

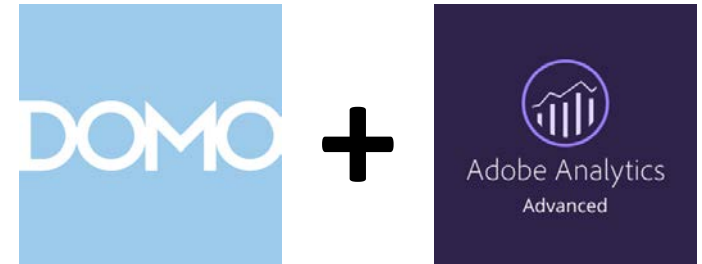
# **Data-Driven Localization**



The Operating System for Your  
Business

# 1. Understanding your global audience

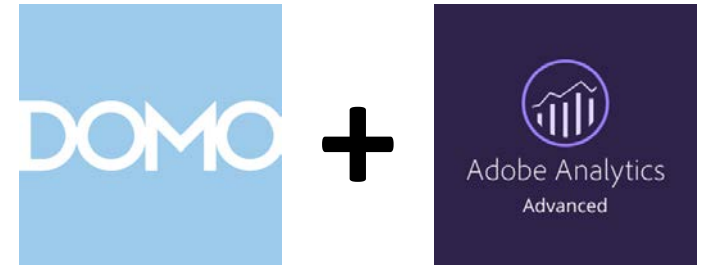
- **Geo-segmentation:** Where do your visitors come from?
- **Visitors:** How many of them are there?
- **Visits:** How often do they come?
- **Views:** How much content do they consume?



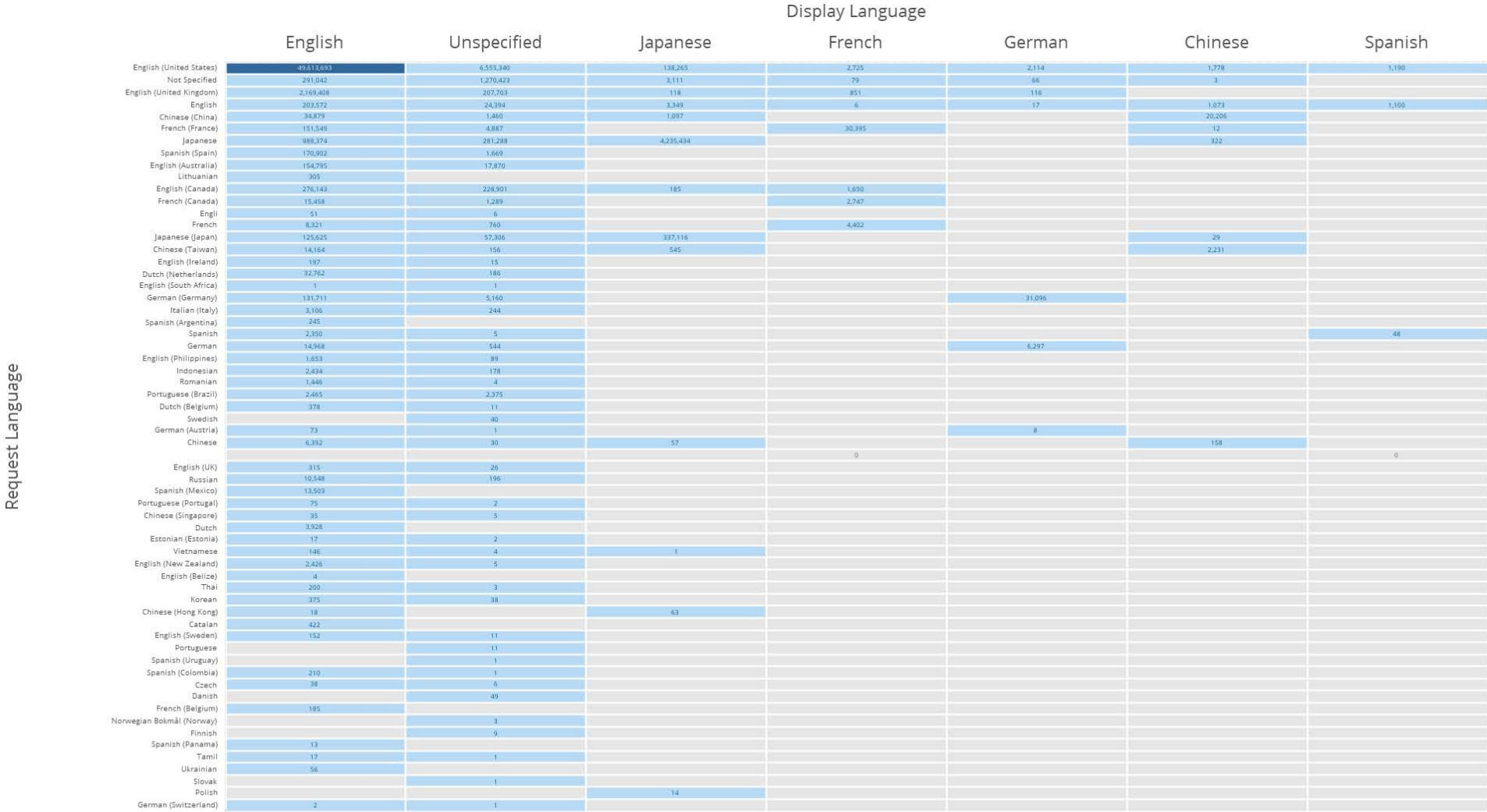


## 2. Measuring localization success

- **Request Language:** What language do they want to see?
- **Display Language:** What language do you show them?
- **Linguistic Fit:** How often do request and display match?

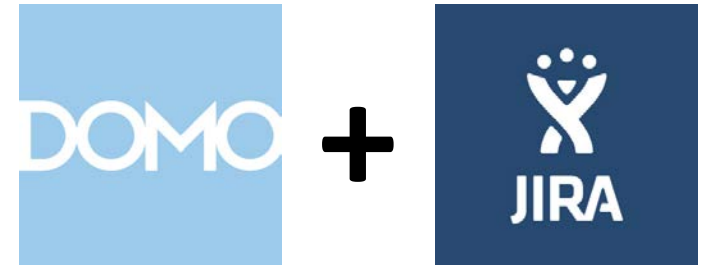


# Linguistic Fit



### 3. Maintaining world readiness

- **Labels:** e.g., G11n, I18n and L10n
- **Categories:** e.g., Translation, numbers, dates, input
- **Affected Languages:** e.g., JA, FR, DE
- **Components:** Areas of the product
- **Teams:** Owners of components

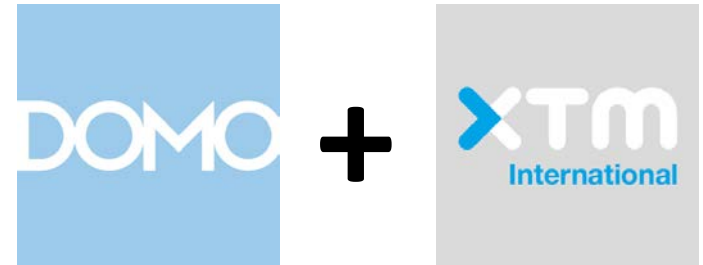




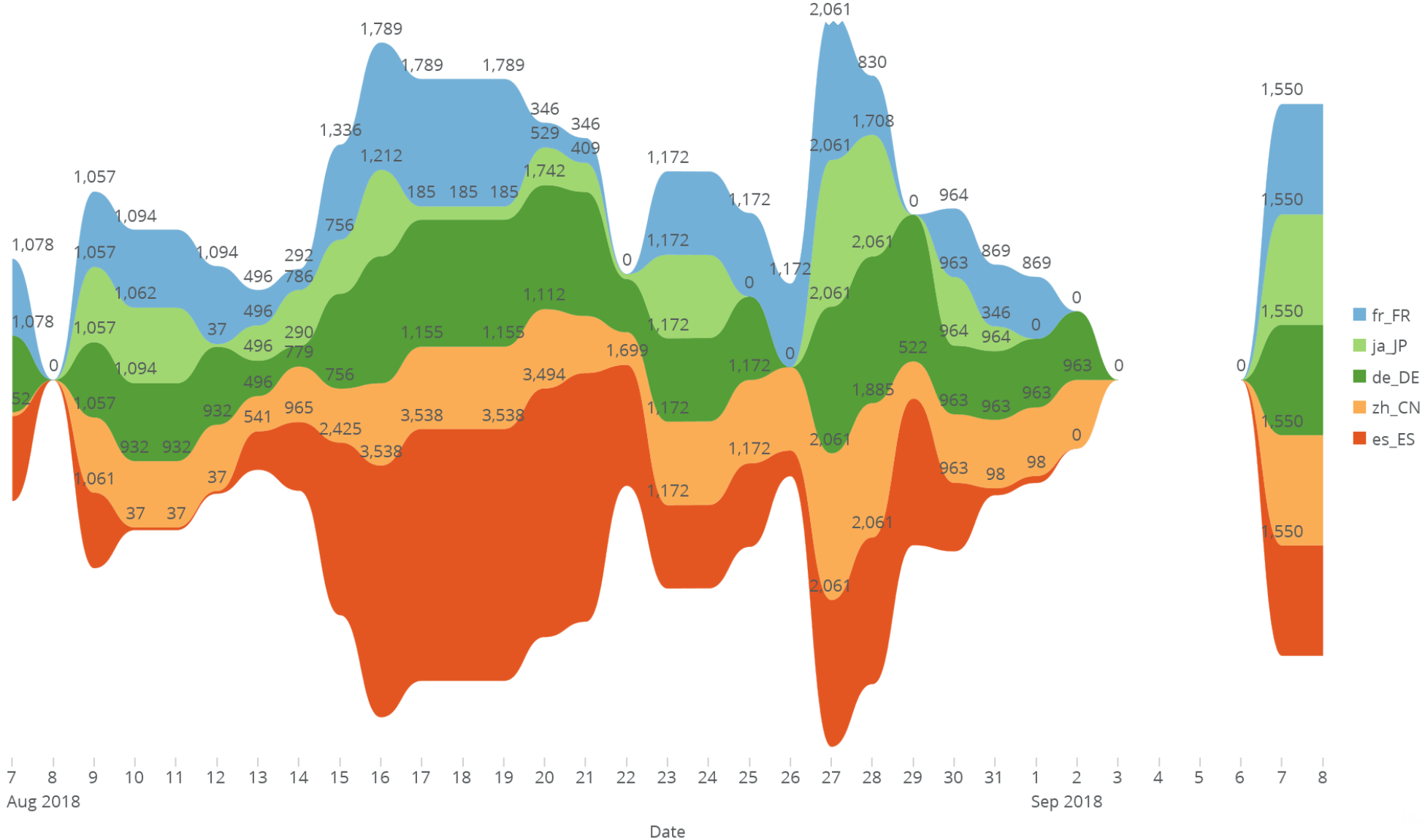


## 4. Monitoring your translation pipeline

- **Metrics:** Units, words and characters
- **Distribution:** Projects, languages and jobs
- **Workflow Steps:** e.g., Translate, review and correct
- **Progress:** To be done, done



# Translation Flow





<https://www.domo.com/start/free>