



## Language Translation Solutions for Community Content

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## Making Informed Decisions

### 1998

- Buy dishes and furniture
- Buy a car
- Buy a television set
- Buy a vacuum cleaner

➡ **Subscribe to Consumer Reports**

### 2008

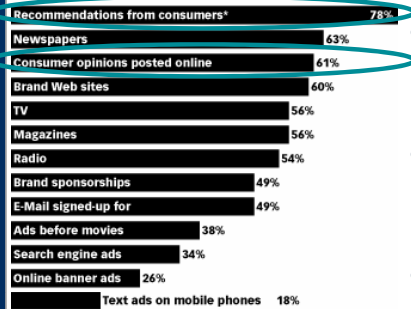
- Buy another car
- Buy an LCD flat-panel TV
- Buy books
- Plan family vacation

➡ **Use informal consumer reviews on multiple websites**



## Community Content – A Big Influencer Of Customer Buying Decisions

Types of Advertising Trusted by Internet Users Worldwide, April 2007 (% of respondents)



Note: n=26,486, \*ie word of mouth  
Source: The Nielsen Company, "Online Global Consumer Study" as cited in press release, October 1, 2007

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www.eMarketer.com

- Consumers rely on many sources to make decisions
- Recommendations from other consumers are the most trusted source
- Recommendations are most powerful when users can read them in their own language
- Community content is continuously added to and updated by a growing, multilingual user base



## Challenges With Community Content

- Volume:
  - Given the global nature of community and user generated content, large volumes of content are created at a high rate of speed
- Availability:
  - Content is primarily created in one language while customers speak many others
  - Making this huge volume of content available to **all** visitors in **their** language is too expensive to achieve with human translation and impossible to achieve in a timely manner
- Conversion to revenue:
  - Web sites are hard pressed to increase the dwell time of visitors since another site is only one click away
  - Sites need to attract and appeal to a global audience – and this means making content available in their language



## Business Objectives for User Generated Content

- Address a global audience but in their language:
  - Make information available to site visitors as quickly as possible across all languages
  - Use translated content to expand into global markets or target new language demographics within existing markets
- Enhance revenues:
  - Increase dwell times on site
  - Increase page views
  - Improve search rankings



## Who We helped: Popular Travel Rating Site

- Business Situation
  - Industry leading, travel focused web property has desire to expand user-generated contributions from English to EU based local markets
  - Unable to afford cost or time required for human translation
- Desired Solution
  - High speed, cost effective and accurate translations for unstructured digital content
  - Ability to handle continuous volumes of millions of user-generated articles



## Technical Challenges – Training

- Atypical Training Data
  - Rambling sentences translated into well-formed sentences

totally fab, best hotel in sharm  
just back from the grand rotant, any person with bad reports about this hotel (are not from this planet), I have traveled a good bit of this world and I can relate to you there is not a lot of hotels that can beat this, the sun area at the beach is superb, the pool area is totally superb, the diving is a must, you don't have to do anything just enjoy your self, the restaurants are top class, the staff are so friendly, and are very helpful definitely I would recommend this hotel and I definitely will return

Vraiment fabuleux, meilleur hôtel de la ville de Sharm  
Nous revenons juste du Grand Rotana, toutes les personnes qui ont écrit de mauvaises critiques sur cet hôtel ne sont pas de cette planète. J'ai eu l'occasion de voyager dans pas mal d'endroits dans le monde et je peux vous dire qu'il y a peu d'hôtels qui peuvent battre celui-ci. La partie de la plage où vous pouvez vous allonger et prendre un bain de soleil est superbe, la piscine est fantastique, la plongée sous-marine est à ne pas manquer. Vous n'avez rien d'autre à faire que vous relaxer, les restaurants sont vraiment classes, le personnel est gentil et très serviable, je recommande cet hôtel sans hésiter et j'y retournerai très certainement.

- Small Training Data Sets
  - Millions vs. Billions



## Technical Challenges – Decoding

- Extended Use of Informal Language
  - Abbreviations, spelling errors, rambling sentences, etc.

Well dis was the greatist holiday ever IT WAS SOO MUCH FUN DA ENTERTAINERS WERE FABBB AND ALWAYS THERE TOO HELP the maids done the beds in fancy patterns and rooms where always clean the slides where good but i fink they should be on all the time as it can get boring if the entertainers r playing killer pool w but they where still FAB anddd the holiday was amazing am counting down till 17th september cant wait!!!!



## Technical Challenges – Deployment

- Confidence
  - How good are the automatically produced translations?
- MT Evaluation
  - Was this translation useful?
  - Was this review useful?
- Solution Evaluation
  - Increase dwell time
  - Increase page views
  - Improve search rankings



## Expectations for a Digital Content Solution

- Speak your vocabulary:
  - Learn to translate by example, resulting in meaningful, fluent translations including colloquial terminology
- Translate everything:
  - High speed SaaS, automated language translation software enables global site visitors equal and timely access to information
- Work with what one has:
  - Easy integration with existing applications & workflow to improve turnaround time for translated content



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- Language Weaver Solution
  - SaaS based subscription to cost effectively train software and translate millions of user-generated articles into multiple European languages
- Result
  - Translations delivered successfully as measured by:
    - Site Hits
    - Dwell Times
    - Page Views
    - Increased number of EU contributions from EU customer base



## How The Solution Worked: Popular Travel Rating Site

Content submitted to site by user



Original content published to site and also sent to translation software for translation



Translated content is published to site

Traduction automatique  
 Original en anglais

**"Outstanding Service & Great Location"**

 **BandEastMidlands**  
East Midlands

12 juil. 2008  
**1/1 ont trouvé cet avis utile**

We stayed at the Anastasis appartments for 1 week: at the end of June in a Junior Suite. They had been highly recommended by a friend who stayed last year and certainly did not disappoint. Despina the owner & the staff (especially Katerina & Victor) could not be more helpful and were always there with a smile and free Greek... suite



Traduction automatique  
 Original en anglais

Traduit par [Logo]

**"Le service est exceptionnel et très bien situé"**

 **BandEastMidlands**  
East Midlands

12 juil. 2008  
**1/1 ont trouvé cet avis utile**

Nous avons séjourné au anastasis appartements pendant une semaine à la fin du mois de juin dans une suite junior. Ils avaient été hautement recommandé par un ami qui y étaient allés l'année dernière et ne nous a pas déçu. Despina le propriétaire et le personnel (surtout Katerina et Victor) étaient on ne peut plus serviables et ils étaient toujours... suite



## Compelling ROI Potential for Translated Digital Content

- Immediate ability to enter a foreign market with translated content
- Increased dwell time on foreign language site
- Increased ad revenue
- Increased **organic** search ranking
- Lower cost to expand internationally (existing community comes with)



**Thank You!**

