

CLOUDWORDS PUTS MARKETO IN CONTROL OF ITS GLOBAL WEBSITES



WHO

Marketo is a leader in digital marketing software and solutions, offering the industry's leading engagement marketing platform. Founded in 2007, the company went public in 2013 and now serves as a strategic marketing partner to more than 3,750 large enterprises and fast-growing small companies across a wide variety of industries.

The company's next-generation marketing software helps marketing professionals cope with the pace and complexity of engaging with customers in real time across the web, email, social media, online and offline events, video, e-commerce storefronts, mobile devices and a variety of other channels.

Marketo's marketing software solutions help organizations engage with people to build meaningful and personalized relationships over time. Through engagement marketing, Marketo enables marketers to interact seamlessly with their customers across all channels, and delivers the data and analytic insights they need to understand where and how to allocate their budgets for maximum return.

MARKETO AT A GLANCE

- Year Founded: 2007
- Company Headquarters: San Mateo, California
- Business Focus: Software (Marketing Automation Solutions)

WHY

THE BUSINESS ISSUE

Marketo operates in three international markets: EMEA (United Kingdom, France and Germany), APJ (Australia and Japan) and North America (U.S. and Canada). To effectively communicate and engage with multilingual customers and prospects visiting its website in target markets, Marketo offers six localized versions of its marketing website. However, prior to Cloudwords, Marketo was challenged to deliver a consistent, high quality and up-to-date web-based experience across all markets.

Marketo's Senior Manager of Web Development, Rick Redondo, is responsible for Marketo's French, German, UK and Australian versions of its marketing websites, which includes enabling and streamlining the localization of content. When he joined the company, its international websites were being hosted and translated by a single third-party vendor.

As the company's international growth and global initiatives began to expand, the need to update all versions of its website in a timely manner and with high-quality translations was critical.

THE CHALLENGE

To facilitate the vendor's need for a reference site that could act as a "source" or "master" site for them, Marketo had created a separate, non-public version of the English site that was essentially a "snapshot" of Marketo.com. When updates were made to the U.S. site, the vendor would be able access to the "source" site to identify new content. This "band-aid" solution presented several challenges for Marketo:

#1 Iterative and manual processes caused delays: Each time the English website was updated, Marketo's localization vendor had to crawl the entire source site to determine what content changed so they could produce a quote for translation costs. The turnaround time for a quote usually took a *minimum* of three days, and

determining which revised URLs would be affected and how many revised words were needed per page was a constant back and forth process.

#2 Budget constraints impacted site visitor experience:

To keep costs down, the team had to compromise on the number of new updated pages that were localized, which meant interior web pages were left in English. The result was a disjointed experience for multilingual site visitors, leaving the impression Marketo wasn't serious about investing in local markets.

#3 No control of content: Because the vendor hosted the regional sites, Rick's team had to rely on the vendor for *all* changes that needed to be made, even very minor content updates. Moreover, managing content on the source site became challenging as the disparity between WWW and the source site grew.

#4 Translation quality suffered: Because Marketo had one vendor hosting all four international sites, they were also the sole vendor responsible for all language translations. Although Marketo was not completely satisfied with the quality and consistency of the translations they provided, Marketo was unable to request competitive bids from other localization service providers.

#5 Poor site quality and consistency: The quality of the regional sites was sub-par. Marketo's regional teams often flagged broken links, down pages, and pages that did not render properly once they were translated due to new copy length or technical glitch. And because of the time difference overseas, correcting these errors on the U.S. side meant after-hours support for headquarters.

Moreover, turnaround times for simple content updates required two to three weeks, which often resulted in missed milestones. "You can imagine the frustration when executive leadership would ask for an ETA for a minor update to the German site and I could only estimate a two-week turnaround, and sometimes it would take even longer," commented Rick on his dissatisfaction of the existing process.

Since the Marketo team had to rely on a third party for every step of the localization process, a significant portion of the team's time was spent trying to determine the status of projects, copying and pasting content to send to the vendor, trying to accurately communicate what needed to be updated or changed, and managing pricing negotiations. Productivity was low, and the disconnected, inefficient website localization process that Marketo had in place was not working.



HOW

WITH CLOUDWORDS, MARKETO'S WEBSITE INTERNATIONALIZATION IS FAST AND EASY

With Cloudwords, Marketo has successfully brought website localization in-house, optimizing translation workflows for internal business users, project managers, reviewers and translation service providers. By integrating Cloudwords with both Marketo's marketing automation software and their chosen CMS, SilverStripe, error-inducing steps have been eliminated, overall translation quality has improved, and website localization turnaround times have shortened from weeks to days.

Cloudwords allows the Web Development team to fully control multilingual content development. With Cloudwords, the team achieves increased productivity through:

- Custom-built integration with the team's content management (CMS) software
- Complete visibility into project status for the entire team
- Ability to send and run multiple translation projects concurrently and sequentially
- Customizable workflows to enable flexibility
- Reporting, analytics, and insight into translation spend
- Centrally-hosted style guide
- OneTM centralized translation memory

"For us, translation memory is the holy grail," said Rick. "Translation memory is content that is already translated, stored and saved for you – not only words, but phrases and paragraphs of text – so that the context is understood and when we are trying to update a page it helps tremendously because the TM picks up only what has changed, which saves us a lot of time and minimizes cost."

SAY HELLO TO SHORTER TURNAROUND TIMES

Prior to Cloudwords, Marketo would stage content on the source site, wait for it to be finalized, send it to the translation vendors and continue the back and forth, iterative process that was fraught with delays. “Now that we have integration with our CMS and are in control of the content, we are able to stage content earlier and leverage translation memory to minimize the impact of changes that need to be made since we only need to translate net-new content,” said Rick.

The translation review process was also a major bottleneck for Marketo and caused significant launch delays. With Cloudwords integrated with their CMS, the team is able to import and preview the translated copy in their CMS to see how the copy affects the layout and design before the pages are published. And most importantly, the international versions of the website look just like the U.S. corporate site—now that they share the same template, not only has translation turnaround time shortened, but because Marketo is in control of the content layout in their CMS, the quality and consistency of the sites has improved dramatically.

Thanks to the website localization process Marketo has put into place with Cloudwords, a simple website page update now only takes 3-5 days versus two to three weeks, a time savings of nearly 75 percent, and involves significantly less hands-on, repetitive engagement across the team.

Reinforced Commitment to Global Markets

“Cloudwords’ customizable solution has given us autonomy over the localization process for our global sites and is completely reliable. Our international team is pleased and excited because our global sites are now more synchronized with the Marketo U.S. corporate site. Worst case now is a three-day lag time for minor updates from corporate to regional sites. We are now able to turn around localized pages in days versus weeks,” said Rick. “Further, we no longer lose sales momentum in regional markets due to localization delays when we announce new product and solution offerings. Most importantly, our high-quality, localized sites deliver personalized experiences in the local languages of our customers and prospects, reinforcing Marketo’s commitment to investing in global markets.”

Internal Teams Share Best Practices

The Cloudwords platform was already in use by the Marketo Product team, which was extremely pleased with their ability to efficiently manage the localization and translation of product content. Rick took the initiative to educate himself about the Cloudwords solution and better understand the Product team’s experience. From there, he built a business case for using Cloudwords within the Web Development team, too. Now, Marketo has five team members using Cloudwords on a regular basis, including developers, in-house localization experts and reviewers in different departments.

Cloudwords’ Scalable, Flexible Solution Makes Localization Easier, Faster, and Reliable

Cloudwords translation management platform enables Marketo’s Web Development team to turnaround localized content more quickly and save money by leveraging OneTM. In just one month, the team saved nearly \$200,000 thanks to use of their translation memory. Further, the scalable, flexible solution has been customized to meet the needs of the Marketo team, allowing them to integrate with their preferred CMS and use their preferred translation service providers. Through a more efficient, highly transparent process, Marketo is able to localize its websites faster, engage audiences more effectively and accelerate international revenue growth.

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, SAP, Shazam and Verisign. Visit cloudwords.com for more information and join the global conversation on Twitter [@CloudwordsInc](https://twitter.com/CloudwordsInc).

