



# The alignment

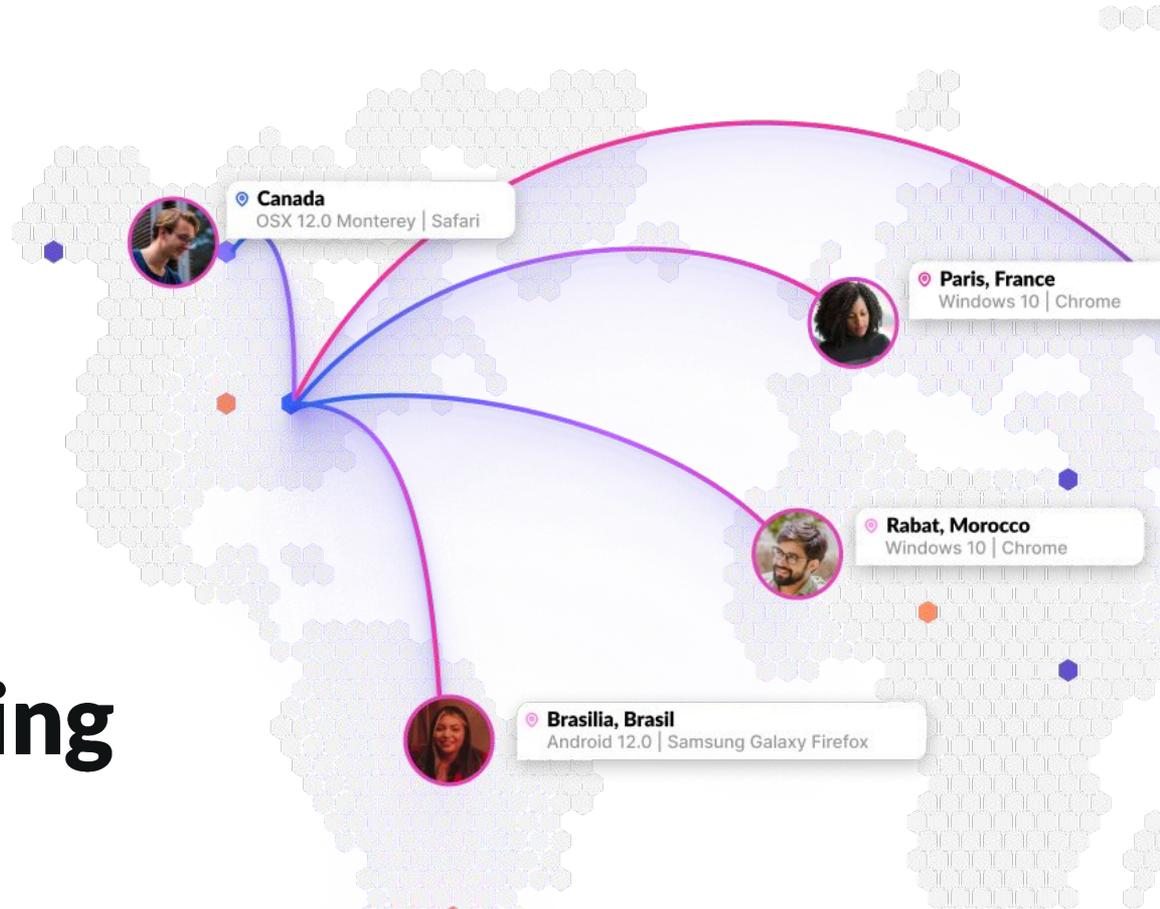
**Episode #01** – from service to strategy



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# Global App Testing





# The alignment

**What is the alignment?**



**← Post on LinkedIn that you're here**

# Our speakers



Ronald Cummings-John  
**Cofounder & CEO**



Talia Zur Baruch  
**Founder**



Historically



Katell Jentreau  
**Globalization Leader & consultant**

Historically



Tomas Franc  
**Solutions Architect**





Ronald Cummings-John  
**Cofounder & CEO**



# *Three stages of localization maturity*

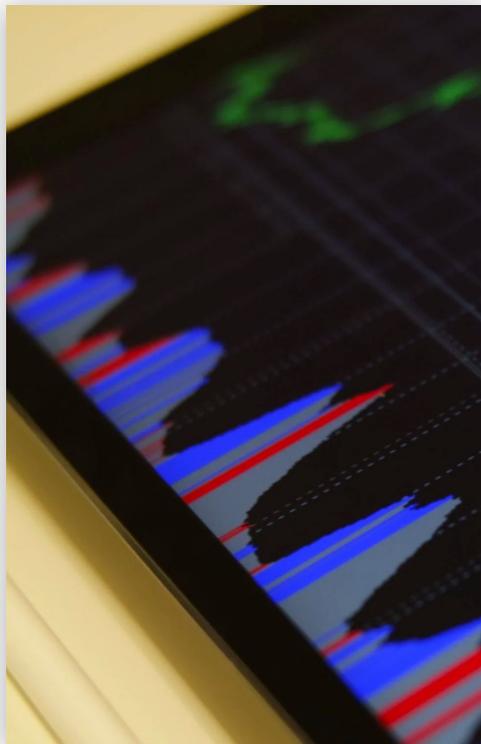


**What is a narrative?**



## Delivery narrative

The localization team is to deliver localization



## Investment narrative

Deeper localization is an investment in users with a return



## Strategy narrative

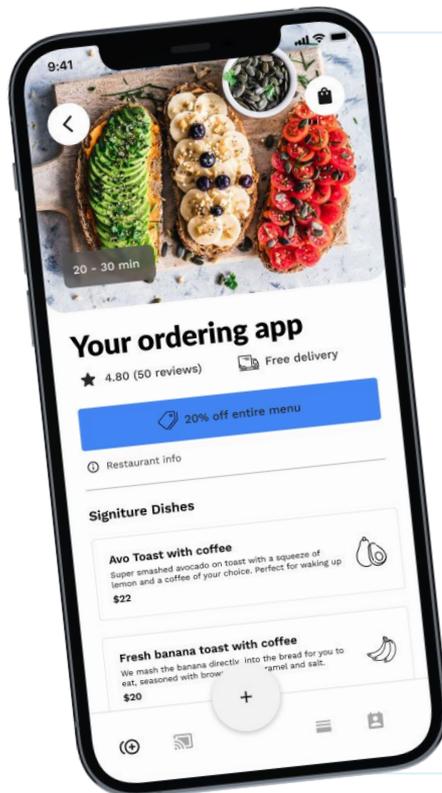
Localization is the voice of international users in our product & strategy



## Delivery Narrative



The localization team is to deliver localization”



### Deliver localization:

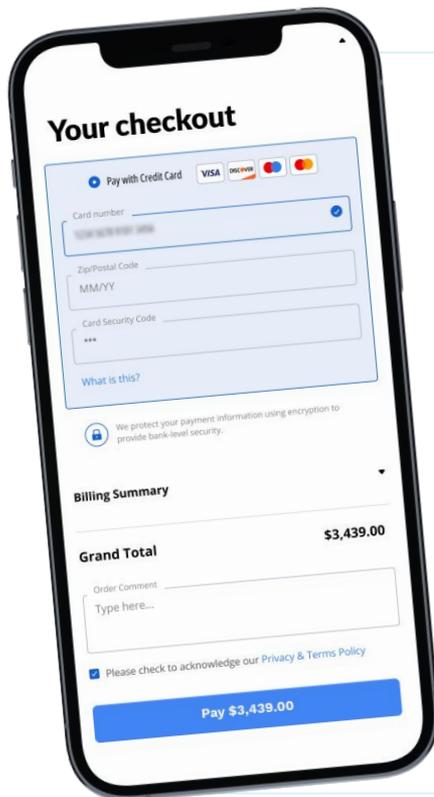
- translate the copy
- rework the checkout in line with local legislation
- LQA as due diligence for changes



## Investment narrative



“Deeper localization is an investment in users with a return”



### To-do delivery:

- translate the copy
- rework tips in line with local legislation
- LQA as due diligence for changes

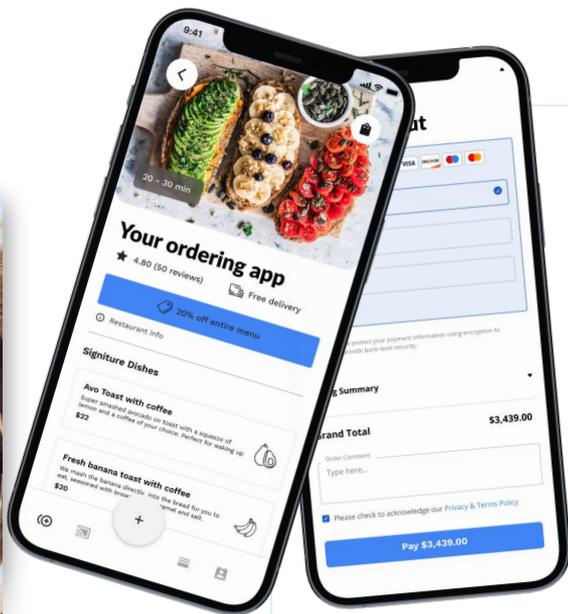
### Investment narrative

- Identify highest-ROI changes or problem areas
- Execute on them
- LQA as a tool of investigation



## Strategy narrative

“Localization is the voice of international users in our product & strategy”



## To-do delivery:

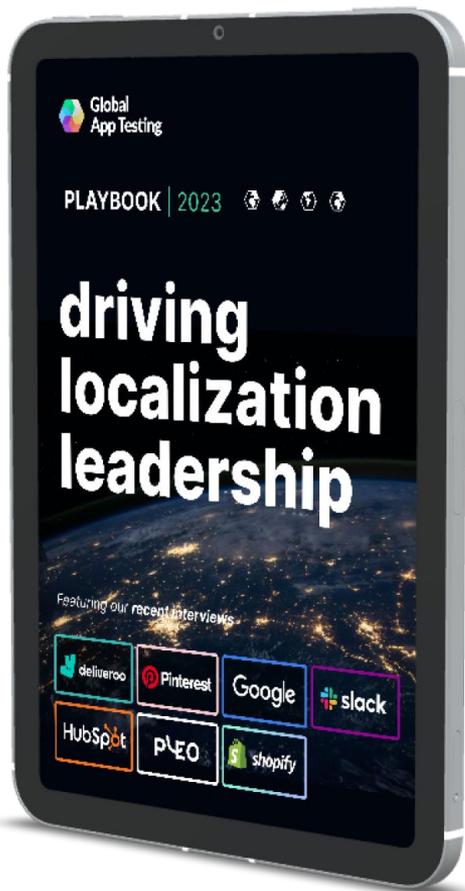
- translate the copy
- rework tips in line with local legislation
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## Investment narrative

- Identify highest ROI changes
- Execute on them
- LQA as a tool of investigation

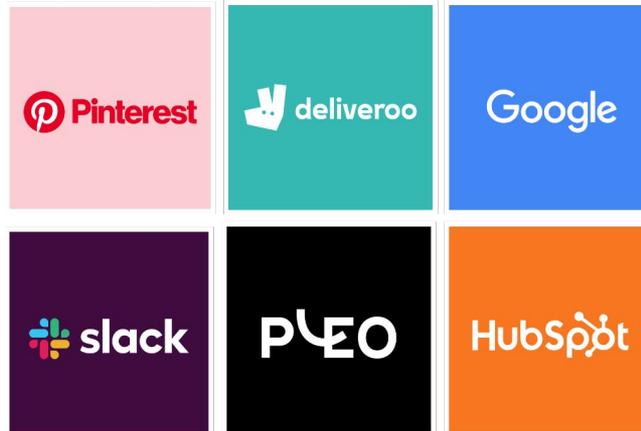
## Strategy narrative

- Begin with the needs of local users
- Equip your team to start with international users
- LQA as a mouthpiece for local users



# Free, ungated playbook

*Ft. our interviews with*





## **It's poll time**

- 1. What stage of maturity is your localization team at?**



Talia Zur Baruch  
**Founder**

GLOBAL  
SÄKE

Historically



# ***Building an upfront inclusive product strategy***

- Shift your paradigm from localization as a tail-end language-support to a strategic lever for global growth
- The 3Ps framework: Platform, Product, and People
- What does a Product Geo-Fit strategy look like

[globalsakegrowth.com/globalsake2023](https://globalsakegrowth.com/globalsake2023)





## Adaptive strategy

- Product
- Platform
- People



## The Three-Pillar **Adaptive** Strategy for global-ready & geo-fit **Adoption**

1. What problem are you solving for?
2. Who are you optimizing for?
3. How do you define and measure success?

Then integrating the **regional & cultural factors** in the product experience

# Adaptive Strategy



Conversion  
& Retention. Focus  
on **existing** users.



Discoverability &  
engaged **new** sign ups

# DE focus on top of funnel in Reg page

Address local expected behavior and regulatory compliance to attract trusting engaged reg



Sign In Help

## Sign up FREE!

Email address:

Maximum 50 characters

Password:

Minimum 7 characters

I agree to the [Terms of Use](#) and [Privacy Policy](#). I also consent to my personal data being handled in accordance with these [Privacy Consents](#).

I want to be emailed news and tips.

Try It Free!

Already have an account? [Sign In!](#)



## Old global Signup page

### Für ein KOSTENLOSES Konto registrieren

Haben Sie bereits ein Konto? [Anmelden](#)

**ZUR ERINNERUNG:** Um mit Ihren Anmeldeinformationen (SurveyMonkey Corp.) auf Ihr Team zuzugreifen, [melden Sie sich hier an](#).

Benutzernamen auswählen:

**Geben Sie bitte einen Benutzernamen ein.**

Passwort auswählen:

Mindestens 7 Zeichen.

Passwort erneut eingeben:

Kontakt-E-Mail-Adresse eingeben:

Maximal 256 Zeichen.

Registrieren

Oder registrieren Sie sich mit Ihrem Google- oder Facebook-Konto

Jetzt können Sie Ihre Konten verknüpfen und sich mit Ihrem Google-Konto bei SurveyMonkey anmelden. Es geht schnell und einfach und ist sicher – Ihre SurveyMonkey-Daten sind absolut privat.

Mit Google registrieren

or

Mit Facebook registrieren

Durch die Registrierung mit Ihrem Facebook- oder Google-Konto stimmen Sie unseren [Nutzungsbedingungen](#) und unserer [Datenschutzerklärung](#) zu.

Durch Anklicken von „Registrieren“ stimmen Sie unseren [Nutzungsbedingungen](#) und unserer [Datenschutzerklärung](#) zu und willigen zudem ein, in Zukunft Tipps und Informationen zu Neuigkeiten via E-Mail zu erhalten.



Katell Jentreau  
**Globalization Leader,  
Consultant**

Historically

**box** NETFLIX

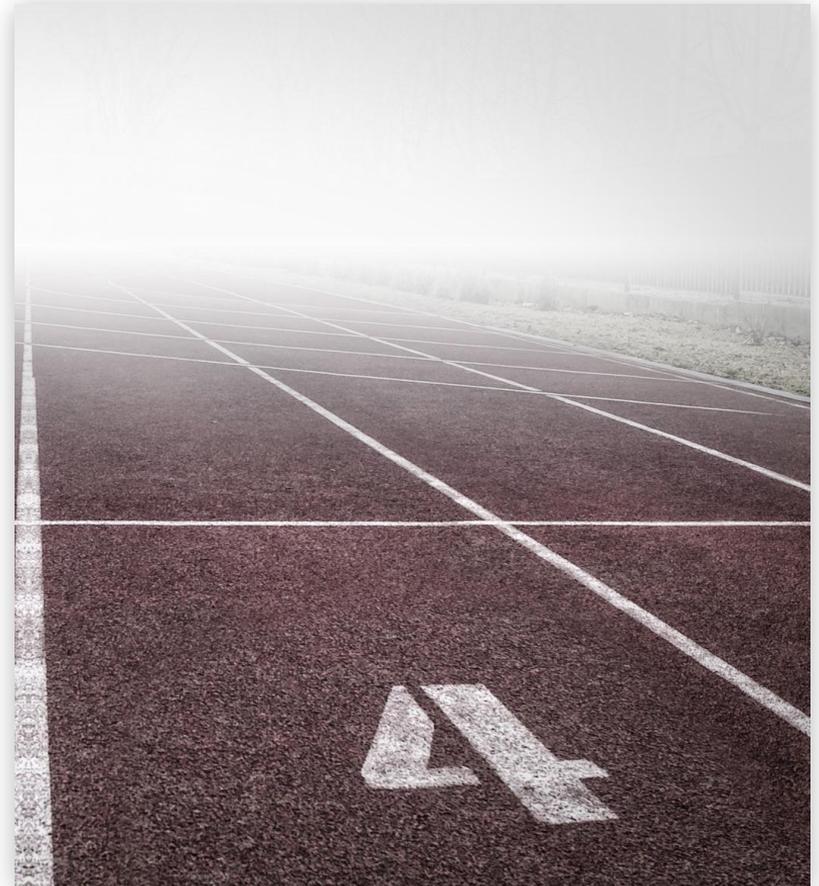
# *How strategic goals impact I10n operations*



## ■ Localization: where to start

Understand **business** – its goals, its mission

Understand how localization **fits in**

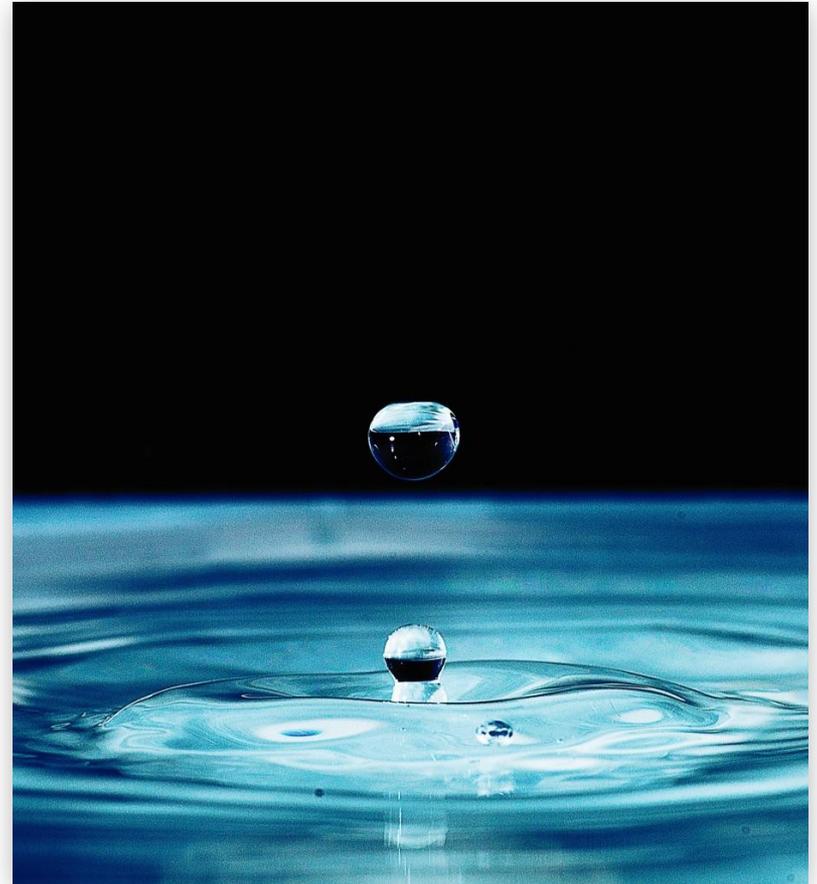


## ■ Increasing flexibility & impact

Align with **company goals**

Remember you're a **function**, not just a **team**

Focus on your **impact**; remain **flexible**



# Prioritizing your localization efforts

Are your goals clear to **everyone**?

Adapt to changes in **strategy**

Maintain a **cross-functional partnership**

Hire **strategically**





Tomas Franc  
**Solutions Architect**

## ***Introducing Tomas Franc***



**Let's align: Q&A**



# The alignment

**Episode #02** – what we got right and wrong about building a team



stripe



**July 12**

12PM ET



*OPEN*

**Episode #03** – how to deliver 10x faster localization



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**July 26th**

12PM ET / 9AM PT

**Episode #04** – how to amplify local user voices



?

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**Sep 13th**

12PM ET / 9AM PT



Sign up today to become a beta user of Lokalise's newest feature **AI LQA** - your new translation evaluation assistant

Get started →



SCAN ME

### Create task

Task type

- Translation
- Review
- Linguistic quality assurance **AI-ASSISTED**

Next: Scope

### Run automatic quality evaluations

AI LQA automatically categorizes errors and suggests corrections using an AI bot.

### Detailed report

target_text_correction	language	error	severity	comment
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...

### See detailed issues

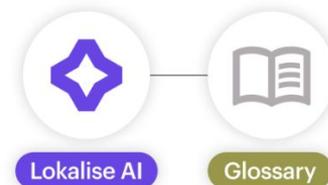
Want to see specific linguistic errors on a granular level? Click on the detailed report and see their severity per translation.

### Report summary

Error severity levels	Translation Quality Metric Scorecard		
	Minor	Medium	Critical
Severity multipliers	1	5	25
Error types	Error Counts		
Accuracy	1	5	1
Terminology			
Tone & Voice			

### Get LQA reports

Download an LQA report with a scorecard for each language to instantly see if they pass your quality standards.



### Perform glossary adherence checks

Check which translations are not respecting your glossary terms.

## Global App Testing

# Launch a test for three of your local workflows

Get a FREE functional localization check-in from professional testers on three markets

How to enter:

1. Scan to enter and follow the instructions
2. Select your devices, markets, workflows
3. Get your results in less than 48 hours



SCAN ME