



motionpoint

Discover MotionPoint's Solution

Our unique approach makes it fast and easy to deliver great localized online experiences for your global customers.

Introduction

MotionPoint's turn-key localization solution leverages the coded structure and content of your website, enabling us to translate, deploy and continuously operate multilingual versions.

Our industry-leading technology, processes and expertise remove the complex technical and operational burdens that your teams would otherwise face, day in and out. We also remove the ongoing headaches of daily website localization and operation.

As a MotionPoint customer, what's required from you? You pick a new domain for your localized site, and tell us about your brand's voice. We handle the rest.



We follow four steps to deliver world-class localized online experiences:

- ✓ Collect
- ✓ Translate
- ✓ Display
- ✓ Optimize

Our solution also empowers you to re-use your translations across channels—from PIMs to email campaigns, product feeds, offline documents, social and more.

1 Collect

MotionPoint helps you identify which sections of your origin website to translate. We then deploy sophisticated content-detection technologies to identify and collect this content for translation.

MotionPoint's technology detects translatable content in these media, and more:

- ✓ Text and images
- ✓ Multimedia (PDFs, videos, etc.)
- ✓ Dynamic content
- ✓ Third-party content
- ✓ Structured data/metadata
- ✓ Content in applications

2 Translate

MotionPoint consistently delivers translations that capture the personality, intelligence, wordplay and wit of the world's most brand-sensitive companies. Here's how we do it:



Unmatched Speed

Website Launches: MotionPoint's solution can localize your website and deploy it in as little as 30 days, regardless of its size or complexity.

Website Updates: We typically translate, edit, review and publish new content within one business day. No other provider can reliably deliver translations within that timeframe.

BRAND VOICE

To guide the translation of your website content, our ISO-certified translation team—which specializes in your industry—works with you to craft a style guide and glossary.

CULTURAL AUTHENTICITY

Our linguists choose words and phrases that resonate within specific markets to improve on-site engagement. We also use culturally relevant SEO terms to increase your site's rank in local search results.

CONTEXTUAL INTEGRITY

These linguists perform their translations in context using a unique tool that provides a "live view" of how text, images and multimedia appear together on a webpage.

QUALITY ASSURANCE

Before the deployment of your site, conduct thorough, professional linguistic and design reviews to ensure the translation is accurate, and the content displays properly on your website.



Controlling Costs

Translation memory is a special database that stores all of the translations for your project. The translated content can be re-used as many times as you wish. This eliminates the need to translate the same content over and over, which reduces costs.

Machine translation is another cost-saver. For example, you can choose human translation for high-traffic pages where messaging is crucial, and machine translation for content that is less brand-sensitive.

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Display

MotionPoint's elegant technology separates the content from your origin website's code in ways that—when combined with translation—deliver immersive, localized web experiences.

We use industry-leading proxy technology to display your translated websites to global visitors.

TURN-KEY CONVENIENCE

MotionPoint eliminates the operational complexity of translating and managing localized websites. Our customers benefit from comprehensive services, including:

► 24 / 7 SUPPORT AND ESCALATION

You have a dedicated Project Manager who oversees your daily activity and support requests during weekday business hours. You can also contact MotionPoint's Support team 24 / 7 / 365 using our online support interface.

► 24 / 7 / 365 MANAGED HOSTING

MotionPoint fully manages the hosting of your multilingual content. Our solution is also compatible with Content Distribution Networks in any configuration.

► SITE AND KEYFLOW MONITORING CAPABILITIES

This technology monitors your localized website's keyflows for functionality issues. MotionPoint's web engineers use automated scripts to regularly analyze your site's performance. If they detect any issues, they quickly investigate to determine if there's a technical error or a shortcoming in the site's functionality. They then immediately correct the error, or notify you if needed.

► SOFTWARE AND SYSTEM ENGINEER

MotionPoint supports all functionality of your multilingual websites—without requiring any IT effort on your end. A dedicated Software / System Engineer is assigned to your project, and oversees its day-to-day operation.

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Optimize

MotionPoint improves the business performance of your localized websites by increasing their impact and value with best practices and proprietary technology, including:

SUPERIOR UX

Our EasyLink® technology increases traffic and conversion rates of your localized sites by seamlessly welcoming first-time visitors in the languages they are most likely to speak. It also anticipates—and remembers—other customer preferences, including country of residence and currency. EasyLink supports cookie law compliance, too.

INTERNATIONAL SEO BEST PRACTICES

By implementing hreflang tagging on your multilingual sites, MotionPoint can deploy localized sitemaps that boost rankings in local search engines. It also signals to search engines that your localized sites should have the same relevance and ranking as your origin website.



ON-SITE SEARCH

MotionPoint also offers localized On-Site Search, which assists global customers in navigating to proper webpages, and can generate higher click-through and add-to-cart rates. It also eliminates translation time and costs by leveraging previously-translated keywords, phrases and product descriptions already stored in your translation memory.

ANALYTICS ENABLEMENT

MotionPoint is compatible with all website analytics solutions. We can track traffic, engagement and other important metrics of your localized websites. Alternately, we can work with your team to ensure your reporting systems can track the performance of the sites.

Omnichannel

A translated website is only one of many marketing channels you'll need to effectively generate awareness, engagement and sales in new markets.

MotionPoint's proxy-based solution and API empower you to re-use your translations across channels, such as:

- ✓ PIMs and product feeds
- ✓ In-market social media posts
- ✓ Emails and newsletters
- ✓ Advertisements
- ✓ Educational PDFs
- ✓ Offline sales material

Find the Perfect Balance

For the ultimate flexibility and cost-savings in multichannel translation, we recommend a savvy combination of MotionPoint's capabilities. Use our fully turn-key, proxy-based solution to translate your website content, and our API for your multichannel content.

