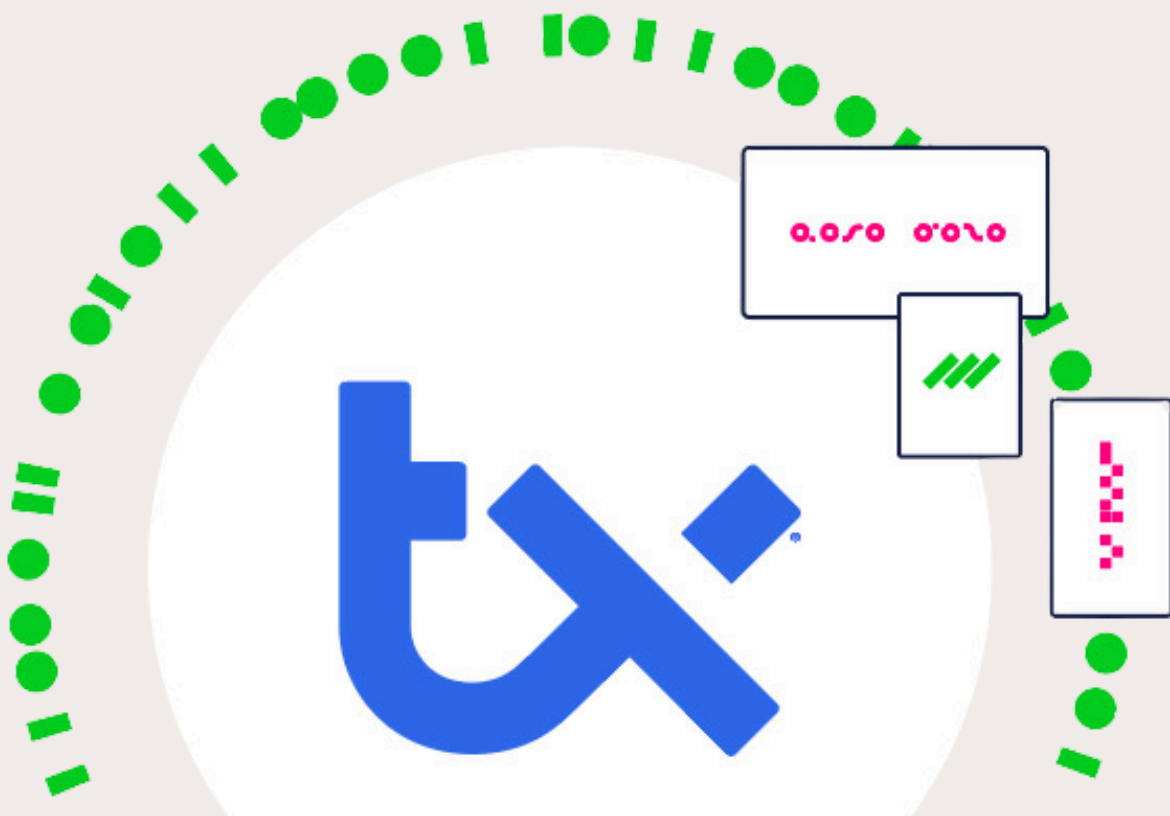


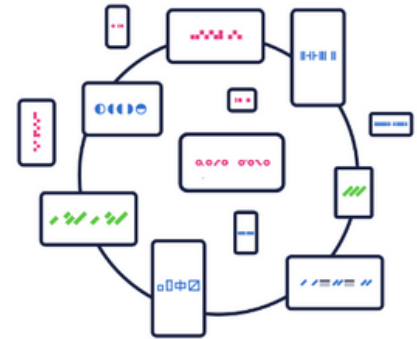
transifex®

7 ways to take global campaigns to the **next level**

Why Marketers choose Transifex for
global expansion



L10N



Localization for Marketers

Localization is your key to engaging global audiences. By adapting your content to the unique cultural, linguistic, and functional needs of different markets, you can ensure your message resonates with people around the world.

This becomes all the more important considering that nearly 80% of online users do not speak English, and around 52% of online content is available only in English (Source: [Statista](#)).



4 out of 5 users worldwide can't understand half of the web without translation tools

By localizing your content, you can bridge the communication gap that limits your brand's growth and success in the global market.

So if you're looking to engage with a wider audience and build a truly global brand, effective localization is the foundation.

One AI-Powered Hub for All Your Localization Needs

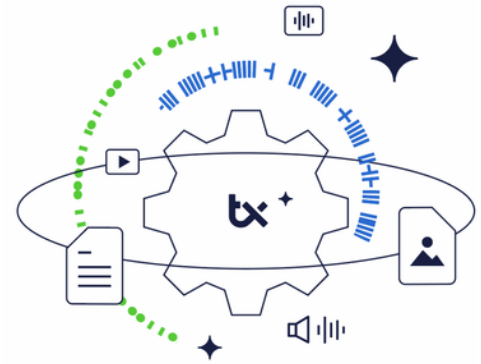
Transifex transforms how marketers approach global campaigns. Our advanced localization platform uniquely leverages cutting-edge AI technology and deep localization expertise, making it easy and quick to reach and engage audiences worldwide.

What You'll Learn

This guide reveals how Transifex empowers marketers to:

- optimize efficiency
- reduce costs
- deliver culturally resonant messaging at scale

Through strategic insights and real-world examples, you'll discover why leading brands choose Transifex to overcome the complexities of localization and unlock new growth opportunities worldwide.



Bring your message and voice to every corner of the world. With Transifex, it's as simple as a click.



Transifex makes it effortless for our dispersed team of web engineers, SEO, campaign managers and content marketers to manage the entire localization process.

Aniruddh Jain
Performance Marketing lead, VWO

1

Maximize Your Budget's Impact

Most marketers constantly face budget constraints, particularly when executing global campaigns. Manual and time-intensive processes, coupled with the sheer volume of content and related translation costs, eat away valuable resources. These are only a few of the factors that can limit your campaign's impact and hold back market expansion.

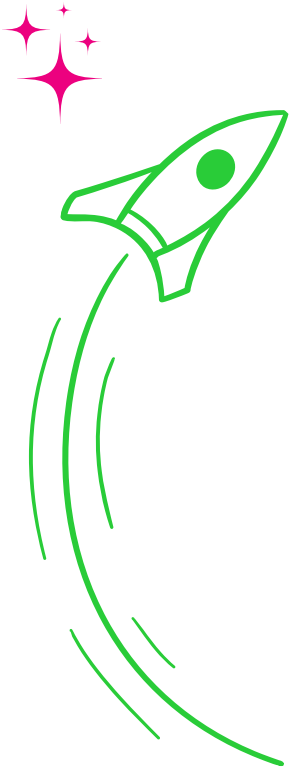
In fact, only a small shift in your campaign's budget can lead to a significant change in sales. In other words, the success of your campaign will depend on how well you manage your marketing spend.

What can affect your marketing localization budget:

- Translation Services Fees (LSP cost: \$0.15 - 0.30 per word)
- UX/UI Design Localization Costs
- Developer Fees for Content Updates
- SEO Optimization Costs for New Markets
- Market Research/ Local Expert Consultation Fees
- QA costs

At Transifex, we fully understand how difficult it can be to balance localization and marketing investments.

That's why we've designed our AI-powered platform and robust automations to help you get the most out of your localization spend. With over 16 years of experience supporting global brands like Hubspot, Transifex ensures your localization goals become a reality, regardless of your budget.



Here are a few ways we help you maximize your impact:

AI-powered Translations: Our AI technology generates high-quality, brand-aligned content at scale in the languages you care about. Transifex AI learns your brand voice and segment information and takes the target culture into account to create messages that resonate at a fraction of the cost.

AI-driven QA: Our proprietary quality index identifies which translated content can go straight to production and which one requires further attention, enabling you to allocate your resources more effectively.

Automated Workflows: Streamline repetitive tasks and create custom workflows with AI or using integrations like Zapier. Cut down on project management overhead and let your team focus on strategy.

Context-Aware Collaboration: Eliminate extra design rework and related costs with tools and integrations (Figma, Sketch) that enable in-context translation and review.

Translation Memory (TM): Never pay twice for the same content. TM stores and reuses translated phrases, significantly reducing costs.

Result: **Budget-Friendly Localization That Drives ROI**

With Transifex, you'll stretch your budget further, reach more markets effectively, and turn localization into a powerful revenue driver.

What are clients have witnessed:

- 50% reduction in localization costs
- 20% decrease in labor costs
- 25% monthly savings on translation costs
- 500% ROI from localized content

2

Drive More Conversions through Targeted Localization

Generic content rarely excites audiences on a global scale. To truly capture hearts and minds in new markets, you need transcreation and localization tailored to specific cultures and preferences. This level of personalization drives deeper engagement, boosting conversion rates in your target markets.

Why localization matters for conversions:

- 76% are more likely to buy products with information in their native language.
- 40% won't purchase from websites that aren't in their language.

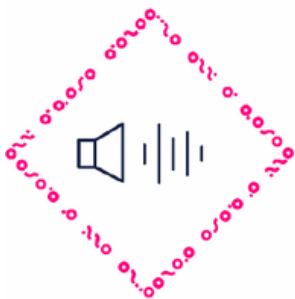
Source: [CSA](#)

Transifex empowers you to deliver targeted experiences that speak directly to your audience's unique cultural context.

Here's how:

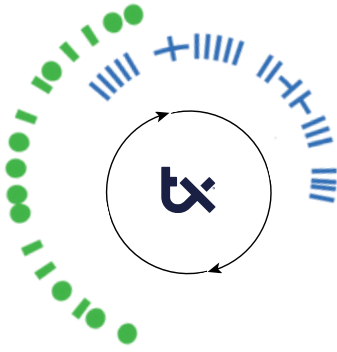
Real-Time Localization: Engaging global audiences demands up-to-the-minute relevance. [Transifex Live](#) provides real-time localization, allowing you to instantly translate and publish website content without ever evolving your IT team. No more delays hindering engagement – your message is always fresh, relevant, and optimized to drive conversions in every market.

Personalization powered by AI: With Transifex AI, you can create translated and transcreated content that reflects the local culture and your brand's voice to enhance personalization. This deep level of customization ensures that content resonates more profoundly with each audience, significantly improving user experience and conversions.



What is transcreation?

Transcreation captures the message's essence for a new audience, instead of simply translating word for word.



Transifex has supported industry leaders, like Vodafone and Trello to drive better business outcomes through targeted localization.

Our customers' results:

60%

more international customers

32%

total increase in customer base

30%

more lead conversions from localized content

By prioritizing meaningful localization, you not only reach new audiences but you connect with them in a way that drives action. Transifex essentially turns localization into a key component of your global conversion strategy.



With all the automations of Transifex, you can simply make localization a low-effort but high-value task.

Yichi Chen, Product Mgr, Eventmobi

3

Build Brand Recognition Globally

Your brand voice is its personality, and maintaining that unique voice across languages is critical for building recognition and loyalty. Inconsistent messaging dilutes your brand, creates confusion, and can even damage consumer trust.

By establishing a consistent message, you can enhance your brand's reputation, build consumer trust, and ultimately drive more revenue.

Preserving your brand's voice goes hand in hand with effective localization.

Here's how our platform empowers brand consistency and control:

Brand Style Guides: Define your brand's tone, vocabulary, and style, then centralize these guidelines within Transifex. This ensures all human translators and Transifex AI have a clear reference to uphold your brand's personality.



Integrated Glossaries: Create and maintain custom glossaries of approved terms, ensuring accurate and consistent translations across markets. This is especially valuable for industry-specific jargon and product names.

AI for Brand Adherence: Transifex AI is trained on your unique brand voice. This helps generate new content in multiple languages while staying true to your brand's voice.

REMEMBER:

A cohesive brand experience has been shown to increase profits by up to 23%.

With Transifex, you have the tools to confidently expand your brand into new markets and effectively manage localization for the ones you are already in, knowing that its core identity remains intact. Globally recognizable, locally resonant – that's the power of effective localization.

4

Launch Campaigns Faster with AI Efficiency

Speed to market is crucial for seizing new opportunities. The ability to quickly launch multilingual campaigns can make the difference between gaining the upper hand and missing the mark in a new market. Traditional localization processes are often slow and cumbersome, delaying market entry and stifling momentum.



A classic [McKinsey study](#) found that a product 6 months late to market earns 33% less profit over 5 years. Moreover, companies prioritizing speed-to-market often outperform their competitors. Effective localization technology plays a vital role in achieving this efficiency level in global markets.

The Speed Advantage: Traditional Localization vs. Transifex

Features	Traditional Localization	AI-Powered Localization with Transifex
Project Setup	Manual detection and upload	Instant project setup and automated content identification
Workflow	Disjointed processes with manual handoffs	AI-powered automations and customizable workflows
Content Synchronization	Manual updates and checks that require dev involvement	Dynamic and automated content updates in real-time
Translation Process	Heavily reliant on human input for translations and QA	Transifex removes the need for human-in-the-loop for translations and QA
Collaboration	Fragmented communication and siloed teams	Centralized platform that enables cross-functional collaboration
Project Management	Complex tracking and dependency on external tools to manage projects across multiple vendors	Single dashboard for real-time insights and progress tracking with automated notifications

By transforming localization into an agile process, Transifex enables you to seize opportunities, respond swiftly to market trends, and gain a competitive edge through rapid global campaign launches.

The Transifex Impact:

70%

reduction in translation time

7x

faster content roll-out

2x

increase in speed to market

5

Stand Out with Human-Quality Content

While the speed and cost benefits of AI-driven translation are undeniable, there's a valid concern: the potential loss of nuance, cultural sensitivity, and brand-specific voice. Generic machine-generated content won't win hearts and minds in a new market. For truly effective localization, you need an AI tool that is specifically designed to produce human-quality content tailored to your unique needs.



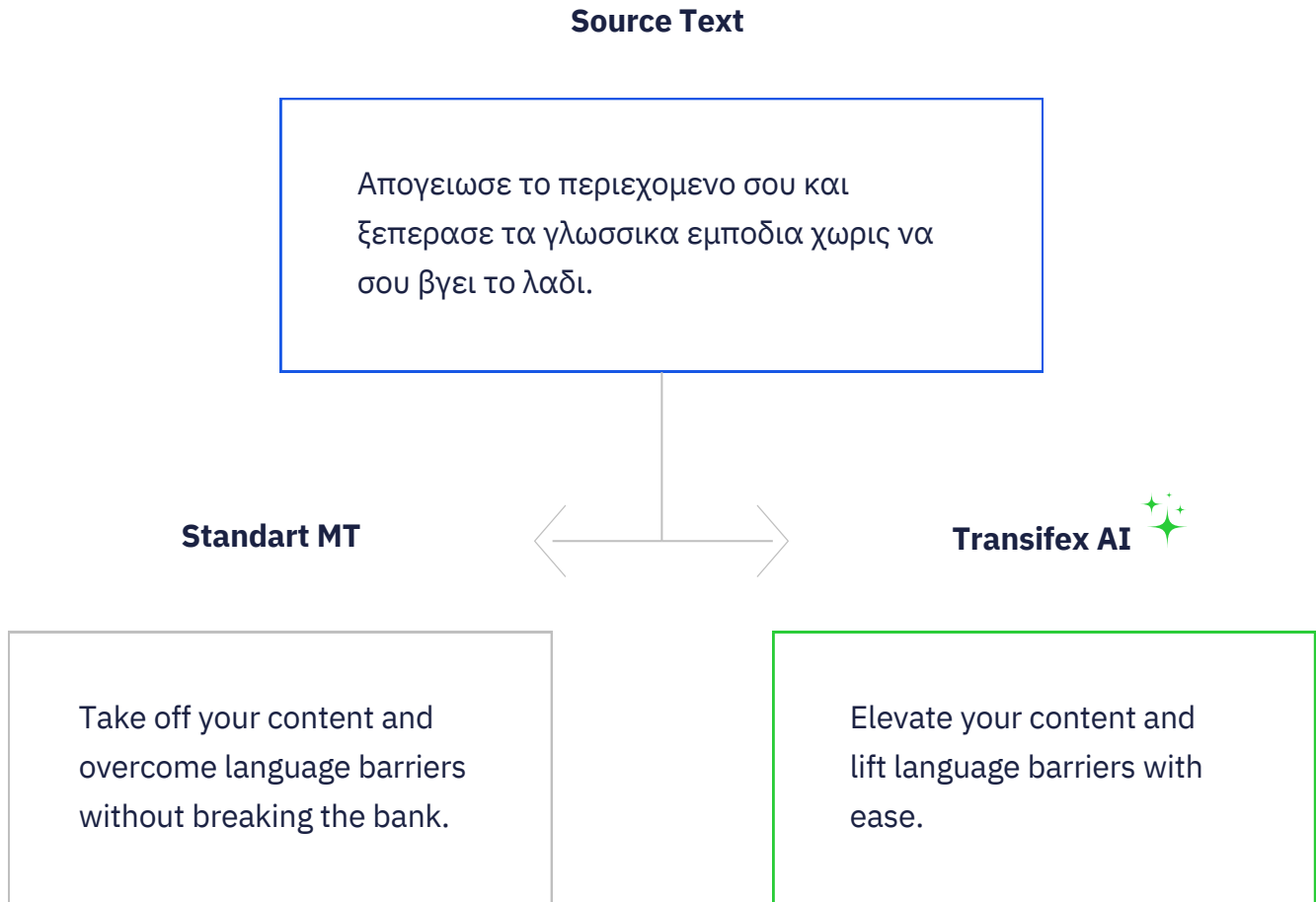
Create human-quality content with just a click using [Transifex AI](#)

By leveraging your glossary, translation memory, company profile, and labeled training data, we are able to offer a differentiated experience compared to simply being a front-end to LLMs or MT engines.

In fact, a remarkable 60% of content translated with Transifex AI is published without any further human intervention.

Why Marketers Choose Transifex

But what does that look like in practice? Let's take the text below as an example of the difference Transifex AI can make when transcreating content for different audiences, compared to traditional MTs.



This example demonstrates how standard Machine Translation can result in overly literal translations that sound unnatural or even nonsensical in some cases. This method clearly lacks the finesse and natural flow that Transifex AI achieves, missing the nuances and cultural context essential for effective communication.

With Transifex AI, you get the speed and efficiency of AI, coupled with the contextual precision and cultural awareness needed to craft authentic, localized content that speaks your brand's language and connects with customers on a deeper level.

Don't settle for generic, AI-only translations when you can create content that's truly indistinguishable from human translations with Transifex AI.

6

Scale Faster

Expanding into new markets isn't just about translating existing content. It's about handling increasing volumes, supporting new content types, and seamlessly adding languages – all without slowing down. Traditional localization processes struggle with this, causing bottlenecks and increasing costs at every stage.

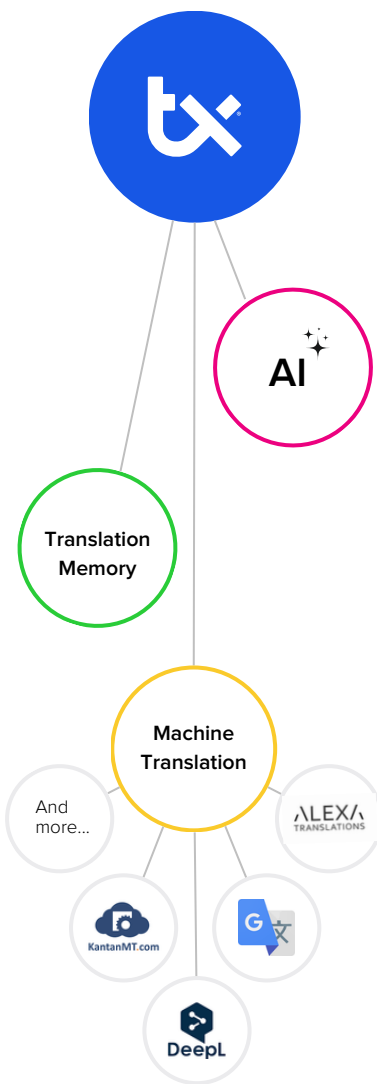
Transifex empowers rapid scaling without sacrificing control or quality. Here's how our platform streamlines expansion:

Streamlined Translations: Whether you're starting small or expanding rapidly, Transifex helps you handle increasing volumes of content without sacrificing speed or accuracy. By combining the power of Translation Memory with Transifex AI (or other popular MTs), our platform provides a scalable translation solution that grows based on your content needs.

Robust Integrations: Transifex integrates seamlessly with your existing CMS or Help Desk platforms, such as WordPress, Drupal, Contentful, and Zendesk. This automates content flow, removing the need for manual imports and exports, saving time, and preventing errors.

Continuous Localization: Transifex runs together with your development cycles. Establish automated workflows that trigger new content localization as soon as it's created in your primary language. This ensures a consistent and increased flow of content that enhances your global marketing initiatives.

Transifex transforms multilingual localization from a resource drain to a growth driver.



All the ways you can scale translations with Transifex

7

Expand Your Reach Effortlessly

- Incorporating new languages into your localization process can often cause delays. Transifex's centralized platform streamlines the management of all your content and languages within one user-friendly interface. That way, you can expand into new markets faster and more efficiently without struggling with complicated processes across various platforms and collaborators.

Transifex empowers your reach with these key capabilities:

- **Effortless Language Expansion:** Add new languages quickly and efficiently without the operational hurdles of traditional methods. Simply choose a target language from a list of over 500 and easily manage all translations in one place, keeping complexity from hindering growth.
- **SEO-Optimized Translations:** Don't just translate – get found. Transifex crafts localized content that ranks high in search results, ensuring your message reaches the right audience in each market.

Spend less time managing localization and more time connecting with new customers across the world. Transifex lets you focus on strategy, not complexity, unlocking your full global potential.



With Transifex, we've been able to significantly reduce translation time and launch new projects across all languages at the same time.

Dierk Runne, HubSpot



Engage the world with Transifex

You can finally bring your message and voice to every person in every community. And it's easier than you think.

At Transifex, we're one easy solution in two parts: AI to scale personalization work as you've never been able to, and a team of incredible people that refine the system and the outputs for unparalleled quality.

Transifex is trusted by industry leaders for top-tier localization solutions. Are you ready to join them?

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Sign up for a [FREE TRIAL](#) or [BOOK A DEMO](#) with a localization specialist today.

