

# What is TRANSLATION MEMORY?

...and how does it save time and money with website translation?



For brand consistency and efficiency, many organizations re-use specific phrases throughout their websites. But translating this content everywhere it appears gets expensive, fast. *Translation memory* eliminates this problem.

## How Translation Memory Works

Translation memory is a database that contains every phrase that's been translated for your localized website. Each phrase is translated only once by linguists.

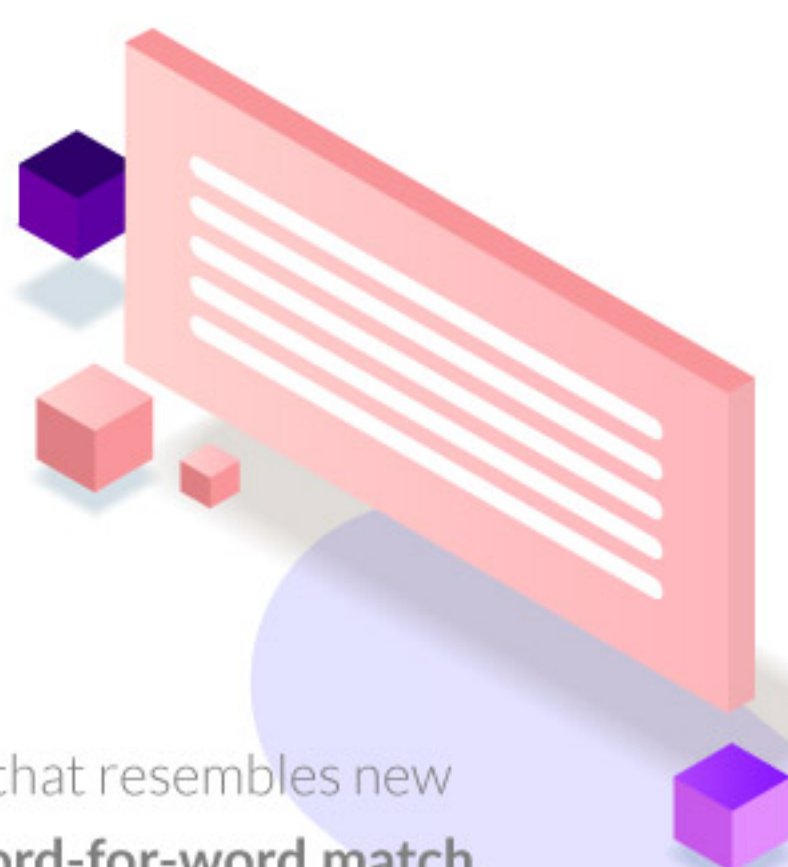
Once stored in translation memory, this content can be re-published hundreds—or thousands—of times at no additional cost. Translation memory can also be leveraged for omnichannel content.

## Related Terms

**Segments:** Website content is parsed into easily translatable phrases called *segments*. Each translated segment is associated with its origin language text. This information is stored in translation memory for future use.

**Fuzzy Match:** This is content in your translation memory that resembles new untranslated content on your flagship site, **but is not a word-for-word match**. Fuzzy matches enable linguists to determine if existing translations can be used to localize similar—but not identical—website text.

**Exact Match:** This is translated content from your translation memory that **completely and precisely matches new content, word-for-word**.



## Benefits



### Speed

Get new translations completed and deployed quickly for frequently-used content, without duplicating translation work.



### Consistency

Ensures translation accuracy throughout a localized website. Technical details, brand voice and cultural nuances are preserved.



### Cost-Effectiveness

Translating content once and re-using it over and over—even months or years later—saves on translation costs and eliminates duplicate effort.