



Lionbridge App for Marketo

User Guide

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1 Welcome to the Lionbridge App for Marketo

Welcome to the Lionbridge App for Marketo (Lionbridge App). The Lionbridge App is a Marketo plug-in, and it runs as a Marketo LaunchPoint Service. It enables you to automate sending and retrieving assets from Marketo for translation, which dramatically reduces the effort required to create, maintain, and publish Web content in multiple languages.

1.1 The Multilingual Marketing Lifecycle

The *multilingual marketing lifecycle* is the broad process of selecting marketing content and campaign assets, sending them out for translation, and then receiving the translated content back from the translation provider.

This set of steps usually fits inside a larger, more general process called the *content lifecycle*, which is the process of creating, reviewing, editing, approving, and publishing content.

Together, this enhances your focus on key localization considerations, improves workflows, and keeps all content stakeholders involved. Combined, this creates your *Global Content Marketing* strategy, which is used to engage customers in every region you do business.

1.2 How the Lionbridge App Helps You Manage Your Multilingual Marketing Lifecycle

The Lionbridge App for Marketo (Lionbridge App) is a plug-in module for Marketo. It provides a range of features and user interface enhancements that enable you to select, send, monitor, and retrieve content for translation into any language.

These features automate the process, which dramatically reduces the effort and time required to export and re-import content that needs to be localized. This is very helpful when translating large volumes of content or ensuring that translated content is quickly re-imported to meet deadlines.

You manage your multilingual marketing lifecycle entirely from within the Lionbridge App:

1. The Lionbridge App exports your content from Marketo in XML format and delivers these content files to the central, hosted Clay Tablet Platform.

2. The Clay Tablet Platform delivers your content to your translation providers, based on routing rules that your company chooses and the Lionbridge Connector Team implements.
3. When the translated content is ready, the Clay Tablet Platform retrieves it from your translators and delivers it to the Lionbridge App.
4. The Lionbridge App automatically re-imports the content into the correct location in Marketo.

You can then review, revise, reject, or publish the translated content as needed.

Note: Neither the Lionbridge App nor the Clay Tablet Platform performs any translation. Similarly, the Lionbridge App does not provide any translation services. Your company chooses the translation provider that performs the translation.

1.3 Using this Guide

Purpose of this guide

This guide describes how to use the Lionbridge App for Marketo (Lionbridge App) to manage your translation lifecycle. It describes how to send out assets for translation and receive them back from translation.

Who should use this guide

This guide is intended for content editors, project, marketing, localization or translation managers, or others who are responsible for creating, editing, or approving assets for translation that reside in Marketo. This guide is also useful for translation providers who receive content for translation from Marketo, because it describes your company's translation management process.

What your company setup should be

This document assumes that:

- Your company already is using Marketo.
- The Lionbridge App has been added, configured, and tested in your Marketo environment.
- The Lionbridge Connector Team has set up the Lionbridge CloudBroker for your company to use the Lionbridge App to send out content for translation from Marketo.

- The Lionbridge Connector Team has set up the Clay Tablet Platform to send content to your translation providers.
- Optional. If Lionbridge is your company's translation provider, then Freeway is already set up for your company.

What you should already know

This document assumes that:

- You are familiar with the Lionbridge App's configuration for Marketo, and the reasons for choosing certain configuration options. This is important because your company's configuration determines which features are available.
- You have a strong working knowledge of Marketo.
- You are familiar with your company's translation process and requirements.
- You have valid user credentials to log into Marketo.
- You have valid user credentials to access the Lionbridge App functionality described in this guide.

Note: Not all the features described in this guide may be available. Feature availability depends on both your company's Lionbridge App setup and the roles to which you are assigned. If you cannot access functionality that you need, contact your company's Marketo administrator.

How this guide is organized

This guide contains the following chapters:

| Chapter | Description |
|--|---|
| "Welcome to the Lionbridge App for Marketo" on page 4 | A brief description of the Clay Tablet solution for Marketo and how it fits into the translation lifecycle. It also includes information about this guide and Lionbridge Connector Support contact information. |
| "Getting Started with the Lionbridge App for Marketo" on page 11 | How to get started and an overview of the Lionbridge App interface. |
| "Preparing Emails for Translation" on page 14 | How to add segmentation to emails within Marketo. |

| Chapter | Description |
|--|---|
| "Collecting Assets for Translation" on page 16 | How to collect Marketo assets for translation. |
| "Sending Assets for Translation" on page 21 | How to send out collected Marketo assets for translation. |
| "Monitoring Translation Status" on page 31 | How to monitor the translation status of assets and jobs that you sent out for translation, including archiving completed translation jobs. |
| "Reviewing Translated Content" on page 40 | How to view translated assets. |

How to find out more about the Lionbridge App for Marketo

For information on setting up the Lionbridge App for Marketo, read the *Lionbridge App for Marketo Setup Guide*.

Documentation conventions

This guide uses the following conventions:

| Convention | Description |
|----------------|--|
| Bold | Highlights screen elements such as buttons, menu items, and fields. |
| Courier | Highlights input, file names, and paths. |
| <i>Italics</i> | Highlights terms for emphasis, variables, or document titles. |
| > | Indicates a menu choice. For example, "Select New > New Campaign Folder ." |

1.4 How to Contact Lionbridge Connector Support

Email @: connectors@lionbridge.com

Telephone: +1-416-363-0888

You can submit a support ticket either:

- by email
- from the Lionbridge Connector Zendesk page, using your web browser

To submit a support ticket:

1. Do one of the following:

- Email connectors@lionbridge.com, and cc (carbon copy) anyone to include in the ticket correspondence.

Important: Include the information and attachments in your email that are listed in the sub-sections below.

- Create a ticket in Zendesk:

a. Open the Lionbridge Connector Zendesk page in your browser:

<https://connectors.zendesk.com>.

b. Sign in to Zendesk. If you do not have sign-in credentials, see "[To view and update your support ticket in Zendesk](#):" below.

Important: Include the information and attachments that are listed in the sub-sections below.

c. Click **Submit a request**.

d. In the **CCs** field, add anyone to include in the ticket correspondence.

Zendesk automatically creates a ticket and responds to everyone included in the cc field.

2. Everyone in the original cc receives updates unless they request to be removed from the ticket.

Important: Check your email spam folder (especially first-time Zendesk users) as sometimes email notifications from Zendesk are marked as spam.

When the issue is resolved, Lionbridge closes the ticket.

Information to include in the support ticket:

- client name
- CMS or content system name and version
- Connector or App version installed

- name of job for which the issue occurs
- date of job submission
- detailed description of the issue
- any error text—copy and paste, if applicable

Files to attach to the support ticket:

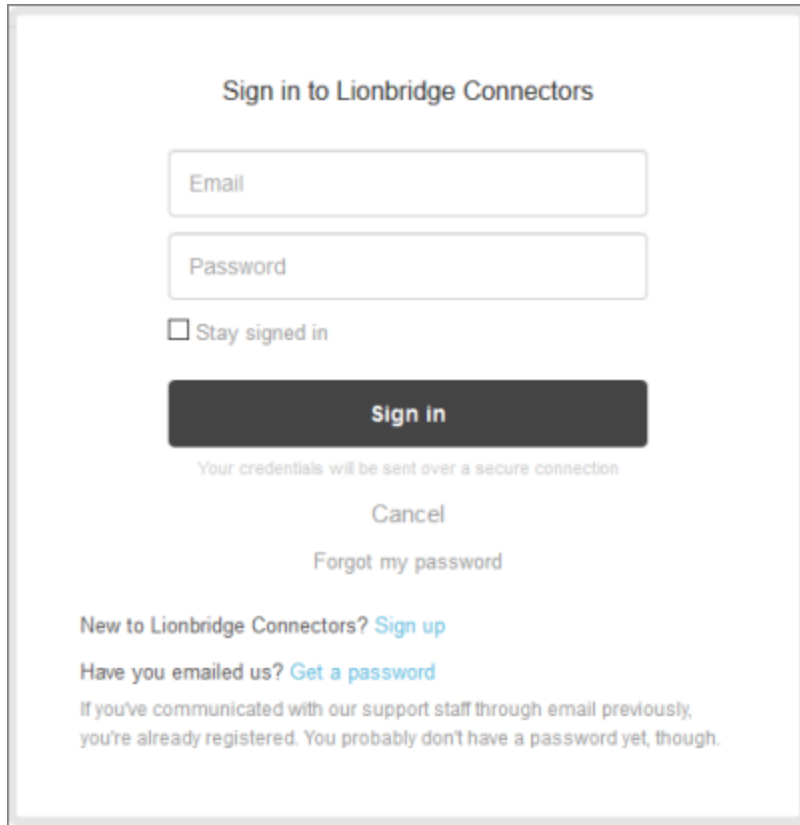
- CMS log files for the date the issue occurred
- Connector or App log files for the date the issue occurred
- screen capture of the issue

To view and update your support ticket in Zendesk:

Important: You must log into Zendesk to view your support tickets there.

1. Open the Lionbridge Connector Zendesk page in your browser: <https://connectors.zendesk.com>.

2. In the top-right corner, click **Sign in**, and enter your credentials.



The screenshot shows a sign-in form for Lionbridge Connectors. At the top, it says "Sign in to Lionbridge Connectors". Below this are two input fields: "Email" and "Password". Under the "Password" field is a checkbox labeled "Stay signed in". A prominent black button with the text "Sign in" is centered below the form. Below the button, a small note states "Your credentials will be sent over a secure connection". Further down are links for "Cancel" and "Forgot my password". At the bottom, there are two links: "New to Lionbridge Connectors? Sign up" and "Have you emailed us? Get a password". A final note at the very bottom reads: "If you've communicated with our support staff through email previously, you're already registered. You probably don't have a password yet, though."

Note: If you do not have sign-in credentials yet, then click either **Sign up** or **Get a password**, and follow the onscreen instructions.

3. After signing in, click **My activities** to view the tickets you opened or where you are cc'd.
4. To update tickets, you can reply or attach files.

For more information, refer to "Submitting and tracking support requests" in Zendesk's *Help Center guide for end-users*, at: <https://support.zendesk.com/hc/en-us/articles/203664386-Help-Center-guide-for-agents-and-end-users>.

Important: Zendesk refers to a *support ticket* as a *support request*. These terms are interchangeable.

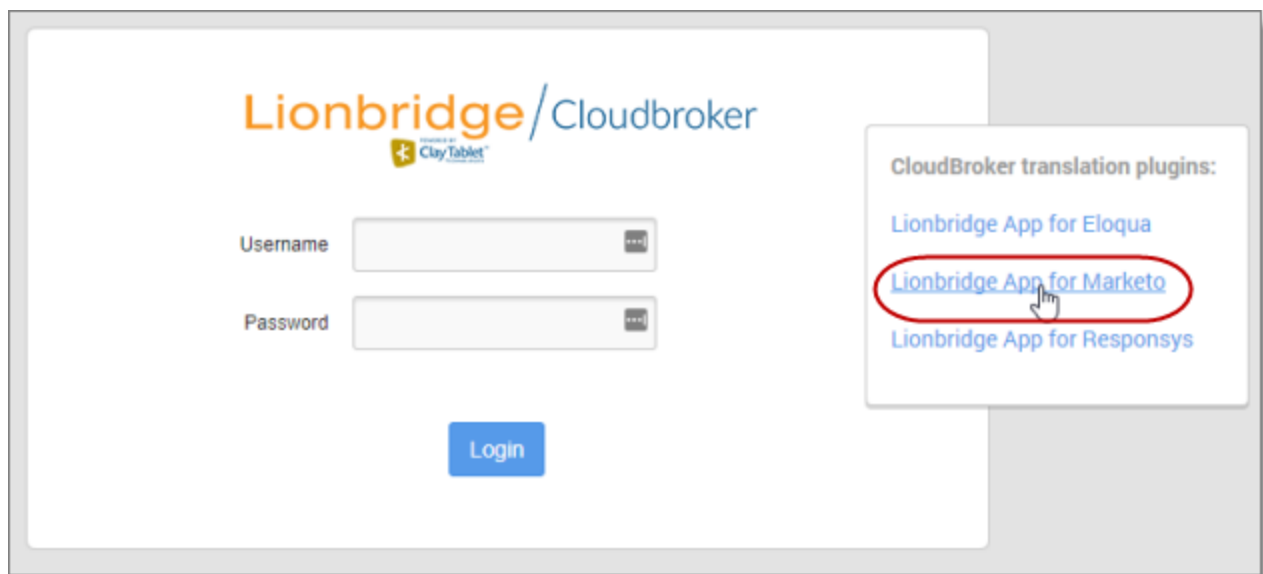
2 Getting Started with the Lionbridge App for Marketo

The Lionbridge App supports all browsers that Marketo supports.

As a SaaS (Software as a Service), Marketo does not support installing the Lionbridge App or any other external applications on its server. Therefore, the Lionbridge App is hosted on the Lionbridge CloudBroker server (CloudBroker).

To access the Lionbridge App:

1. Open the CloudBroker login page in your Web browser:
<https://cb1-prod-na.ctt.lionbridge.com/CloudBroker/Login>.



2. Click **Lionbridge App for Marketo**.

The page updates.

The screenshot shows the login interface for the Lionbridge App for Marketo. At the top, the logo for Lionbridge / Salesforce Marketo is displayed. Below the logo, there are three input fields: 'Sitename', 'Username', and 'Password', each with a dropdown menu icon. At the bottom, there is a message 'Login using SSO is not supported' and a blue 'Sign In' button. On the right side, there is a white box with a red border containing the text: 'CloudBroker translation plugin', 'Lionbridge App for Marketo', and 'Please sign in to continue...'.

3. Enter the following credentials, and then click **Sign in**.

- **Sitename:** This identifies your company in CloudBroker.
- **Username:** The username set up for you to sign into the Lionbridge App. This is the same as your username for logging into Marketo.
- **Password:** The password set up for you to sign into the Lionbridge App. You can change this password after signing in.

If necessary, contact your Marketo administrator for these credentials.

4. After signing in, you can:

- ▶ change the password by clicking the dropdown menu for your username and selecting **Change password**.
- ▶ change the language of the user interface by clicking the dropdown menu for **English** and selecting a different language.



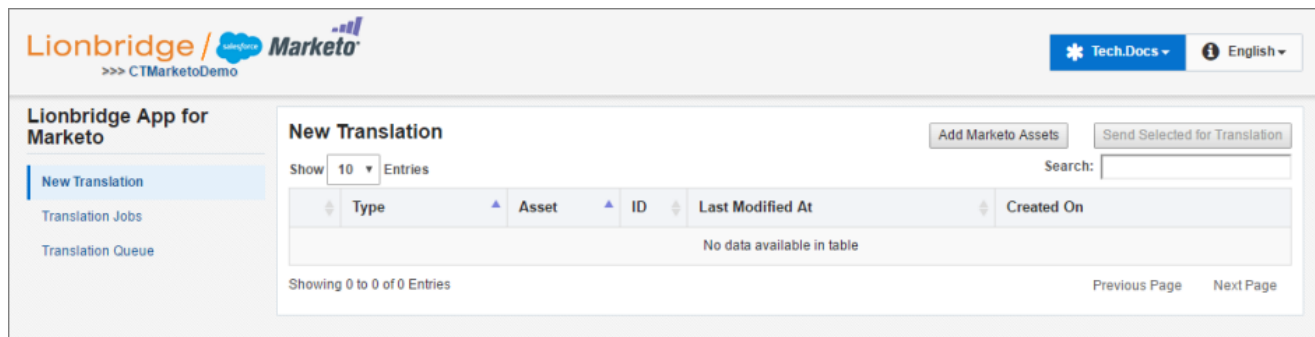
Note: To sign out of the Lionbridge App, click the dropdown menu for your username and select **Logout**.

2.1 The Lionbridge App at a Glance

The Lionbridge App is a LaunchPoint service within Marketo. Its functionality is displayed as a separate Web application.

As a SaaS (Software as a Service), Marketo does not support installing the Lionbridge App or any other external applications on its server. Therefore, the Lionbridge App is hosted on the Lionbridge CloudBroker server.

The Lionbridge App is open in a separate browser tab from Marketo.



User Access

When you use the Lionbridge App to send out assets for translation, you are part of one or more *teams*. Your team determines the allowed source languages, target languages, and translation providers that its member users can send out for translation. You must be a member of at least one team to send out content for translation. If you have questions about your team setup, contact your Marketo administrator.

3 Preparing Emails for Translation

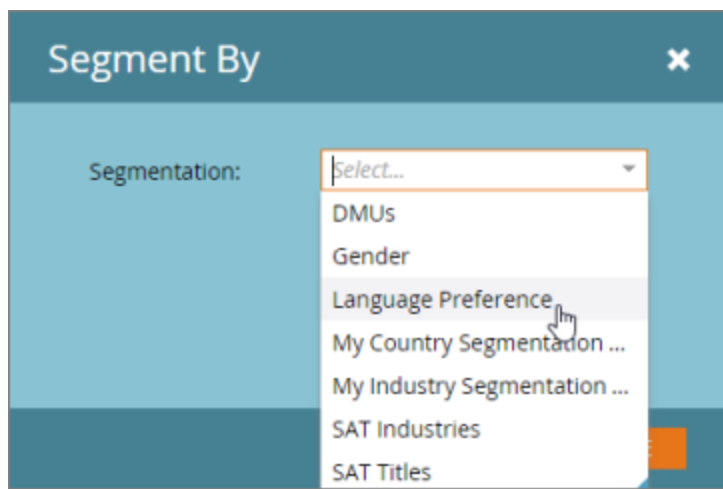
Before you can collect and send emails out for translation, you must ensure that they contain dynamic content. This requires that you add a segmentation to each email.

During setup, your Marketo administrator created a segmentation for languages, which supports translation. This segmentation contains segments that map to Clay Tablet languages. You must add this segmentation to each email to translate.

To add the language segmentation to an email:

1. Log into Marketo.
2. Navigate to the email to translate.
3. Open the email for editing. For example, select the email and then right-click and select **Edit Draft** from the context menu.
4. In the **Email Content** pane on the right, click **Segment By**.

The **Segment By** dialog box opens.



5. In the **Segmentation** dropdown list, select the segmentation that your Marketo administrator created to map languages for translation. For example, if your Marketo administrator created the Language Preference segmentation for this purpose, then select it.



Note: The **Segments** section lists the segments corresponding to each language you can send for translation.

6. Click **Save**.

4 Collecting Assets for Translation

The first step in sending assets out for translation is collecting the assets from Marketo.

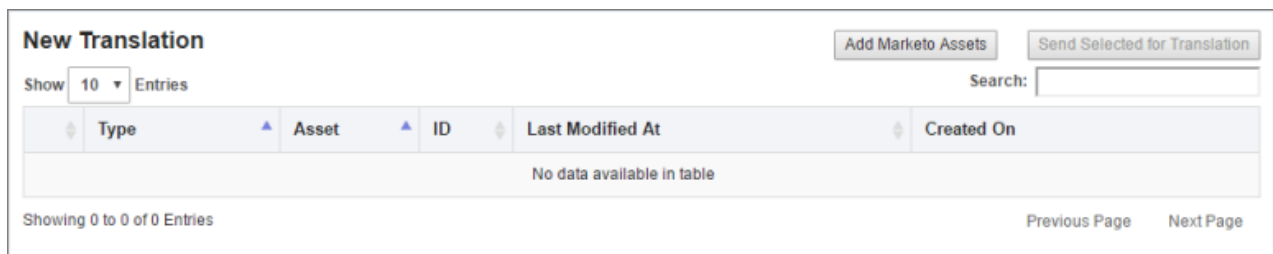
The Lionbridge App supports sending out the following types of Marketo assets for translation:

- email - dynamic content only
- form - does not support dynamic content with segments
- landing page - supports dynamic content with segments
- snippet
- Marketo token

Note: You can only collect assets that the Lionbridge App supports sending out for translation.

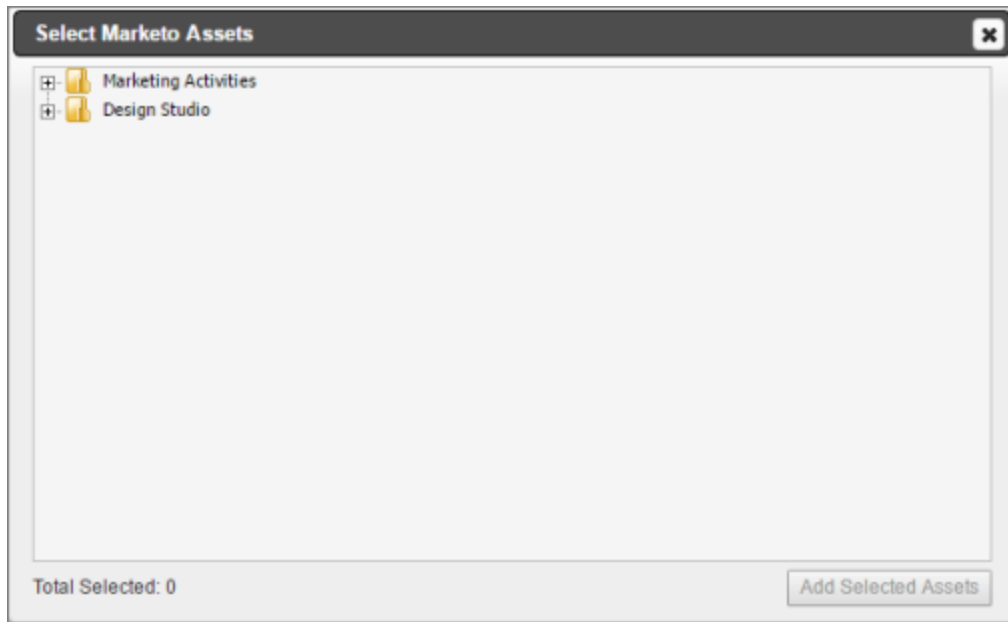
To collect assets for translation:

1. Sign in to the Lionbridge App. For details, see ["Getting Started with the Lionbridge App for Marketo"](#) on page 11.
2. In the **Lionbridge App for Marketo** menu on the left, ensure that **New Translation** is selected, so that the **New Translation** page is open. This is the default selection when you open the Lionbridge App. For a detailed description of this page, see ["Viewing Collected Assets"](#) on page 18.



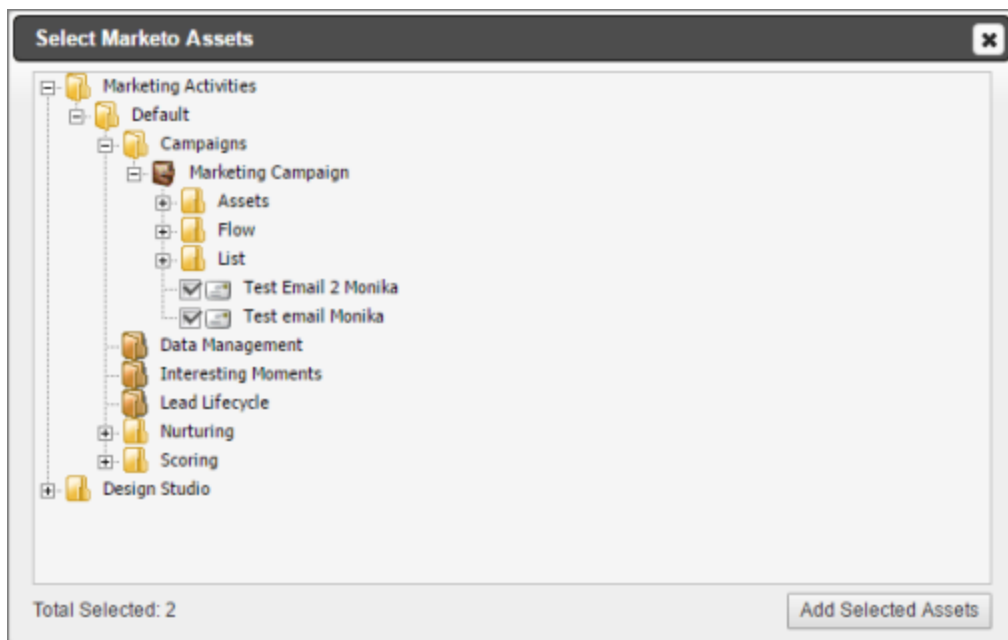
3. Click **Add Marketo Assets**.

The **Select Marketo Assets** dialog box opens.



4. Click the expand icons **+** to view assets.

5. Select the check boxes of the assets to send out for translation.



Notes: Only assets that are supported for sending to translation have check boxes. You can expand and select assets from multiple branches.

The **Total Selected** field at the bottom of the dialog box displays the number of selected assets.

6. Click **Add Selected Assets**.

The dialog box closes, and the **New Translation** page refreshes, displaying the assets you collected for translation, with their check boxes selected.

| Type | Asset | ID | Last Modified At | Created On |
|-------------------------------------|--|------|------------------------|------------------------|
| <input checked="" type="checkbox"/> | /Marketing Activities/Default/Campaigns/Marketing Campaign/Test Email 2 Monika | 1012 | 2016-06-17 01:50:10 PM | 2016-02-24 04:21:54 PM |
| <input checked="" type="checkbox"/> | /Marketing Activities/Default/Campaigns/Marketing Campaign/Test email Monika | 1011 | 2016-06-17 01:48:16 PM | 2016-02-24 04:20:04 PM |

7. To send out these assets for translation, click **Send Selected for Translation**. For detailed instructions, see ["Sending Assets for Translation"](#) on page 21.

Note: To change which assets you are sending out to translation, you can clear the check boxes of these assets or select the check boxes of other assets already on this page. However, all the assets must be in the same source language, and you must want to translate them into the same target language.

4.1 Viewing Collected Assets

In the **New translation** page, you can view assets that have been collected for translation by you and your team members but that have not yet been sent out for translation or to the Translation Queue.

To view collected assets:

1. Sign in to the Lionbridge App. For details, see ["Getting Started with the Lionbridge App for Marketo"](#) on page 11.

- In the **Lionbridge App for Marketo** menu on the left, ensure that **New Translation** is selected, so that the **New Translation** page is open. This is the default selection when you open the Lionbridge App.

| Type | Asset | ID | Last Modified At | Created On |
|-------|--|------|------------------------|------------------------|
| Email | /Marketing Activities/Default/Campaigns/Marketing Campaign/Test Email 2 Monika | 1012 | 2016-06-17 01:50:10 PM | 2016-02-24 04:21:54 PM |
| Email | /Marketing Activities/Default/Campaigns/Marketing Campaign/Test email Monika | 1011 | 2016-06-17 01:48:16 PM | 2016-02-24 04:20:04 PM |

The bottom-left corner below the list displays the number of collected assets displayed in the current sub-page and the total number of collected assets in this page.

By default, the items are sorted in alphabetical order first by the **Type** column and then by asset name, in the **Asset** column.

This page displays the following information about assets that you and your team members collected that have not yet been sent out for translation or added to the Translation Queue.

| Column | Description |
|------------------|--|
| Type | The type of asset in Marketo. |
| Asset | The name of the asset in Marketo. |
| ID | Marketo's unique identifier for this asset, for example, the snippet ID or the email ID. |
| Last Modified At | The date and time when this asset was last modified, in the following format: <code>YYYY-MM-DD hh:mm:ss AM/PM</code> . If the asset was not modified after creation, this is the same as the Created On date and time, described below. |
| Created On | The date and time when this asset was created, in the following format: <code>YYYY-MM-DD hh:mm:ss AM/PM</code> . |

- Optional. You can do one or more of the following on this page:
 - You can specify how many items to display in a page. Above the top-left corner of the list, select the number to display from the **Show X Entries** list.

- ▶ You can use the **Search** box above the top-right corner of the list to search for a specific asset in the list or to filter the list. As you type into the **Search** box, the Lionbridge App automatically searches for matches across all columns and displays only the matching assets.

Note: The search feature filters all items in the page, not only those displayed on the current sub-page.

- ▶ If there are many items in this page, it may have multiple sub-pages. The navigation bar below the list helps you navigate through the sub-pages and displays your position in the tab. Click **Previous Page**, **Next Page**, or a page number to navigate to the corresponding sub-page.
- ▶ To sort the items in the tab by a different column, click the corresponding column header.
- ▶ To reverse the sort order of a column, click the column header.

4. Optional. You can perform any of the following actions:

- ▶ To collect additional Marketo assets and add them to this page, click **Add Marketo Assets**. For detailed instructions, see "[Collecting Assets for Translation](#)" on page 16.
- ▶ To send assets on this page out for translation as a single job, select the corresponding check boxes and click **Send Selected for Translation**. For detailed instructions, see "[Sending Assets for Translation](#)" on page 21.
- ▶ To send assets on this page to the Translation Queue, so that you can group them into jobs later, select the corresponding check boxes and click **Send Selected for Translation**. For detailed instructions, see "[Sending Assets for Translation from the Translation Queue](#)" on page 25.

5 Sending Assets for Translation

You send out assets for translation from the **New Translation** page after you collect them in the **Select Marketo Assets** dialog box, as described in ["Collecting Assets for Translation"](#) on page 16.

When you send out assets for translation, you can either:

- send them out immediately for translation as a single job
- add them to the Translation Queue queue, so that you can group them into jobs and send them out later

To send out assets for translation:

1. Sign in to the Lionbridge App. For details, see ["Getting Started with the Lionbridge App for Marketo"](#) on page 11.
2. In the **Lionbridge App for Marketo** menu on the left, ensure that **New Translation** is selected, so that the **New Translation** page is open. This is the default selection when you open the Lionbridge App. For a detailed description of this page, see ["Viewing Collected Assets"](#) on page 18.

| Type | Asset | ID | Last Modified At | Created On |
|-------------------------------------|--|------|------------------------|------------------------|
| <input checked="" type="checkbox"/> | Email /Marketing Activities/Default/Campaigns/Marketing Campaign/Test Email 2 Monika | 1012 | 2016-06-17 01:50:10 PM | 2016-02-24 04:21:54 PM |
| <input checked="" type="checkbox"/> | Email /Marketing Activities/Default/Campaigns/Marketing Campaign/Test email Monika | 1011 | 2016-06-17 01:48:16 PM | 2016-02-24 04:20:04 PM |

3. If immediately previously you collected assets for translation, the corresponding check boxes are already selected. You can clear these check boxes or select additional check boxes.
4. Select the check boxes of the assets to send out for translation. If you later choose to send out these assets for translation immediately, then the Lionbridge App will send out these assets together as a single translation job.

The assets you select should have the following in common:

- They are in the same source language.
- You want to translate them into the same target languages.

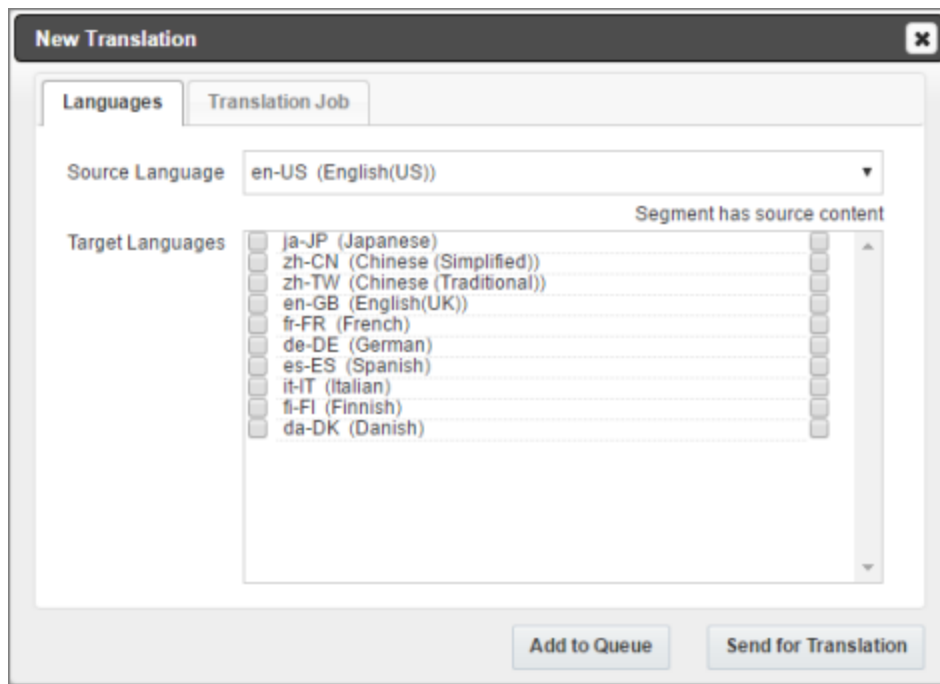
In addition, if you want to immediately send out the assets you select for translation, they should have the following in common:

- You want to send them to the same translation provider.
- You want to apply the same translation settings to them (described in step 6, below) and you want them to be part of the same translation job.

5. Click **Send Selected for Translation**.

Note: This button is available only when all the selected assets are in the same source language.

The **New Translation** dialog box opens, displaying the **Languages** tab.



- In the **Source Language** field, select the source language of the selected assets. The Lionbridge App will send assets in this source language for translation. The dropdown list displays all the source languages that your teams are allowed to send out for translation.
- In the **Target Languages** field, select the check boxes for all the target languages into which to translate the selected assets. The list displays all the target languages for which your teams are allowed to request translation.
- By default, the Lionbridge App uses the default segment as the source content. To specify a different segment as the source content, select the corresponding check box under **Segment has source content**.

6. Optional. This step is required only if you will click the **Send for Translation** button at the bottom of the dialog box to send out the assets directly for translation. Click the **Translation Job** tab to display it.

New Translation

Languages | **Translation Job**

Enter information in this tab only if you are sending out these assets for translation immediately as a single job, by clicking the "Send for translation" button below.

If you add these assets to the Translation queue, you add the job information later, when you send out the assets for translation from the queue. If you add these assets to the Translation queue, the Connector ignores any information in this tab.

Job Name:

Job Description:

PO Reference:

Quote Only: Only for Quotation

LocalTM: Use LocalTM

Due Date:

Team:

Provider:

Note: Enter information in this tab only if you are sending out these assets for translation immediately as a single job, by clicking the **Send for Translation** button below. If you add these assets to the Translation queue, you add the job information later, when you send out the assets for translation from the queue. If you add these assets to the Translation queue, the Lionbridge App ignores any information in this tab.

Enter the following information about this translation job:

| Field | Description |
|----------|---|
| Job Name | Your name for this translation job. The Lionbridge App sends this information to your translation provider. |

| Field | Description |
|---------------------------------|---|
| Job Description | Your description of this translation job, including any special instructions or requests. The Lionbridge App sends this information to your translation provider. |
| PO Reference | The purchase order reference number. |
| Quote Only – Only for Quotation | Select this check box to inform the translation provider that you want to receive a quote before the translation process starts. |
| LocalTM – Use LocalTM | Select this check box to check whether content was already translated before sending it out for translation. The Lionbridge App sends out only changed content for translation. If content was previously translated and it has not changed, then the Lionbridge App does not send it for translation again: Instead, it uses the stored translation. This feature reduces the quantity of content that the Lionbridge App sends to translation providers, which reduces your cost. However, it increases the processing time before sending out the content for translation. |
| Due Date | The requested translation deadline. This is the date when you expect the translated content to return. By default, it is two weeks from the current date. To select a different date, either type the delivery date in the field in MM/DD/YYYY format, or click in the field and select a different date in the calendar that opens. This information is sent to the translation provider as metadata of the translation package. |
| Team | If you are a member of multiple teams, select your team to use for this job. Note: Your team determines which source and target languages are available for selection in the Languages tab, described in the previous step, and the available translation providers, described below. |
| Provider | Select the translation provider for this translation job. |
| Special Instruction | Any special instructions or requests. Displayed only when the selected translation provider is Lionbridge Freeway. |

7. Do one of the following:

- Click **Add to Queue** to add the selected assets to the **Translation Queue**.

You or another user on your team must send out these assets for translation from the Translation queue. For details, see ["Sending Assets for Translation from the Translation Queue"](#) on page 25.

- Click **Send for Translation** to immediately send out the translation job to the specified translation provider.

You can monitor the job's status on the **Translation Jobs** page. For details, see ["Monitoring Translation Jobs"](#) on page 32.

5.1 Sending Assets for Translation from the Translation Queue

The goal of the Translation Queue is to control translation costs and the translation process. You can send out one, multiple, or all assets from the Translation Queue at one time.

Submitting content to the Translation Queue before sending it out for translation has the following advantages:

- You may not want to send out each asset individually as soon as you finish reviewing it. The Translation Queue facilitates your management of reviewed assets, so that you do not forget about sending individual reviewed assets for translation.
- Your translation provider may prefer receiving fewer but larger batches of items to translate, rather than individual assets, as it facilitates project preparation, resource assignment, and file analysis.
- If you want to translate many assets into multiple languages, but you want to translate into only one target language at a time, this is a good way to manage that process.
- The Translation Queue manager may want to route jobs to certain translation providers.
- The Translation Queue manager may want to add job-specific metadata, such as a purchase order number.

If you or your colleagues have added items to the Translation Queue, you must access it and send out the items from there.

Note: If you do not send out items from the Translation Queue, the Lionbridge App does not send them out for translation.

To send out assets for translation from the Translation Queue:

1. Sign in to the Lionbridge App. For details, see ["Getting Started with the Lionbridge App for Marketo"](#) on page 11.
2. In the **Lionbridge App for Marketo** menu on the left, select **Translation Queue**.

| Item Name | Source Language | Target Language | Asset Type | Asset ID | Creation Date | Created By |
|--|-----------------|-----------------|------------|----------|------------------------|------------|
| /Marketing Activities/Default/Campaigns/Marketing Campaign/Test Email 2 Monika | en-US | ja-JP | Email | 1012 | 2016-08-08 04:35:45 PM | Tech.Docs |
| /Marketing Activities/Default/Campaigns/Marketing Campaign/Test Email 2 Monika | en-US | fr-FR | Email | 1012 | 2016-08-08 04:35:45 PM | Tech.Docs |
| /Marketing Activities/Default/Campaigns/Marketing Campaign/Test Email 2 Monika | en-US | it-IT | Email | 1012 | 2016-08-08 04:35:45 PM | Tech.Docs |
| /Marketing Activities/Default/Campaigns/Marketing Campaign/Test Email 2 Monika | en-US | zh-CN | Email | 1012 | 2016-08-08 04:35:45 PM | Tech.Docs |
| /Marketing Activities/Default/Campaigns/Marketing Campaign/Test email Monika | en-US | it-IT | Email | 1011 | 2016-08-08 04:35:45 PM | Tech.Docs |
| /Marketing Activities/Default/Campaigns/Marketing Campaign/Test email Monika | en-US | fr-FR | Email | 1011 | 2016-08-08 04:35:45 PM | Tech.Docs |
| /Marketing Activities/Default/Campaigns/Marketing Campaign/Test email Monika | en-US | zh-CN | Email | 1011 | 2016-08-08 04:35:45 PM | Tech.Docs |
| /Marketing Activities/Default/Campaigns/Marketing Campaign/Test email Monika | en-US | ja-JP | Email | 1011 | 2016-08-08 04:35:45 PM | Tech.Docs |

The queue displays all the assets that were collected and added to the Translation queue that have not yet been sent out for translation. The bottom-left corner below the list displays the number of items displayed on the current page and the total number of items in the queue.

By default, the items are sorted in reverse chronological order by the **Creation Date** column.

The following information is displayed about each asset in the queue:

| Column | Description |
|-----------------|---|
| Item Name | The Lionbridge App's name for the asset in Marketo. |
| Source Language | The source language of the asset. |

| Column | Description |
|-----------------|--|
| Target Language | The target language into which to translate the asset. This was specified when the asset was added to the queue. Note: If you specified translating an asset into multiple target languages, then each instance of a source language-target language pair is displayed in a separate row in the table, as a separate item. |
| Asset Type | The type of asset in Marketo. |
| Asset ID | Marketo's unique identifier for this asset, for example, the snippet ID or the email ID. |
| Creation Date | The date and time when this asset was added to the queue, in the following format: <code>YYYY-MM-DD hh:mm:ss AM/PM</code> . |
| Created By | The username of the user who added this asset to the queue. |

3. Optional. You can do one or more of the following to facilitate displaying the items you want to see in the queue:
- ▶ You can specify how many items to display in a page. Above the top-left corner of the list, select the number to display from the **Show X Entries** list.
 - ▶ You can use the **Search** box above the top-right corner of the list to search for a specific item in the list or to filter the list. As you type into the **Search** box, the Lionbridge App automatically searches for matches across all columns and displays only the matching columns. For example, you can type `de-DE` to display only assets where the source or target language is German. Alternatively, you can type `email` to display only Email assets.
Note: The search feature filters all items in the queue, not only those displayed on the current page.
 - ▶ If there are many items in the queue, it may have multiple pages. The navigation bar below the list helps you navigate through the pages and displays your position in the queue. Click **Previous Page**, **Next Page**, or a page number to navigate to the corresponding page.
 - ▶ To sort the items in the queue by a different column, click the corresponding column header.

► To reverse the sort order of a column, click the column header.

- Select the check boxes of the items that you want to send out for translation as a single translation job.

The assets you select should have the following in common:

- You want to send them to the same translation provider.
- You want to apply the same translation settings to them (described in step 5, below) and you want them to be part of the same translation job.

Note: You can select items with different source-target language pairs. For example, you can include items for translation from English to French along with items for translation from German to Japanese.

Note: The total number of selected items is displayed in the top-right corner of the page.

- Click **Send Out Selected Items**.

The **Send Out Queued Items** dialog box opens.

Enter the following information about this translation job:

| Field | Description |
|----------|---|
| Job Name | Your name for this translation job. The Lionbridge App sends this information to your translation provider. |

| Field | Description |
|---------------------------------|---|
| Job Description | Your description of this translation job, including any special instructions or requests. The Lionbridge App sends this information to your translation provider. |
| PO Reference | The purchase order reference number. |
| Quote Only – Only for Quotation | Select this check box to inform the translation provider that you want to receive a quote before the translation process starts. |
| LocalTM – Use LocalTM | Select this check box to check whether content was already translated before sending it out for translation. The Lionbridge App sends out only changed content for translation. If content was previously translated and it has not changed, then the Lionbridge App does not send it for translation again: Instead, it uses the stored translation. This feature reduces the quantity of content that the Lionbridge App sends to translation providers, which reduces your cost. However, it increases the processing time before sending out the content for translation. |
| Due Date | The requested translation deadline. This is the date when you expect the translated content to return. By default, it is two weeks from the current date. To select a different date, either type the delivery date in the field in MM/DD/YYYY format, or click in the field and select a different date in the calendar that opens. This information is sent to the translation provider as metadata of the translation package. |
| Team | If you are a member of multiple teams, select your team to use for this job. Note: Your team determines which source and target languages are available for selection in the Languages tab, described in the previous step, and the available translation providers, described below. |
| Provider | Select the translation provider for this translation job. |
| Special Instruction | Any special instructions or requests. Displayed only when the selected translation provider is Lionbridge Freeway. |

- Click **Send** to immediately send out the translation job to the specified translation provider.

You can monitor the job's status on the **Translation jobs** page. For details, see ["Monitoring Translation Status"](#) on page 31.

Note: You can delete items from the Translation queue. This is useful, for example, if you decide not to translate the item into the specified target language. To delete items from the queue, select the corresponding check boxes and click **Delete selected items**. A message box confirms that you want to delete the selected items from the Translation queue. Click **OK** to confirm.

6 Monitoring Translation Status

After you send out jobs for translation, you can monitor their status. The Lionbridge App updates the status at different milestones in the translation process.

- You can view the translation status of all translation jobs together, and archive or delete completed jobs, in the **Translation Jobs** tab, as described on "[Monitoring Translation Jobs](#)" on page 32.
- You can view the translation status of individual items within a translation job, and view source and translated assets, in the **Job Details** tab, as described on "[Monitoring Translation Job Details](#)" on page 36.

For a list and description of translation statuses, see page 31.




6.1 Translation Statuses

After you send out Marketo assets for translation, they are referred to as *items*.

An *item* is an asset that is being translated into a specific target language. For example, if you are translating 100 assets from one source language into three target languages, then there are 300 items.

The Lionbridge App sends out one or more items for translation as a single *translation job*. Items can have the following translation statuses:

| Status | Description |
|-------------------|--|
| Created | The Lionbridge App created the job for sending out the item to the translation provider. |
| Preparing | The Lionbridge App is preparing the item for translation. |
| Preparing (error) | An error occurred while the Lionbridge App prepared the item for translation. |
| Packing | The Lionbridge App is packaging this item for the job. |
| Packing (error) | An error occurred while the Lionbridge App packaged this item for translation. |
| Ready to Send | The item is ready to send out to the Clay Tablet Platform for delivery to the translation provider. |
| Sending | The Lionbridge App is sending out the item to the Clay Tablet Platform for delivery to the translation provider. |

| Status | Description |
|---|---|
| Sending failed | The Lionbridge App failed while trying to send out the item to the Clay Tablet Platform for delivery to the translation provider. |
| Sent to CT Platform | The Lionbridge App sent the item to the Clay Tablet Platform for delivery to the translation provider. |
| Sent to translation provider | The Clay Tablet Platform sent the item to the translation provider. |
| In translation | The translation provider has received the item for translation and has not yet returned the translated item. |
| Completed (translation received) | The Lionbridge App has received the translated item back from the translation provider and imported it into Oracle ResponsysMarketo. It is ready for review. Tip: Click the green checkmark icon  to accept the translation, or click the red X icon  to reject it. |
| Completed (nothing to translate) | There is no translatable content in this item. |
| Completed (with LocalTM) | The Lionbridge App translated this content item using information in the local translation memory and imported it into Oracle ResponsysMarketo. |
| Completing with error (will try more times) | The Lionbridge App has received the translated item back from the translation provider. However, errors occurred while importing it into Oracle ResponsysMarketo. Lionbridge App will retry importing the translated item into Oracle ResponsysMarketo. |
| Failed | The Lionbridge App failed to manage the translation of this item. Tip: In the Job details tab, you can mouseover the Error icon  to view information about the type of error. |

6.2 Monitoring Translation Jobs

You monitor translation jobs in the **Translation Jobs** tab.

To monitor translation status:

1. Sign in to the Lionbridge App. For details, see ["Getting Started with the Lionbridge App for Marketo"](#) on page 11.
2. In the Lionbridge App for Marketo menu on the left, click **Translation Jobs**.


The **Translation Jobs** tab opens.

| Job Name | Creation Date | Created By | Team | Provider | Total | Sent Out | Received | Completed |
|--------------------------------|------------------------|-------------------|-----------|-----------------------------|-------|----------|----------|------------------------------------|
| My translation job | 2016-08-08 05:05:33 PM | Tech.Docs | APAC Team | Development Pseudo Provider | 8 | 0 | 0 | 4 |
| Spring Campaign # 3 | 2016-02-25 02:11:39 PM | Monika.Pietraszek | EU Team | Development Pseudo Provider | 2 | 2 | 2 | 2 |
| Sample Email Spring Campaign | 2016-02-25 12:02:04 PM | Monika.Pietraszek | EU Team | Development Pseudo Provider | 2 | 2 | 2 | 2 |
| Test 4 | 2016-02-25 11:55:10 AM | Monika.Pietraszek | EU Team | Development Pseudo Provider | 1 | 0 | 0 | 1 |
| Sample 3 | 2016-02-25 11:45:45 AM | Monika.Pietraszek | EU Team | LIOX Freeway | 2 | 0 | 0 | 2 |
| Email Test to pseudo translate | 2016-02-24 04:43:38 PM | Monika.Pietraszek | EU Team | Development Pseudo Provider | 2 | 2 | 2 | 2 |
| Sample German | 2016-02-24 04:40:12 PM | Monika.Pietraszek | EU Team | LIOX MT Service | 2 | 2 | 2 | 2 |
| Test Translation | 2016-02-24 04:30:17 PM | Monika.Pietraszek | EU Team | LIOX Freeway | 4 | 2 | 2 | 2 1 |
| Test email | 2016-02-24 04:15:43 PM | Monika.Pietraszek | EU Team | LIOX Freeway | 2 | 0 | 0 | 2 |
| Test Email Monika | 2016-02-24 12:07:38 PM | Monika.Pietraszek | EU Team | LIOX Freeway | 2 | 0 | 0 | 2 |

The bottom-left corner below the list displays the number of items displayed in the current tab and the total number of jobs in this tab.

By default, the jobs are sorted in reverse chronological order by the **Creation Date** column.

The tab displays the following information about all the jobs you and other team members sent for translation that have not been archived or deleted:

| Column | Description |
|---------------|--|
| Job Name | The job name, created when you or another team member sent out the job for translation. |
| Creation Date | The date and time when you or another team member sent out the job for translation, in the following format: YYYY-MM-DD hh:mm:ss AM/PM. |
| Created By | The username of the user who sent out the job for translation. |
| Team | The team for this translation job, specified when you or another team member sent out the job for translation. |
| Provider | The translation provider to which the Lionbridge App sends this translation job. |
| Total | The total number of assets in this translation job. |
| Sent Out | The number of items in this translation job that the Lionbridge App sent out for translation. Note: There is a separate item for each source and target language pair. For example, if you created a job that sends out a single asset for translation from English to both French and German, then these are two separate items in this tab: English to French, and English to German. |
| Received | The number of items in this translation job that the Lionbridge App received back from translation. |
| Completed | The number of items in this translation job for which the translation is complete. Note: If there are items in the job with errors, including Failed status, you can hover over the Error icon  to view information about the number of items with errors, and the type of errors. If the error is resolved and the item is processed normally, the error is no longer included in the status. |

3. Optional. You can do one or more of the following to facilitate displaying the items you want to see in this tab:

- ▶ You can specify how many items to display in a page. Above the top-left corner of the list, select the number to display from the **Show X Entries** list.
- ▶ You can specify which type of jobs to view in the **Job Type** dropdown list:
 - ⋮ Select **Live** to view all jobs that have not been archived. This is the default view.
 - ⋮ Select **Archived** to view all archived jobs.

Then click **Refresh**.

- ▶ You can use the **Search** box above the top-right corner of the list to search for a specific item in the list or to filter the list. As you type into the **Search** box, the Lionbridge App automatically searches for matches across all columns and displays only the matching items.

Note: The search feature filters all items in the tab, not only those displayed on the current page.

- ▶ If there are many items in this tab, it may have multiple pages. The navigation bar below the list helps you navigate through the pages and displays your position in the tab. Click **Previous Page**, **Next Page**, or a page number to navigate to the corresponding page.
- ▶ To sort the items in the tab by a different column, click the corresponding column header.
- ▶ To reverse the sort order of a column, click the column header.
- ▶ To update the list of displayed jobs, click **Refresh**.

4. Optional. You can perform the following actions on jobs:

- ▶ You can view additional information about the job, including asset information, source and target languages, and links to the source and target versions. To view job details, click the link in the **Job Name** column. The **Job Details** tab opens for this job. For details, see "[Monitoring Translation Job Details](#)" on page 36.
- ▶ You can archive jobs so that they will no longer be displayed by default in this tab. Select the check boxes for the jobs to archive, and click **Archive Selected Jobs**.

Note: You cannot archive a job if it has incomplete items. This means that if a job has items that the Lionbridge App sent out for translation and that did not yet return from translation, you cannot archive the job.

Tip: To view jobs after archiving them, in the **Job Type** list, select **Archived**, and then click **Refresh**.

- ▶ You can delete jobs, so that you can no longer view information about them anywhere. Select the check boxes for the jobs to delete, and click **Delete Selected Jobs**.

6.3 Monitoring Translation Job Details

You monitor the status of individual items within a translation job in the **Translation Jobs** tab.

To monitor translation status:

1. Sign in to the Lionbridge App. For details, see ["Getting Started with the Lionbridge App for Marketo"](#) on page 11.
2. In the **Lionbridge App for Marketo** menu on the left, click **Translation Jobs**. The **Translation Jobs** tab opens. For detailed information about this tab, see ["Monitoring Translation Jobs"](#) on page 32.
3. In the **Job Name** column, click the name link for the job whose details you want to view.

The **Job Details** tab opens.

| Item Name | Source Language | Target Language | Status | Words | Last Updated | Asset Type | Asset ID |
|---|-----------------|-----------------|----------------------------------|-------|------------------------|--------------|----------|
| /Design Studio/01 - North America/Forms/testing one | en-US | it-IT | Completed (translation received) | 25 | 2017-01-18 01:50:11 PM | Form | 843 |
| /Design Studio/01 - North America/Forms/testing one | en-US | nl-NL | Completed (translation received) | 25 | 2017-01-18 01:50:14 PM | Form | 843 |
| /Design Studio/01 - North America/Landing Pages/Sample Landing Page | en-US | it-IT | Completed (nothing to translate) | 0 | 2017-01-18 01:48:50 PM | Landing Page | 8027 |
| /Design Studio/01 - North America/Landing Pages/Sample Landing Page | en-US | nl-NL | Completed (nothing to translate) | 0 | 2017-01-18 01:48:50 PM | Landing Page | 8027 |

Showing 1 to 4 of 4 Entries

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You use this tab to view detailed information about the assets in a translation job.

The bottom-left corner below the list displays the number of items displayed on the current page and the total number of items in the job.


Note: There is a separate item for each source and target language pair. For example, if you created a job that sends out a single asset for translation from English to both French and German, then these are two separate items in this tab: English to French, and English to German.

By default, the items are sorted in alphabetical order by the **Item Name** column.

The tab displays the following information about all the assets in this job:

| Column | Description |
|-----------------|--|
| Item Name | The Lionbridge App's name for the asset in Marketo. |
| Source Language | The language code of the source language of the asset sent for translation. Tip: To view the source asset in Marketo, click the link. |
| Target Language | The language code of the target language into which to translate the asset. Tip: To view the translated asset in Marketo, click the link. This link is available only if the asset was translated. |
| Status | The translation status of the item. For a list and description of translation statuses, see " Translation Statuses " on page 31. Notes: If the status is <code>Failed</code> , you can click the Reload icon  to retry the step where the Lionbridge App failed. If the item has an error, including <code>Failed</code> status, you can hover over the Error icon  to view information about the type of error. If the error is resolved and the item is processed normally, the error icon is no longer displayed. |
| Words | The number of words in the asset. |
| Last Updated | The date and time when this job was last updated, in the following format: <code>YYYY-MM-DD hh:mm:ss AM/PM</code> . Updates include activities such as preparing to send out the job for translation and status changes. |
| Asset Type | The type of asset in Marketo. |
| Asset ID | Marketo's unique identifier for this asset, for example, the snippet ID or the email ID. |

4. Optional. You can do one or more of the following to facilitate displaying the items you want to see in this tab:

- ▶ You can specify how many items to display in a page. Above the top-left corner of the list, select the number to display from the **Show X Entries** list.
- ▶ In the **Display** dropdown list, you can specify which type of items to view:
 - ⋮ Select **Failed** items to view only assets for which the Lionbridge App failed to complete a step after 10 attempts. The Lionbridge App does not retry the failed step unless you click the **Reload** icon  in the **Status** column, described above.
 - ⋮ Select **Completed** items to view all translated items that the Lionbridge App has re-imported into Marketo.
 - ⋮ Select **Incomplete** items to view only assets that the Lionbridge App has not yet re-imported into Marketo. Usually these are assets that are currently in translation, or that were just recently received back from translation and that the Lionbridge App is trying to re-import into Marketo.

Then click **Refresh**. (By default, all types of items are displayed.)

- ▶ To update the displayed jobs, click **Refresh**.
- ▶ You can use the **Search** box above the top-right corner of the list to search for a specific item in the list or to filter the list. As you type into the **Search** box, the Lionbridge App automatically searches for matches across all columns and displays only the matching columns.

Note: The search feature filters all items in the tab, not only those displayed on the current page.

- ▶ If there are many items in this tab, it may have multiple pages. The navigation bar below the list helps you navigate through the pages and displays your position in the tab. Click **Previous Page**, **Next Page**, or a page number to navigate to the corresponding page.
- ▶ To sort the items in the tab by a different column, click the corresponding column header.
- ▶ To reverse the sort order of a column, click the column header.

5. Optional. You can perform the following actions on items in a job:

- ▶ To view the source version of the asset in Marketo, click the link for an asset in the **Source Language** column.

Marketo opens in a new browser tab, displaying the asset in its source language.

- ▶ If the asset has **Completed** status, you can view the target (translated) version in Marketo. Click the link for an asset in the **Target Language** column.

Marketo opens in a new browser tab, displaying the translated asset.

6. To close the **Job Details** tab and return to the **Translation Jobs** tab, click **Close**.

7 Reviewing Translated Content

You view translated content in Marketo. You can access this content either from the Lionbridge App or directly from Marketo.

To review translated content from the Lionbridge App:

1. Sign in to the Lionbridge App. For details, see ["Getting Started with the Lionbridge App for Marketo"](#) on page 11.
2. In the **Lionbridge App for Marketo** menu on the left, click **Translation Jobs**.
The **Translation Jobs** tab opens. For detailed information about this tab, see ["Monitoring Translation Jobs"](#) on page 32.
3. In the **Job Name** column, click the name link for the job whose details you want to view.
The **Job Details** tab opens.
4. In the **Target Language** column, click the link for an asset.
Marketo opens in a new browser tab, displaying the translated asset. For details, see ["Monitoring Translation Job Details"](#) on page 36.

For instructions on viewing translated content directly from Marketo, see:

- ["Reviewing Translated Emails"](#) on page 40
- ["Reviewing Translated Snippets, Landing Pages, Forms, and Tokens"](#) on page 42

7.1 Reviewing Translated Emails

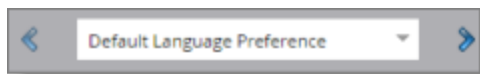
You view translated emails in Marketo.

To review a translated email:

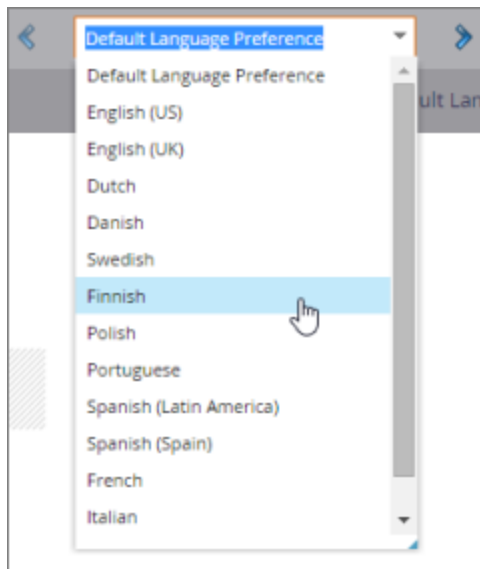
1. Log in to Marketo.
2. Navigate to the translated email.
3. Preview the email. For example, select the email and then right-click and select **Preview** from the context menu.
The preview opens in a new browser tab.



The segmentation is displayed in the top-right corner of the page. In this example, the segmentation is Language Preference.



4. Select the segment corresponding to the translation from the segmentation dropdown list.



The translated asset is displayed.



Note: The screen capture displays pseudo-translation instead of actual translated text.

7.2 Reviewing Translated Snippets, Landing Pages, Forms, and Tokens

You view translated snippets, landing pages, forms, and tokens in Marketo.

To review a translated snippet, landing page, form, or token:

1. Log in to Marketo.
2. Navigate to the translated snippet, landing page, form, or token.
3. Preview the snippet, landing page or form. For example, select the snippet and then right-click and select **Preview** from the context menu.

The preview opens in a new browser tab.

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