

## Global Communication

with a Local Touch



Translators assigned to this project, working all over the world



Total words translated into 6 different languages



Productivity gained through the incorporation of intellitranslate™



### ABOUT DYNATA

Dynata is the world's largest first-party data platform for insights, activation, and measurement. With over 70 million consumers and 4 billion insights uncovered annually, Dynata has built an innovative service offering that brings the voice of the customer to the entire marketing continuum, worldwide.

### OUR RELATIONSHIP

Dynata and Language Intelligence have been partners for 15 years, and have successfully completed over 1,000 projects together. Our relationship has spanned projects with Research Now, SSI, and MROps.

### Let's Talk

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## Project Challenges

**Time Constraint:** There was a need to quickly translate and localize the survey so Dynata could field across multiple global markets.

**Localization:** Dynata recognizes that there are a multitude of English dialects spoken around the world.

**Integration With Decipher:** Dynata uses the Decipher survey platform.

**Multiple XLATE Files:** There were 6 XLATE files used for this project.

**Market-Specific Content:** Not all elements of the survey required translation for each market.

**Online Validation:** After translation, Dynata requires the survey to function properly and be ready for global distribution.

## About intellitranslate™

Make translation prep easy with intellitranslate™. Created to automate translation prep work, our proprietary software solution can easily extract just the survey content needed for translation while preserving all background programming and survey logic. Once the translation is complete, intellitranslate™ will process the content back into the survey's original format, which can be uploaded directly into the survey platform.

## Project Results

- Language Intelligence was able to coordinate and complete the translation for this project with a three-day turnaround time.
  - Translation prep with intellitranslate™ allowed us to exclude 53,000 words, programming language, and survey logic from the source file so the translators could focus only on the respondent-facing content.
- Language Intelligence worked with 12 linguists with specific market research translation experience - 2 per language - to complete this project.
  - Every linguist is a native speaker of the country where the target language is spoken.
- intellitranslate™ is compatible with all leading market research platforms.
- Intellitranslate™ programmatically compares the XLATE files to each other, to confirm all files are identical. In doing this, only one XLATE file had to be prepped for translation, reducing the overall prep time by 85%.
- Intellitranslate allows us to extract all survey content that is respondent-facing while identifying the unique content for each market and region.
- Once the translated XML files were uploaded back into Decipher, our translators took the online survey as if they were respondents. They looked for any display or functionality issues, such as character corruption or if there is text running off the page, etc), and checked that inserts are translated properly for the given context. All of this ensures the survey was ready to go to field.