

Discover how SaaS-based automation solution provider Workato was able to reduce localization costs and conduct efficient marketing through its proposal of localization strategy by Hanssem Global!

Client



Headquartered in California, USA, Workato is a global provider of business automation solutions with offices in nearly 14 countries around the world. Workato provides data, business processes, security, and other automation solutions to help organizations better utilize their workforce and streamline their operations.

challenges



- Customer solution promotion and brand awareness enhancement
- Difficulty in selecting localized content based on ROI
- Efficient allocation of localization budget

Solutions



Customized Localization Strategy Proposal for Customers:

- Localization of Main Page, Demo Request Form, and CTA Content
- Localization of Service Introduction Videos and Educational Content
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Result



By prioritizing the translation of content with high exposure and value to customers, and leveraging existing translation data and text within the content, we achieved the following results:

- Achieved maximum cost effectiveness through targeted localization
- Reduced translation costs by 20% by leveraging translation memories
- Increased website traffic by 30%