



Lingotek - Inside Marketo

Finally. Networked translation inside Marketo.

What is Marketo?

Marketo is the leading provider of engagement marketing software and solutions designed to help marketers develop long-term relationships with their customers from acquisition to advocacy. It includes lead management, email marketing, consumer marketing, customer base marketing, and mobile marketing.






How It Works

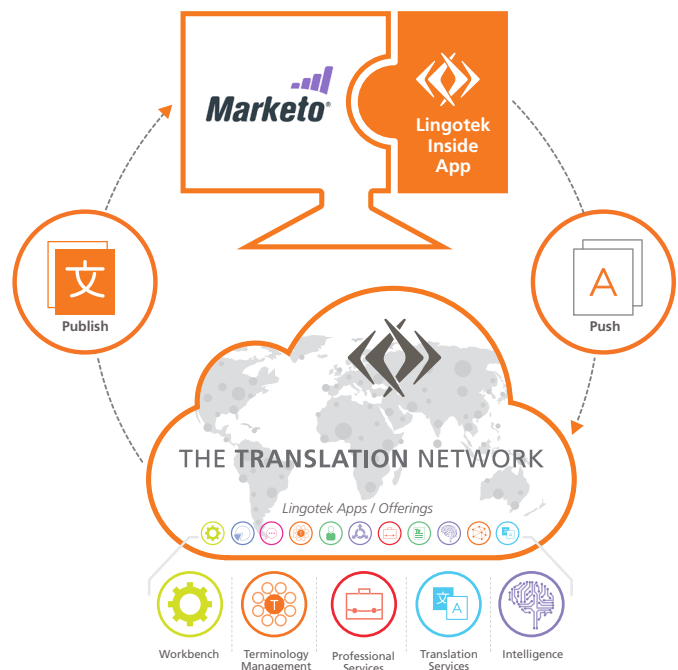
The connector **extracts text** from Marketo and sends it to Lingotek for translation. Once the linguist completes the translation in Lingotek, the connector pushes the content back into Marketo, **automatically rebuilding the multilingual version** of the asset. No knowledge of Marketo or coding is required!

Marketo Strengths

Marketo helps customers put their audience at the center of all their digital marketing with Marketo's applications built on a robust Engagement Marketing Platform. This helps capture all their digital activity and to use the insights gained through powerful marketing automation to create campaigns that speak directly to each individual to build ongoing, long-lasting relationships.

Use Cases

-  Emails & Email Templates
-  Forms
-  Dynamic Content
-  Snippets
-  Landing Pages



What can our connector do?

Use the Lingotek - Inside Marketo Connector to professionally translate your emails, email templates, forms, snippets, and dynamic content.

Key Features

Quick and Easy Installation

- To install the connector, simply download the browser extension. No complicated configurations required!
- Lingotek tools display inside Marketo. No need to learn a new system; intuitive translation icons are displayed on each page.

Streamlined Translation Management

- Request translations from any page.
- With color-coded indicators, you can easily track translation status for each language.
- Search function so you don't have to hunt to find what you're looking for.
- Manage translation in bulk: choose several documents and languages all at once.
- Check formatting with the preview tool.
- Rebuilds each page automatically. No reformatting required!

Cost-Efficient Reuse of Translations

- Pay for translations only once! Automatically reuse previously translated terms to reduce your translation costs and increase your brand and messaging consistency.
- Lowers overhead costs and reduces human error.



Automated Translation

- Simplify project management with automated translation workflows and assignments.
- Automatic email alerts notify translators and reviewers when they have a task to complete and project managers when work is done.
- New content is tracked; retranslations can be requested automatically.

Tailored Messaging

- Localize geographic-specific dynamic content that resonates with a global audience.



Benefits

Request Professional Translation

- Use your own translation agency or tap into Lingotek's network of more than 5,000+ in-country translators.



Reach a Wider Client Base

- Display content in the user's native language to increase overall customer experience, satisfaction and retention.

Save Training and Licensing Fees

- The connector is embedded into Marketo so your staff doesn't have to learn a new system.
- No additional Marketo licenses are required.

Reduce Time Spent on Reformatting

- Translators complete translations outside of Marketo then Lingotek rebuilds each translated file behind the scenes as soon as it is complete.
- All of your formatting is kept intact!

Reduce Administrative Costs

- Administrators can manage translation for all languages within a single app.

Ensure Security and Privacy

- Keep translations private until they are ready to publish.



Frequently Asked Questions

What content can I translate with the Lingotek - Inside Marketo Connector?

Lingotek - Inside Marketo can handle translation of emails, email templates, forms, snippets, and dynamic content. Landing pages will be supported in a future release.

Do I need to purchase a CAT tool?

No. The Lingotek - Inside Marketo Connector comes with a built-in CAT tool, the Lingotek Translation Management System (TMS).

I have several translators that I use often. Is there an easy way to automate their translation assignments?

Yes. You can create control default settings, like automatic assignments, by creating a Lingotek workflow. Simply apply the workflow whenever you want to automate assignments, notifications, and permissions on a translation project.

Can my new or existing Language Service Providers use Lingotek's Translation Network?

Yes. Many of our clients elect to use our technology with their preferred LSPs. We have extensive experience in implementing new and existing LSPs with our Translation Network.

Can I use my existing linguistic assets--Translation Memories, glossaries, etc.--in the Lingotek TMS?

Yes. You can import all of your linguistic assets, including glossaries, terminologies, and translation memory. Additionally, when you create assets with Lingotek, you maintain full control of those assets.

I need to translate into several languages. How many languages can Lingotek handle?

Lingotek supports translation into as many as 250 languages. Translate into as many, or as few, languages as you like.

Do I need to learn a new system to manage translations?

Lingotek integrates deeply into Marketo, giving you a seamless and familiar experience.



Company

Lingotek | The Translation Network

Finally. Networked Translation.
Connect your company to the world.



Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications to continuously push dynamic multilingual content to all of your global markets. **Finally. Networked translation.**

Our clients effectively manage translation using an intuitive, cloud-based dashboard. Translators use a completely browser-based translation interface that provides access to all the tools needed to produce high quality translations, including glossaries, style guides, and translation memory. Our software tools and translation services can adapt to fit your

content translation needs by matching your timeline and budget to the appropriate workflow—from machine translation post-editing to professional, and everything in between.

Clients can use translators, editors and reviewers who are paid professionals, community volunteers or internal employees. We are agnostic to your choice of translators and translation vendors—so feel free to use our translators or your own. If you need help contracting qualified translators, our translation marketplace can help you find and hire professional freelance translators.

Lingotek has deployed systems for some of the most innovative organizations world wide and has enabled the success of large Fortune 500 corporations, small professional firms, and companies of every size in between.

Lingotek was founded in 2006 and has received broad industry and analyst recognition. Lingotek is privately-held and backed by Signal Peak Ventures and In-Q-Tel.

 **Lingotek** | THE TRANSLATION NETWORK | www.lingotek.com

Contact Us:
US: +1(801)331-7777
UK: +44 (0)1628 421525
sales@lingotek.com
www.lingotek.com