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# There's No Reason Not to Localize

## State of Localization Benchmark Survey

Transifex | 2014

# Localization Benchmark Study 2014

The concept of localization is becoming more important as we all become more connected. These connections are leading to a proliferation of digital content, products, web apps, and mobile apps. Virtually everyone involved in this process is coming to the same conclusion — digital companies must be global to be successful, and they must do it right from the beginning.

The goal of our study was to learn how different types of companies are approaching localizing their digital content. The data has been summarized in order to provide insights into the approaches and investment levels across various aspects of the localization process.

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# Key Findings

Across the board, our survey shows that customers are driving the decision to localize, regardless of industry or company size.

- 54% of respondents report that customer requests prompted their decision to localize content.
- More than half indicate that the most significant benefit is a better user experience, outpacing the number 2 benefit by nearly 3x.
- Web apps top the list of localization priorities, scoring an importance ranking of 4.78 out of 5, with product documentation content following close behind.

Respondents do report that localization is challenging, but despite these challenges, both investment in localization and the number of languages translated is projected to increase significantly during the next year.



# Why Localize?

Customers are asking for content in their native languages which in turn enables companies to expand into global markets.

Q: What prompted your company to begin localizing your content?  
n= 1,342



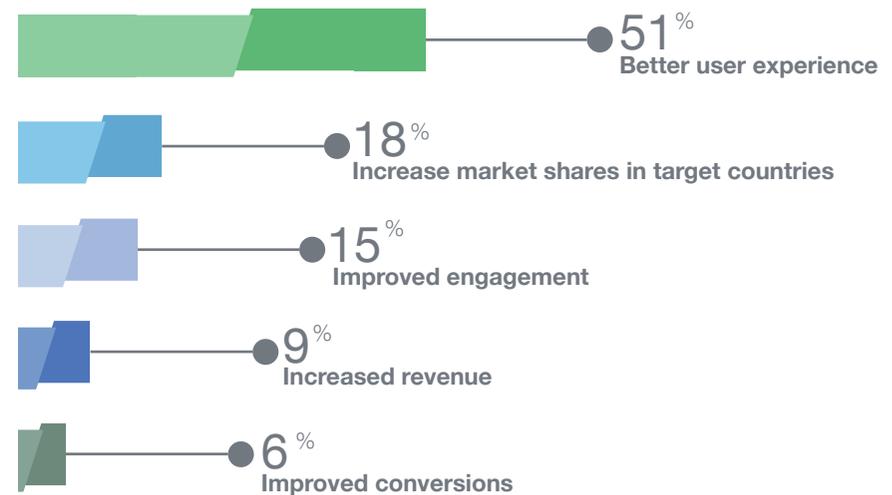
# Why Localize?

Over half of respondents said the main benefit of localization is a better customer experience.

A better customer experience is the foundation of a growing business and leads to the additional benefits of increased market share, improved engagement, and more revenue.

**OPPORTUNITY** – Anticipate customer needs and proactively localize content. The result is a better overall customer experience, boosting measurable business results.

Q: What is the most significant benefit your company has experienced as a result of localizing your content?  
n= 1,017



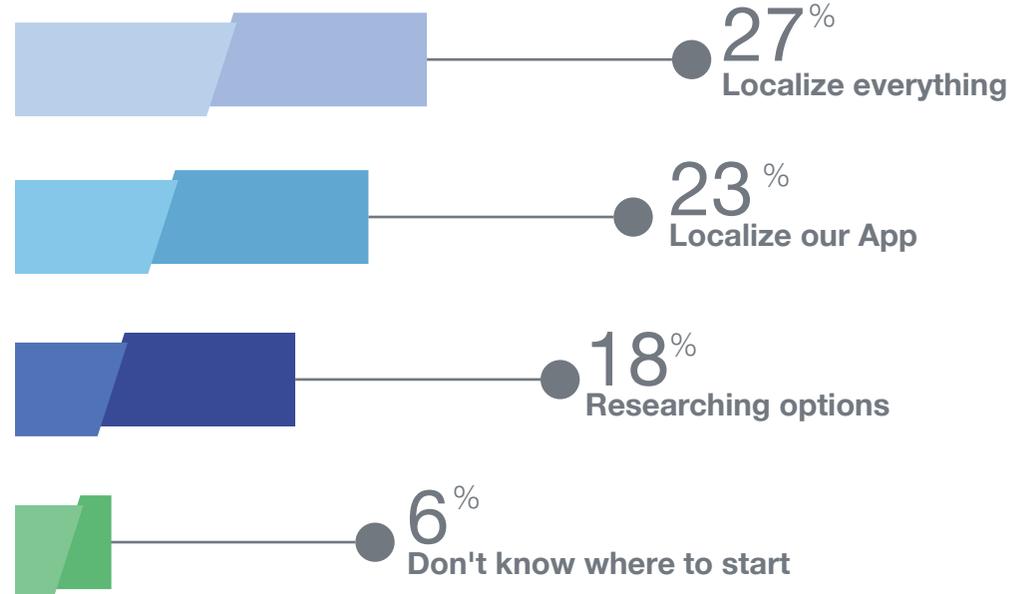
# Localization or Translation?

45% of small companies and 60% of large companies state that they translate a significant portion of their content (apps, websites, documentation, etc.).

Regardless of company size, 59% of respondents do not adjust content, but translate from one language to another.

**OPPORTUNITY** – Focus on *localization* of content (currency, date/time, images, messages, design) rather than *direct translation* of text to make the online experience more culturally relevant.

Q: Where is your company in the process of implementing a localization strategy?  
n= 1,528



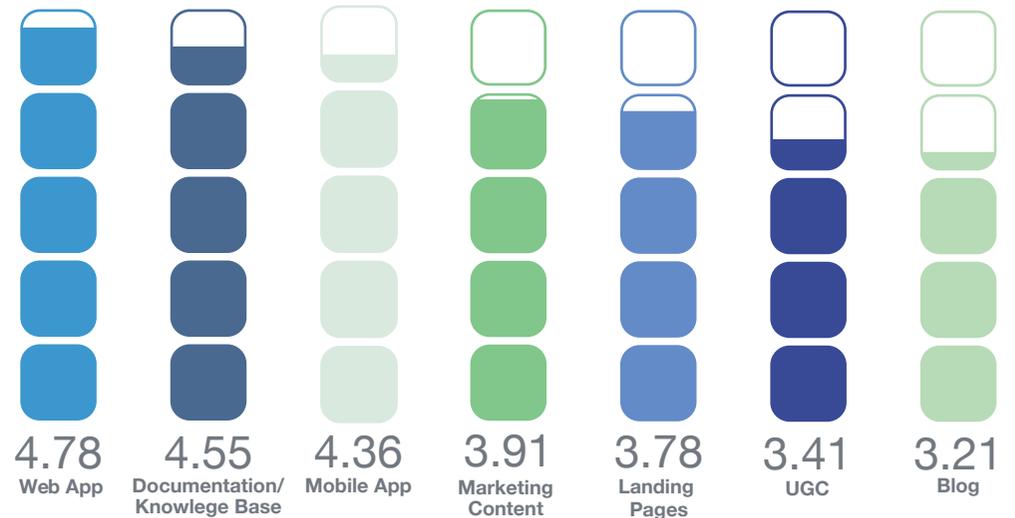
# What to Localize?

According to respondents, the most important type of content to localize is Web apps, followed by documentation and knowledge based content, and mobile apps

Blogs and user-generated content are viewed as some of the least important content to translate probably due to its dynamic nature and the fact that people commenting on blogs and other forums may do so in local language thus decreasing the need to translate.

**OPPORTUNITY** – Localize web and mobile apps from inception — it’s important and customers are asking for it.

Q: Rank the following types of content from most to least important for you to localize?  
n= 1,441



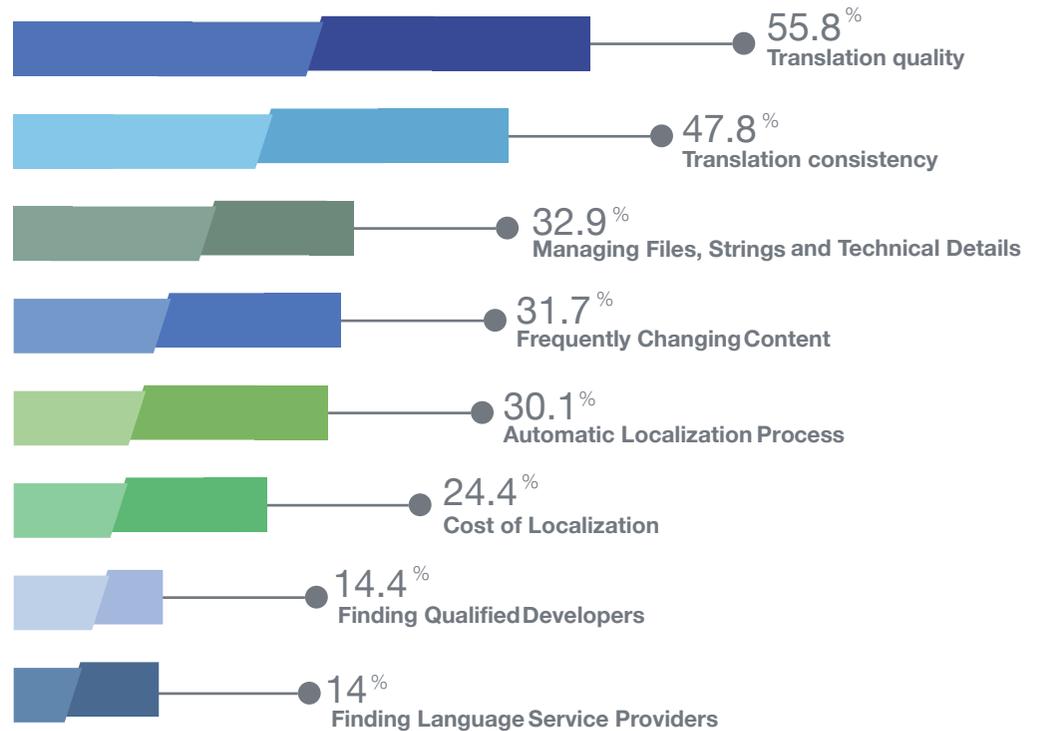
# What are the Challenges of Localization?

Quality and consistency of translations are the top 2 challenges across all groups surveyed.

Managing files, dynamic content and automation are also major sticking points for most companies.

**OPPORTUNITY** – Leverage robust processes and tools such as Translation Memory and Translation Glossaries to improve quality and consistency.

Q: What are the major challenges of localizing your content?  
n= 1,039



# More Content, More Languages

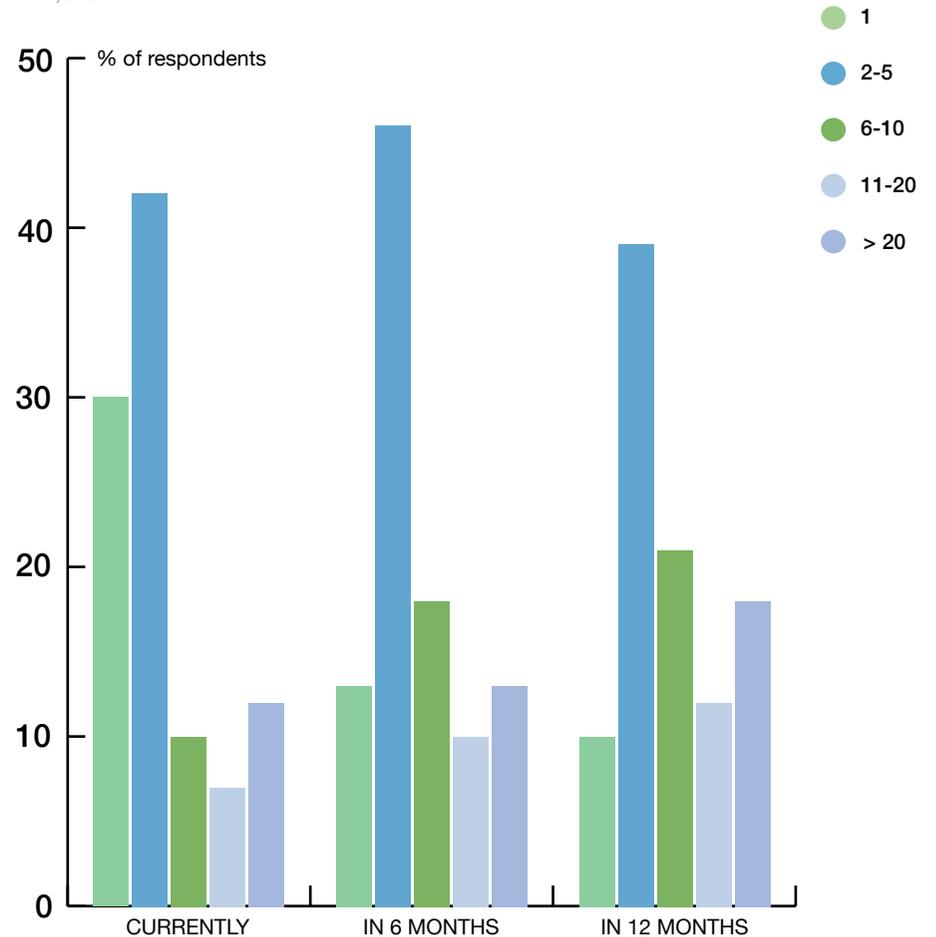
Looking forward, we expect more companies to be translating more content into more languages.

Currently 70% of respondents are translating 1-5 languages.

Over the next 12 months that increases to 50% translating more than 5 languages.

Smaller companies plan to increase the number of languages they support over the next 12 months faster than large companies.

Q: How many languages do you support today? How many do you intend to support in the future?  
n= 1,075



# More Investment Ahead

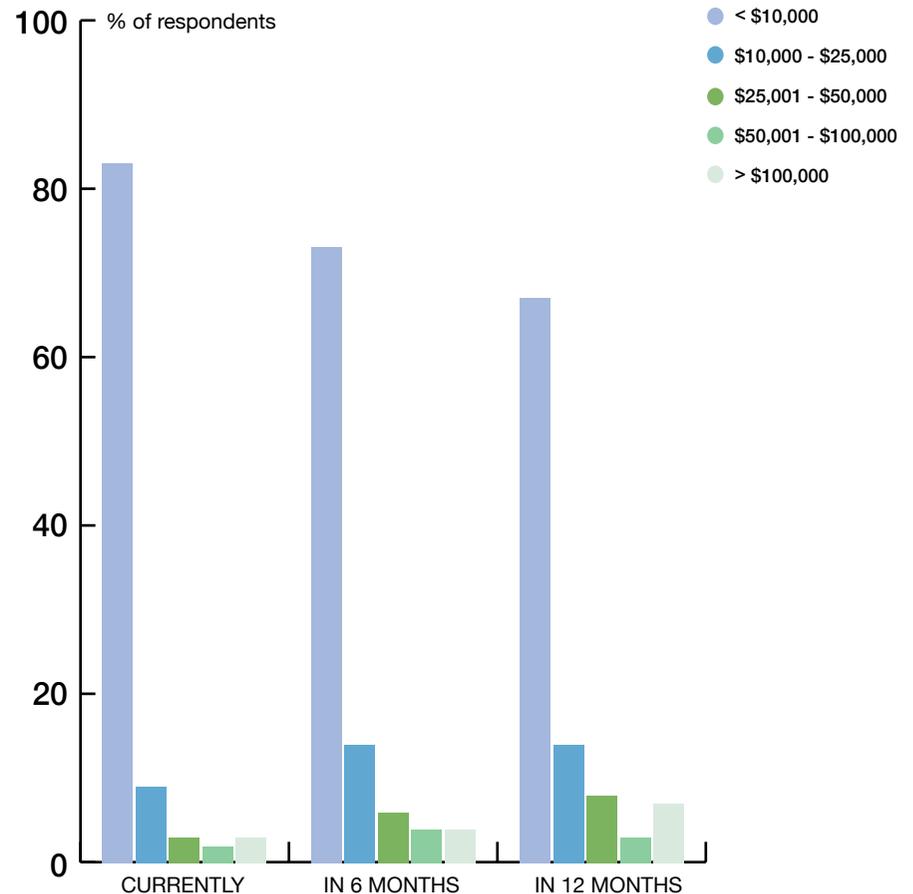
Investment is shifting to keep up with the increase in volume of localized content.

Over the next 12 months, we expect to see an increase in investment regardless of company size or industry.

The cost of localization is not considered a major challenge among survey respondents.

**OPPORTUNITY** – Cost isn't a barrier to localization. It is possible to start small and scale quickly and easily.

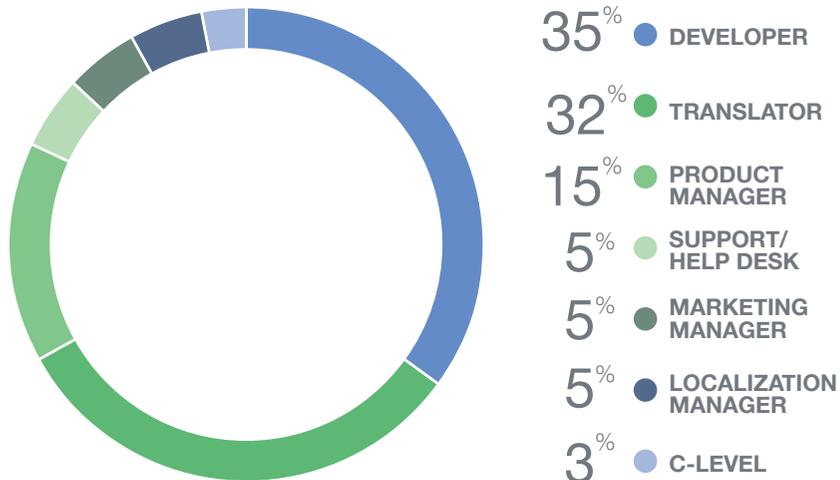
Q: Roughly how much does your organization currently spend on localization annually? In the next 6 months? In the next 12 months?  
n= 939



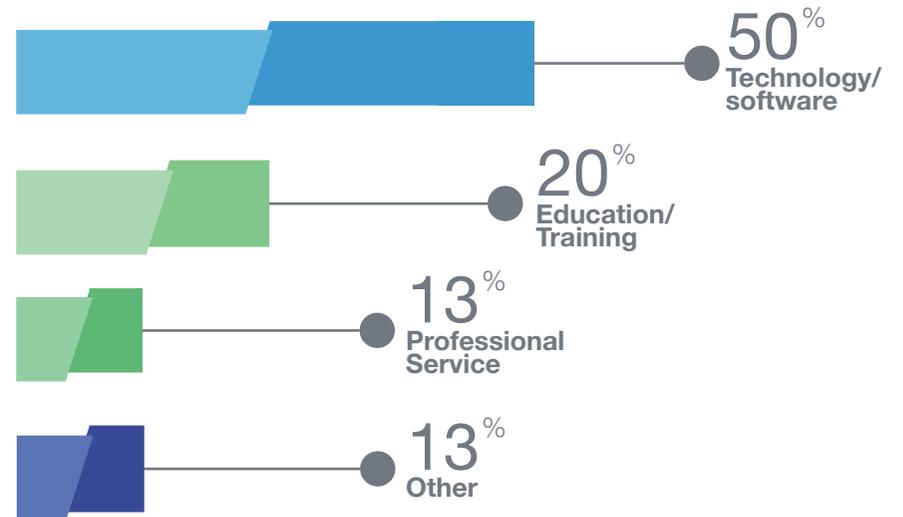
# Demographics

1,558 individuals responded representing companies from various industries with both technical and business focused job titles.

Q: What is your job role?  
n= 1,381



Q: Which of the following best describes the principal industry of your organization?  
n= 1,431



# Things to Remember

Customers are requesting localized content.

Companies that localize content see improvements in customer experience and market share (compared to those who don't localize).

There are few if any barriers to adopting localization strategies. There's no reason not to begin localizing today.

**REQUEST A DEMO**

