

motionpoint

# Using Proxy-Based Technology and APIs to Translate Marketing Content

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Discover the ideal combination for localizing online  
and omnichannel content for new markets.



It's challenging to localize your website and multichannel content for global customers. Traditional translation agencies can't overcome the technical hurdles of translating all that digital content in so many media, for so many channels.

But MotionPoint can easily localize this material without any management or effort required from you. Our turn-key proxy-based translation solution, complemented with an application programming interface (API), is the perfect way to translate your full range of multichannel content.



## For Website Content: Proxy-Based Technology

MotionPoint's proxy-based website translation solution leverages the content and code of your website to efficiently create multilingual versions. It detects, parses and translates any type of web content, including:

- ✓ Standard text
- ✓ Site metadata
- ✓ Multimedia (graphics, videos, PDFs)
- ✓ Content hosted by third parties
- ✓ Text within applications written in AngularJS, JavaScript, AJAX, etc.

### How does it work?

When visitors use your website, their activities trigger requests to your web servers. In response, your servers pull content from various databases to assemble those requested webpages.

**Proxy technology works similarly by replacing your site's original material with translated content.** As visitors interact on-site, the proxy pulls content from a special translation server, and merges it with your website's code to instantly generate localized webpages.

These sites have the same design, functionality and UX as your origin site.

### What are the advantages?

- 1 Technology Independence:** Proxy translation technologies operate independently of your CMS, PIM and other website systems. There's no technological lock-in, ever.
- 2 Scalability:** Translate, deploy and operate as many multilingual sites in as many languages as you need, for as many markets as you need, without increasing overhead.
- 3 Speed:** MotionPoint regularly scans your origin site with industry-leading change-detection technologies to identify any content updates. New content is translated and published typically within one business day.
- 4 Cost-effectiveness:** You can access your database of translated web content—called *translation memory*—to re-use any previously translated content for other marketing assets.



## International SEO

MotionPoint can help your localized websites rise in local search results by deploying:

- ▶ Smart language-detection technology that directs visitors to the proper localized site
- ▶ Global sitemaps, powered by *hreflang* tags, to help search engines effectively crawl your site
- ▶ Localized structured data that gives local search engines additional information about your company and offerings
- ▶ Research into preferred local keywords and user intent, to guide translators

## For Omnichannel Content: APIs and Interfaces

MotionPoint's proxy-based technology elegantly localizes your website, but there are better tools for translating non-site content, like:

- ✓ Multichannel content such as social and PPC assets
- ✓ Product Information Management (PIM) data
- ✓ Important offline materials and assets such as signage, shipping labels and sales brochures

### How does it work?

When your marketing team wants to localize new omnichannel content, they can send it to MotionPoint **using an API or specialized user interface**.

MotionPoint quickly translates and edits this content, leveraging your translation memory to expedite turnaround. We then transmit the localized material to your team via the API or the translation interface. You can use the translations on your website and elsewhere.

### What are the advantages?

- 1 Flexibility:** Your in-house website and technology teams can develop their own integration between MotionPoint's platform and their content databases.
- 2 Efficiency:** Repurpose translated content easily into other channels, from marketing campaigns to offline assets and multimedia content.
- 3 Platform-agnostic:** Leveraging an API can help connect the dots more easily between disparate systems driving your website, like PIMs or e-commerce platforms.

## Perfect Match

Combining these two approaches solves all of your content localization needs.

For multilingual websites, use **our turn-key proxy approach** for:

- ▶ Rapid content change detection
- ▶ Delivering an immersive, fully translated experience

For every other channel, **APIs and translation user interfaces** make it easy to:

- ▶ Submit content in any media for localization
- ▶ Receive translated content quickly (typically one business day)

## About MotionPoint

MotionPoint solves the operational complexity and cost of localizing web and digital content. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites and other digital content, optimizing the customer experience across all channels.



## Email Marketing

Consider the power of localizing targeted email marketing campaigns.

After your marketing team carefully crafts emails in the language of your origin market, an API or translation user interface can easily localize this material for secondary markets.

This can be quickly accomplished by sending the content through for translation, or by accessing your translation memory to leverage previously translated content.

You'll quickly and seamlessly create localized emails that are accurate, culturally relevant and consistent with your brand voice.