The road towards marketing localization:

Centralization, automation, and tailored integrations

Jourik Ciesielski

Yamagata Europe

memoqfest

Agenda

Yamagata Europe's road towards successful marketing localization

- The client – *Mazda Motor Europe*

- The program – *enhanced marketing localization*

- The technology – *memoQ as the central hub for all content streams*
    - Optimizely
    - Oracle Eloqua
    - Custom language adaptation

- The analytics – *measuring program maturity*

- The conclusion – *further optimizing the program*

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The client

Mazda Motor Europe

- Collaboration since 2015

- 22 national sales companies (NSCs), 30 target languages

- Multiple stakeholders and agency partners

- Localization goes beyond marketing (technical comms, e-learning, etc.)

The client

Mazda Motor Europe

What's most important:

- They know what they want and don't want

- They know what the processes should look like

- They know they need to allocate budget for it

The program

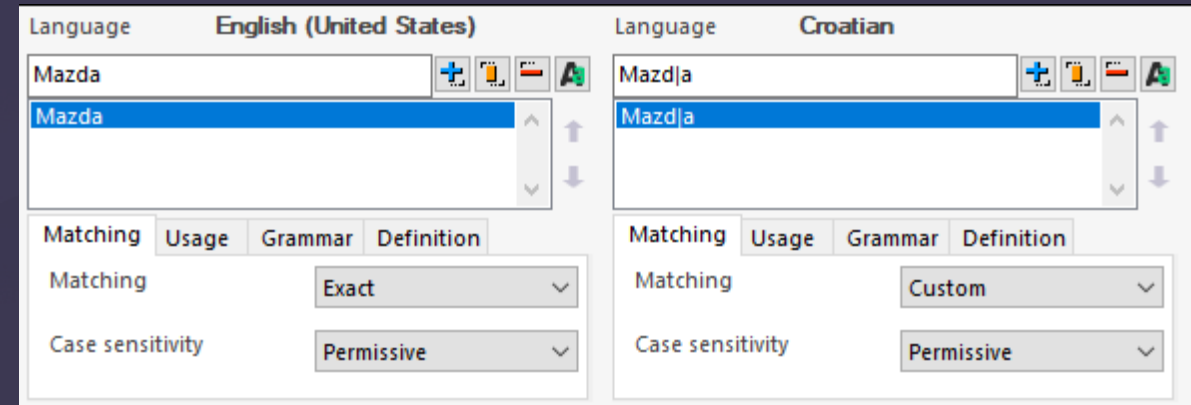# "Enhanced marketing translation process"

Struggles

- NSCs operating as fragmented entities
- Linguistic requirements
- Turnaround times
- Many stakeholders to please

Requirements

- Stronger integration of the NSCs
- Need for automated workflows
- Streamlined in-country review
- Advanced analytics and reporting

Enhanced translation process

1
Revamped TM architecture

- Approved vs. working TMs
- Targeted metadata
- Inter- and intra-level prioritization mechanisms

2
Revamped TB architecture

- Targeted metadata and extra information
- Entry-level settings
- Prioritization mechanisms

3
High linguistic requirements

- Careful selection and onboarding of linguists per NSC
- Intensive training together with NSCs
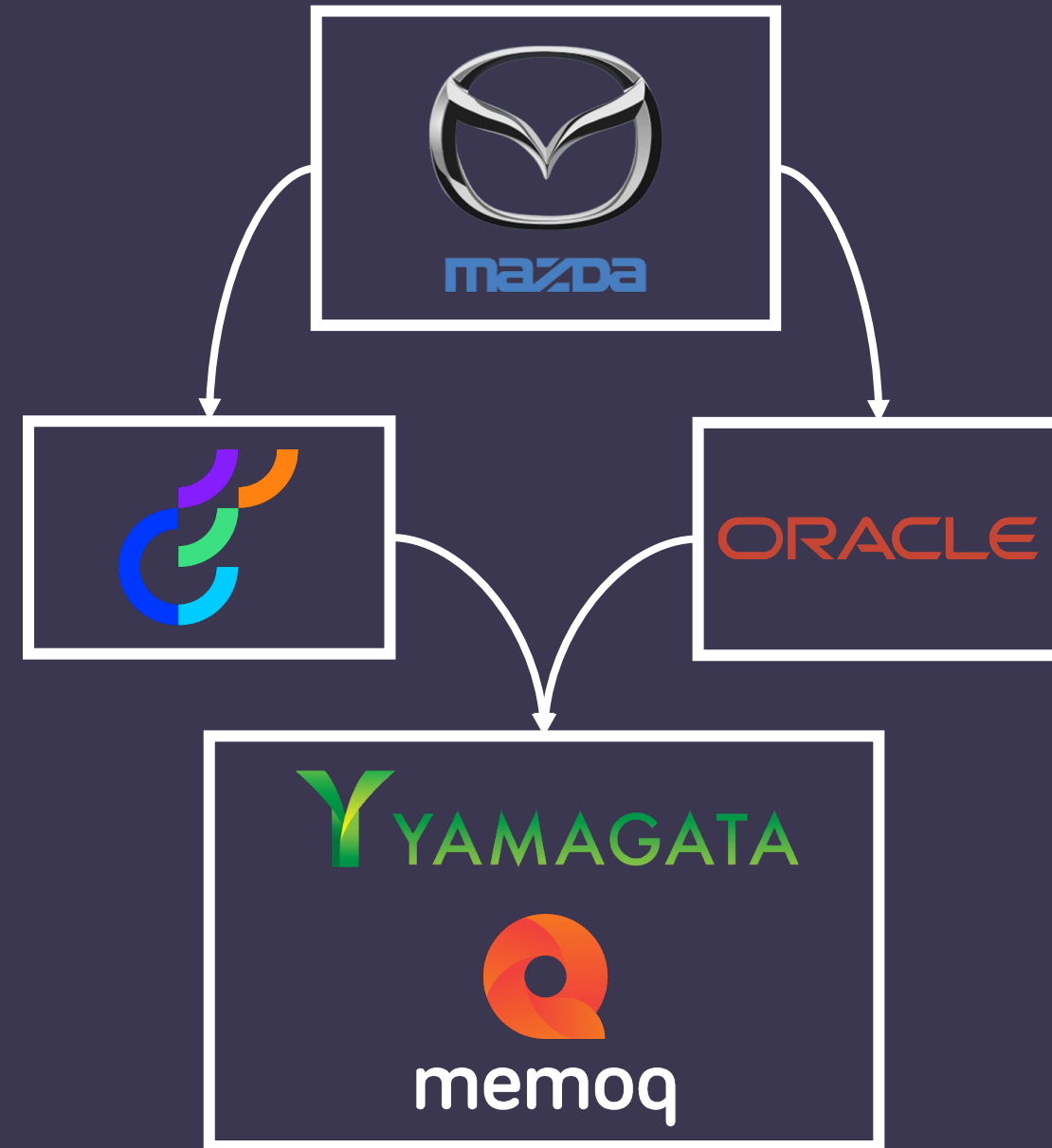- Periodic briefings and questionnaires

4
memoQ ICR deployment

- memoQ ICR as the only interface for SME sign-off
- Phased onboarding of all NSCs
- Fully centralized and integrated translation workflow

The technology

Content streams

- Website: **Optimizely** (formerly **Episerver**)

- Email marketing: **Oracle Eloqua**

- Other:
  - Brochures
  - Sales materials
  - ...

The technology

Website: Optimizely

Problems

- Existing l10n support insufficient
- Little to no commercial solutions
- Big "behind-closed doors" CMS
- Cumbersome existing workflow
- Alternative approaches to l10n have negative implications for at least one of the stakeholders

Solution

- Custom export-import module producing tailored XLIFF 2.0
- Enriched with all kinds of custom metadata
- Parsed to perfection in memoQ

The technology

Custom XLIFF for Optimizely

1 **Targeted IDs**

Clear reference to the location of the content on the website, "do-not-translate" indications, etc.

2 **Customizable exports**

Content can be exported granularly but different components can be merged in chronological order according to the website

3 **Character limitations**

Character limit information stored in dedicated element is transferred to memoQ's QA

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The technology

No full Optimizely automation?!

1

Don't automate what you've not done manually

It's easier to scale up than to scale down

2

Know what's behind the automation

Keep the show going when the automation breaks

3

Distinguish semi automation and automation

Automation is about redefining control, requires full exception handling

4

Solid semi automation > bad automation

Perfect way towards full automation as people detect if things go wrong

The technology

ORACLE Email marketing: Eloqua

Problem

- Extremely manual process:
  - Email creation
  - Copy-paste translation workflow
  - Localization of assets
  - ...

Solution

- Fully-fledged Eloqua-memoQ connector
- Extremely tailored to Mazda's needs and wishes
- Goes beyond "translation"

The technology

Eloqua-memoQ connector

ORACLE

memoq

1 ## Data exchange

Automated retrieval of emails, delivery of localized emails, project preparation, quote generation, etc.

2 ## Content parsing

Static content, image alt text, subject line, preview text, "reply to" email, "reply to" name, sender name, etc.

3 ## Localization of assets

ID-based adaptation of email headers, footers, contact information, social media links, unsubscribe links, etc.
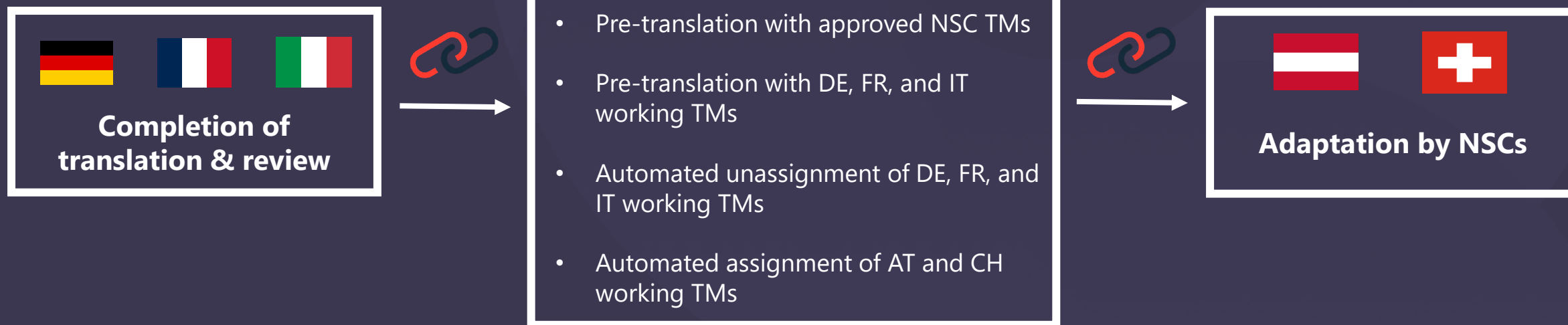
4 ## Roadmap

Automated exclusion of car models if not sold by NSC, custom in-context preview, automated assignment of NSCs including permissions

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The analytics

Measuring program maturity

Metholodogy

- Measured items:
  - Maturity of linguistic resources
  - Efficiency of technology implementations
- Mainly based on edit distance
- NSC satisfaction also monitored (edit distance never unbiased!)
- Leveraging memoQ's Business Analytics API is on the roadmap

	Austria	Germany
Edit distance (pilot)	31%	42%
Edit distance (live)	10%	13%
Evolution	⬇ **-21%**	⬇ **-29%**

Conclusion

Yamagata Europe's road towards successful marketing localization for Mazda

- The client
  - Determined to establish solid processes
  - Knows what it takes

- The program
  - Premium linguistic resources
  - Everything centralized and integrated in memoQ

- The technology
  - Combination of full automations, semi automations, and industry standards
  - Let's optimize!

- The analytics and reporting
  - Edit distance
  - Overall satisfaction

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Thank you!

Any questions?

jourik.ciesielski@yamagata-europe.com