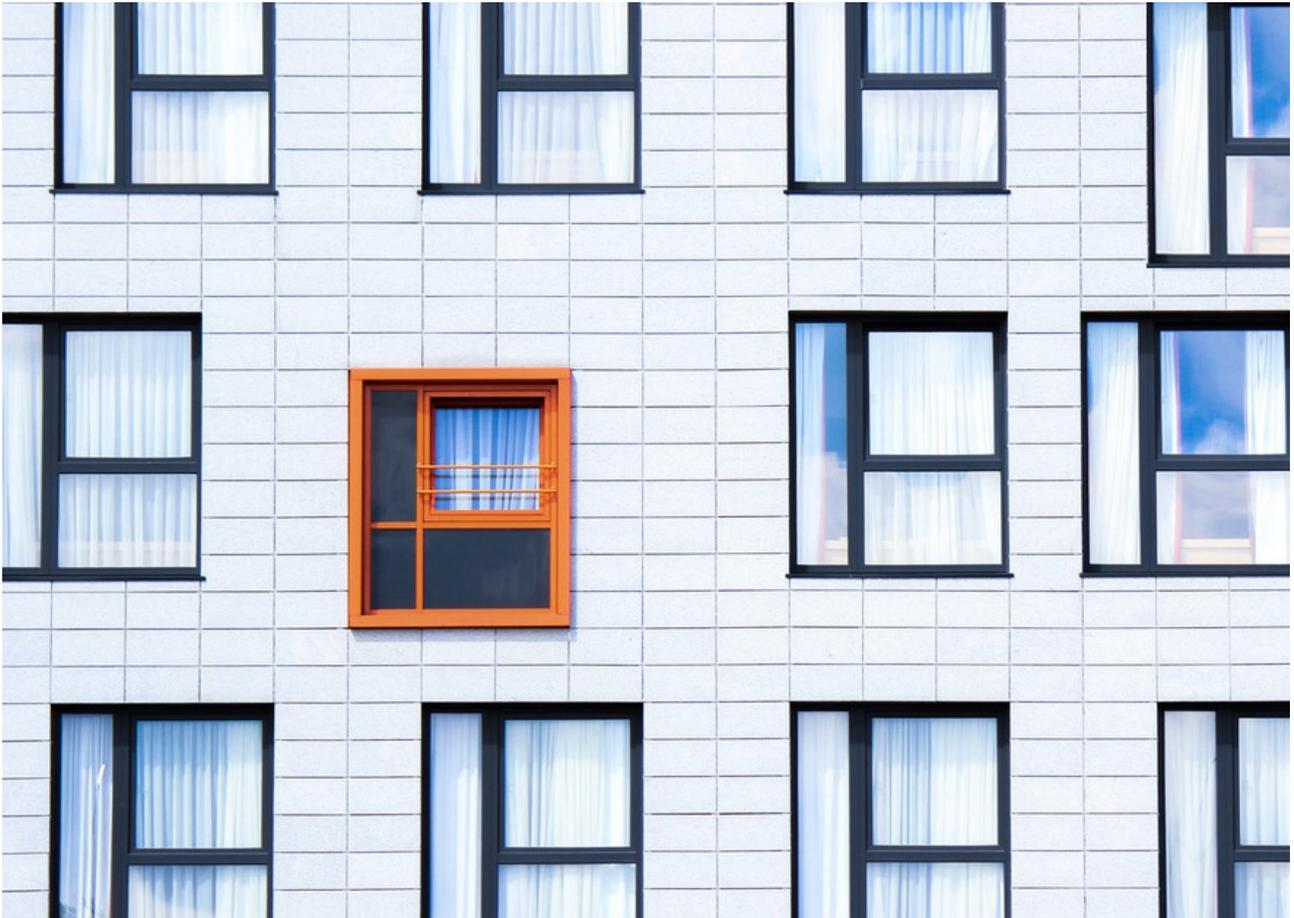# cloudwords

8 GREAT REASONS

to own a **Translation Automation Platform**

#1

INCREASE CONVERSION RATES

01: INCREASE CONVERSION RATES

If only **25%** of the global market can read this sentence, and conversions are **34%** more likely in a native language, you stand to gain much more business by translating and localizing content.

#2
INTEGRATE EXISTING CONTENT MARKETING TECHNOLOGY SYSTEMS

02: INTEGRATE WITH EXISTING CONTENT & MARKETING TECHNOLOGY SYSTEMS

Marketo

eloqua

ExactTarget

HubSpot

WordPress

Drupal

ORACLE WebCenter

sitecore

Adobe Experience Manager

git

SUBVERSION

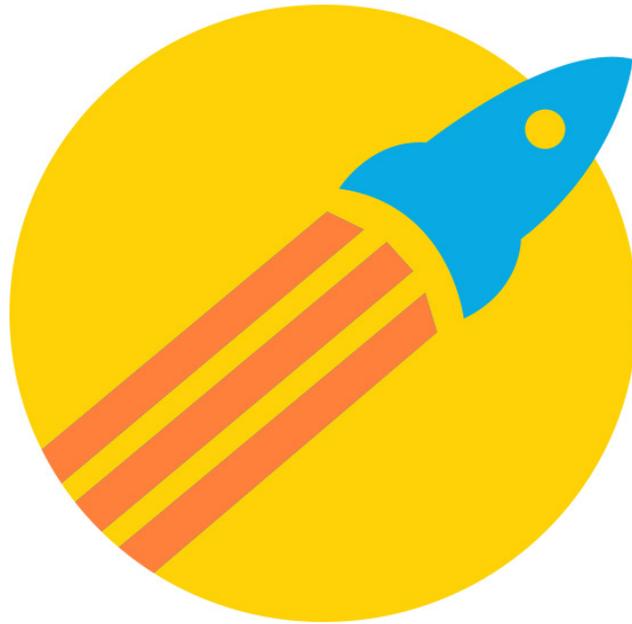mercurial

SUPPORT SYSTEMS

salesforce

A **TAP** fully, easily & quickly integrates with your current systems. As a pure-SaaS, cloud-based solution allows you to speak the languages of customers & automates the discussion between your existing content and marketing systems.

#3
UPDATE ASSETS IN DEPLOYMENT-READY MODE

03: UPDATE ASSETS IN DEPLOYMENT-READY MODE

As content is translated and formatted, only a **TAP** will create it in a form that is constantly deployment-ready. Once content is approved, it can be launched immediately. In addition to skipping multiple manual steps, you can skip a design round because **TAPs** allow for in-context review of all translations in a line-by-line or in-content format. Translation and design are not separated.

#4
GET
TO MARKET
FASTER

04: GET TO MARKET FASTER

AVERAGE SPEED TO MARKET

80% FASTER

With a **TAP**, major economies are achieved by storing approved translations in the accessible cloud, and by monitoring versions, approvals and workflow. Average speed to market is **80%** faster as a result. Cloudwords customers can translate into any of **82** languages in as few as three days.

82 languages / AS FEW AS 3 days
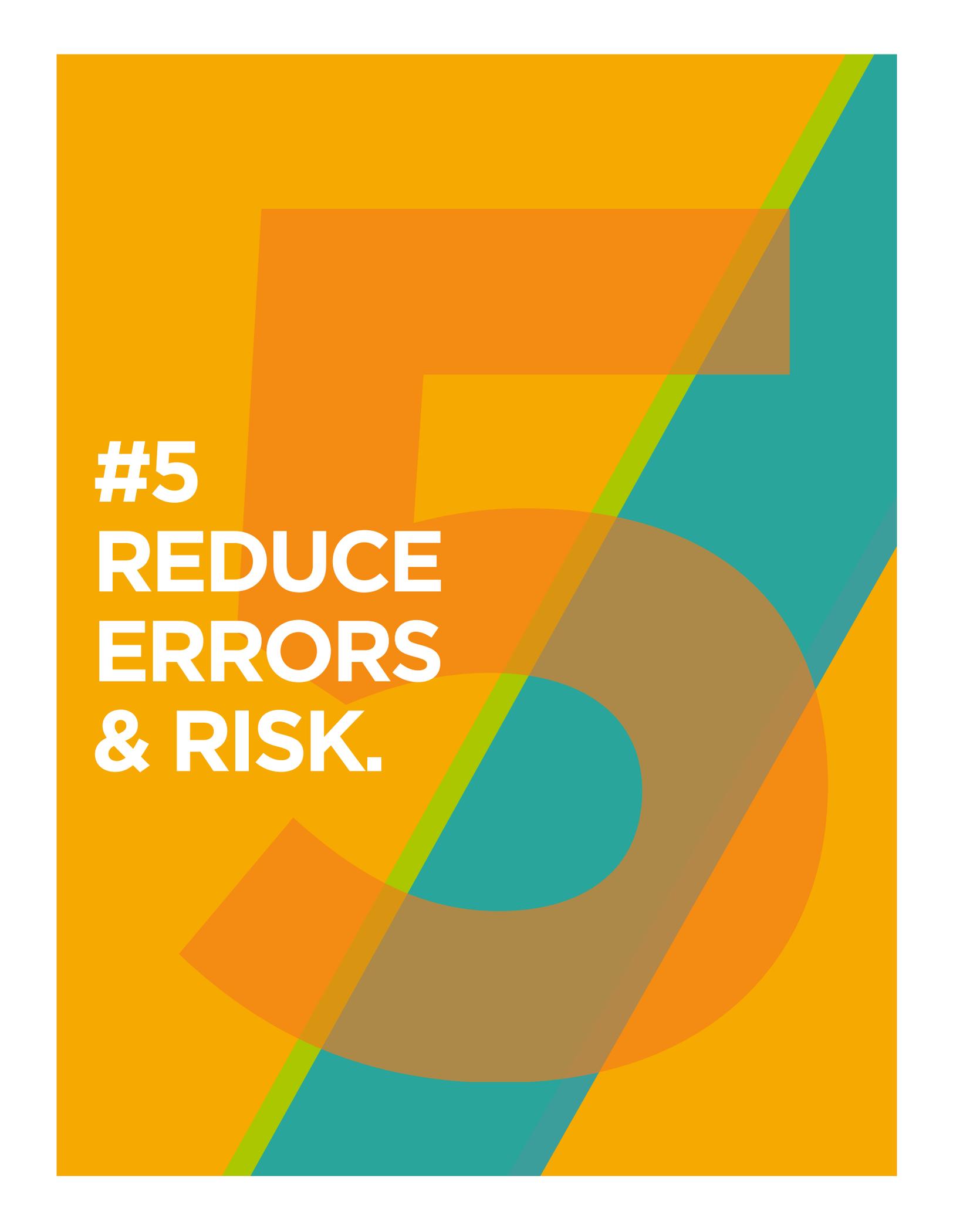
#5
REDUCE
ERRORS
& RISK.

05: REDUCE ERRORS & RISK.

A **TAP** provides a complete audit trail and version control for all of your translation projects. No more rogue translations! Thanks to **Cloudwords' Translation Memory,** there are 20% fewer words to translate. Better workflow and a universal memory means fewer duplicate, time-consuming and inconsistent efforts.

#6
ADD ACCOUNT-ABILITY & COLLABORATION

06: ADD ACCOUNTABILITY & COLLABORATION

Cloudwords offers a controlled workflow for multiple global users, including subject matter experts, native speakers, management, legal, and more. You can use in-house or preferred vendors, or take advantage of competitive bidding from Cloudwords' over **300** integrated translation service providers.

#7
MANAGE TRANSLATION SPEND

07: MANAGE TRANSLATION SPEND
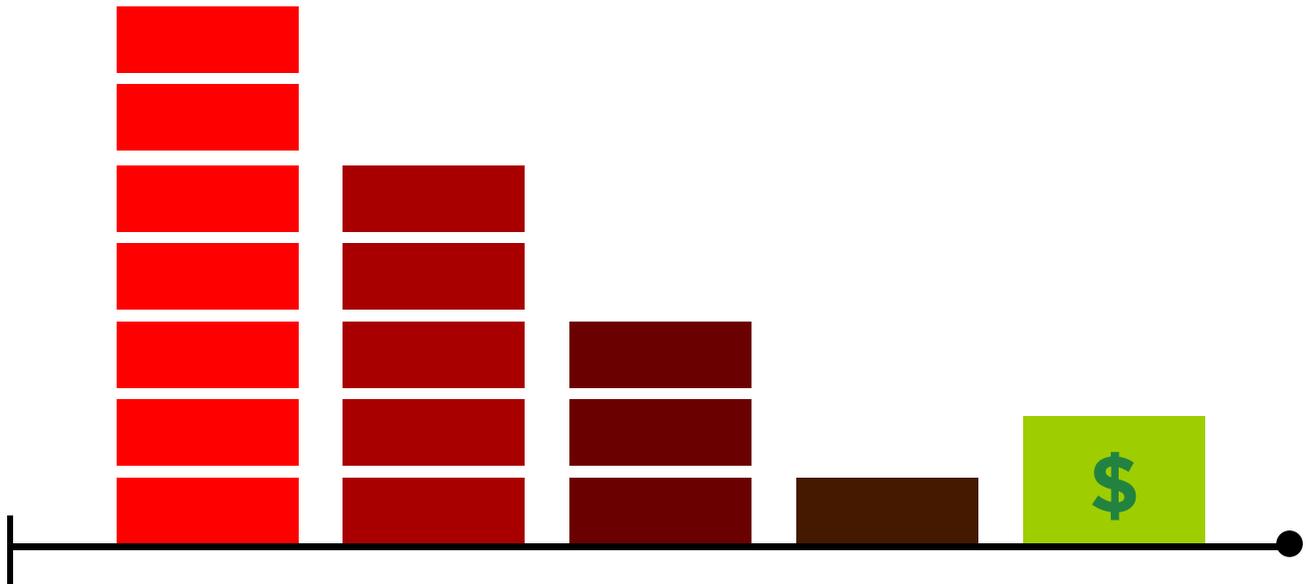
It's easy to view the audit trail, and to compare expenses to results with the robust insights and analytics a **TAP** provides. Rather than several different regional systems of accounting and project and vendor management, a **TAP** simplifies the process by bringing it all together in one place.

#8

MAINTAIN A CONSISTENT BRAND AROUND THE WORLD

08: MAINTAIN A CONSISTENT BRAND AROUND THE WORLD

A **TAP** means that templates and campaigns are all centrally controlled, but content and translation are open for local interpretation.

A **TAP** reduces brand dilution dramatically.

cloudwords