SurveyMonkey™ Goes Global

Wide World Out There

If you are responsible for a major web property, you likely know there is a wide world out there that doesn't speak English. Minna King, VP of International at SurveyMonkey, knew that there were millions of people that she could help make better decisions by providing the world's leading survey tool in their native languages. So back in 2010, she had her eyes squarely set on the challenge of introducing non-English internet users to SurveyMonkey in order to drive their global growth.

King Knows All The Stats

73%
Of internet users are non-native English speakers.[1]

16
Languages required on a website to be considered global.[2]

$25
Is returned for every $1 spent on localization (up from $10 in 2001).[3]

The list goes on and on...

SurveyMonkey is trusted by millions of companies, organizations and individuals alike to gather the insights they need to make more informed decisions. Even if you haven't used the service to create your own surveys, you've likely taken one. The company has seen solid worldwide growth over recent years, but King and her team knew they could exponentially accelerate their growth trajectory by offering users the site, along with customer service, in their native languages.

King Knew With Certainty

1 Almost a third of subscribers resided in countries where English was not the preferred language.

2 Subscribers were actively requesting the service be offered in other languages.

3 Given a better user experience, non-English internet users would surely convert to members at a much higher rate.

Having focused her career on helping US companies go global, she also knew the technology capability was not going to be easy to build. And, it would be even harder to maintain.

Localization: It's Not Easy

When internet companies decide to go global, they may have several years worth of code invested in their website and application; yet they often have a mandate to launch quickly to meet global business demand. It can take companies 12-18 months to internationalize their code and launch their first foreign language site, absorbing much of the company's engineering resources. It is a project manager's worst fear: no quick wins, no incremental proof points, no bumps in revenue to help subsidize the project. No one on the executive team, least of all King, underestimated the complexity involved.
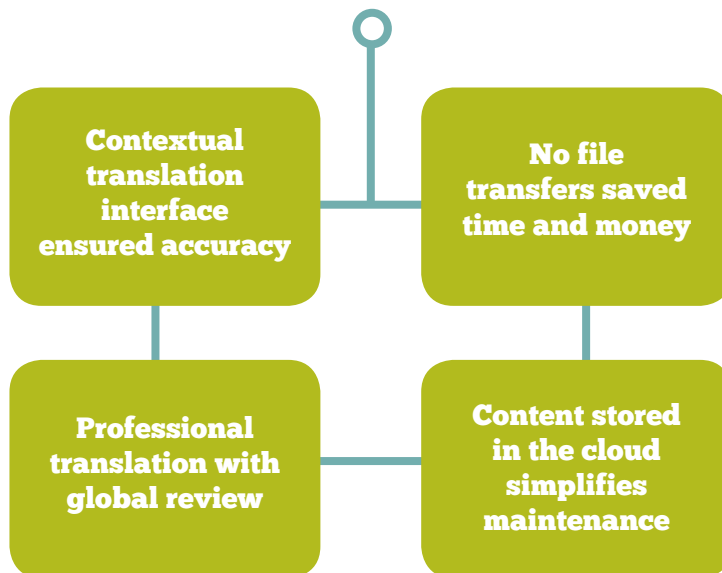
Smartling

A Cloud Solution for a Web 2.0 Problem

King figured there must be a Web 2.0 solution to this challenge. And she was right. Smartling's cloud-based solution would cut both complexity and cost from the equation. The platform ingests web content, including dynamic content, Javascript, JSON and AJAX. Professional translators did the translation – via Smartling's contextual interface overlaid on the site –

so no files were exported and imported. All the translated content is stored in the cloud, and delivered via Smartling's secure Translation Delivery Network (TDN). Further, as SurveyMonkey deploys new features and changes on a daily and weekly basis, Smartling's TDN automatically detects new content and flags it for translation.

The cloud-based solution would cut both complexity and costs from the equation:

- **Contextual translation interface ensured accuracy**
- **No file transfers saved time and money**
- **Professional translation with global review**
- **Content stored in the cloud simplifies maintenance**

Succeed at Global, By Being Local

SurveyMonkey launched 10 languages within 6 months of King's decision to sign on with Smartling, and continues to roll out one new language every quarter.

Companies typically invest $2M and 12-18 months of their engineering resources to internationalize the code themselves. From this perspective, the deployment of the Smartling platform paid for itself even before the first language site was launched. Additionally, Smartling's fees are usage-based, to fit within any budget.

There is a worldwide web of customers just waiting to discover how easy it is to create surveys and get market data - in Chinese, Italian, Spanish… and now SurveyMonkey is set for global success with a local language user experience.

"Time to market for the launch of our first language – Dutch – was only 6 weeks from signing with Smartling."

"After launch, our increased traffic and new subscriber sign-ups offset Smartling's monthly platform costs almost immediately."

Minna King
Survey Monkey's VP of Internationalization

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[1] Source: Internet World Stats, "Top Ten Languages Used in the Web", May 2011.
[2] Source: Common Sense Advisory, "Top-Scoring Global Websites", March 2011.
[3] Source: Localization Industry Standards Association, 2007.