CONTENTFUL SOLUTIONS

Contentful + Smartling

The fastest way to deliver end-user experiences in any language

Finding an easy and scalable solution to enable translation and localization for everything you create becomes really important when optimizing your marketing and product content for users worldwide. Customers have become increasingly interested in a seamless way of translating both content and media asset types with excellence, and without significant developer overhead. Contentful with Smartling lets you create, manage, and publish translated content everywhere.

Instead of exporting content and managing translation via an email-based workflow, the Smartling and Contentful integration enables continuous localization. You will be able to easily request and manage translations within Smartling's dashboard, work with human translators, and have unparalleled visibility and control into the localization process. With built-in visual context, automated quality checks and other programmatic benefits, you can significantly reduce the time you spend managing translation.

VALUE

1. Enable agile localization and content management
2. Eliminate developer hours on copying and pasting content
3. Automate the entire translation workflow

"Contentful and Smartling made it possible for Lyft to deploy content across devices in any language for consumers and drivers alike."

— *Zak Haitkin, Program Manager of Localization at Lyft*
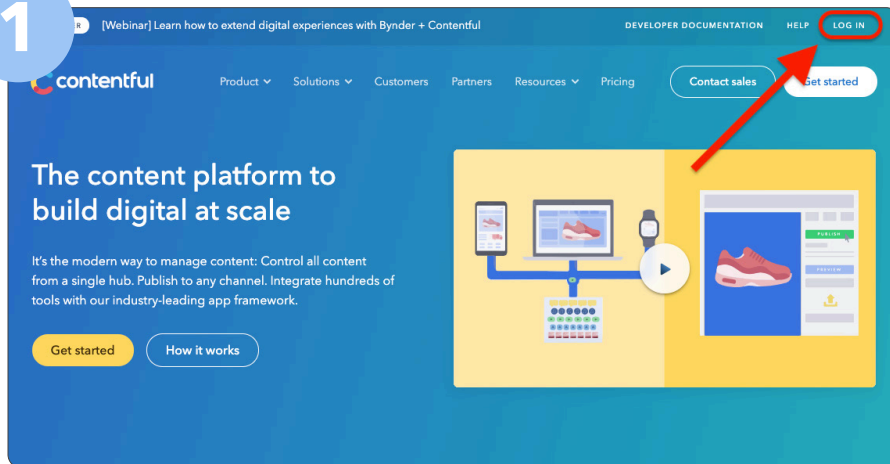
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Integration Steps

PREPARE TODAY TO BE READY FOR TOMORROW:

Minor configuration updates in Contentful today can increase the velocity of your onboarding process. It starts with enabling languages for translation and flagging content that will be sent to Smartling for translation. Contentful content that is translated in Smartling is automatically sent back to Contentful. You will never have to push or pull content manually again!
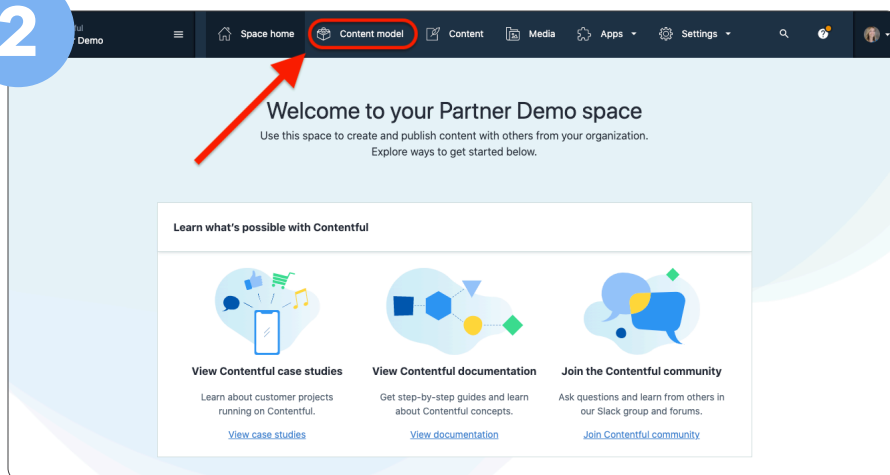
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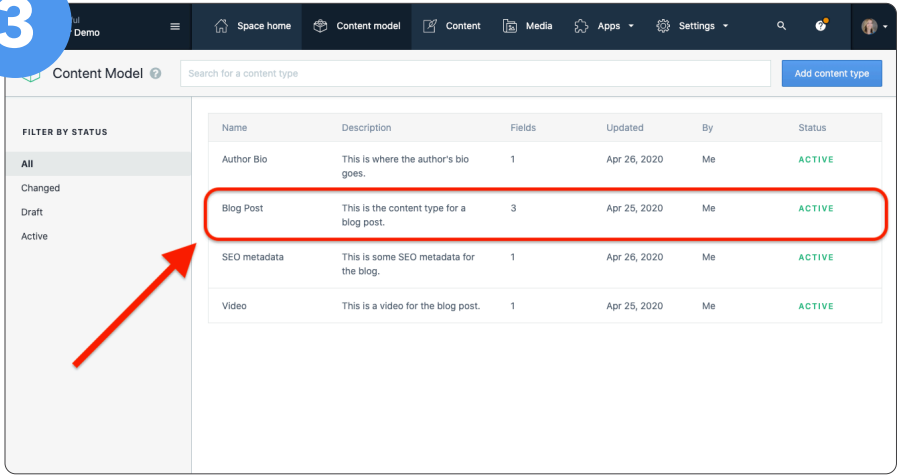## TO ENABLE/ FLAG LOCALIZATION FIELDS IN CONTENTFUL:

1

Log in to your Contentful account

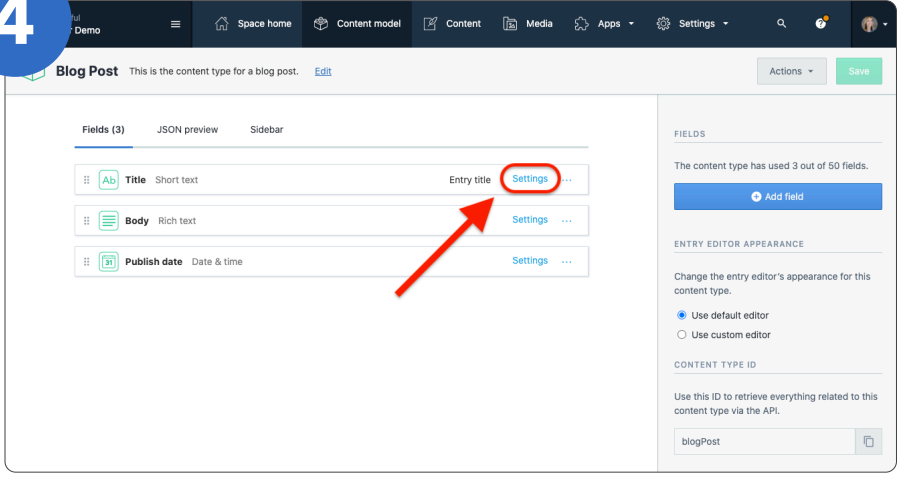**2**
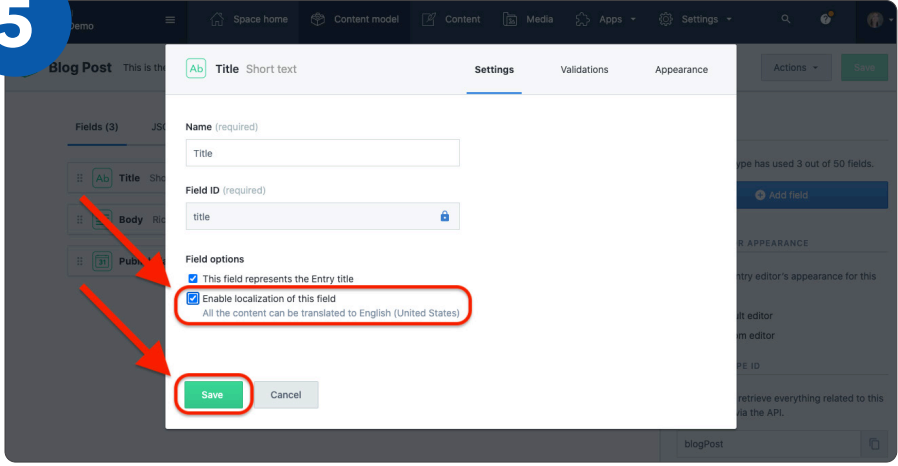
Select the Content Model menu

3

Click the content type

4

Click the Settings link for each content field you wish to enable

5

Click Enable localization of this field then click Save

SMARTLING

Smartling is a language translation technology and services provider that enables companies to localize content across devices and platforms. The company is recognized by CSA Research as the #1 Leader of the 2019 MarketFlex for Language-Oriented TMS, and by G2 as the Leader of the 2019 G2 Grid for Translation Management. Smartling established Enterprise Translation Cloud, a data-driven approach to localization, which enables its customers to achieve higher quality translation at a lower total cost. Smartling is the platform of choice for hundreds of B2B and B2C brands, including InterContinental Hotels Group, GoPro, Shopify, Slack, and SurveyMonkey. Smartling is headquartered in New York, with offices in Dublin and London. For more information, please visit smartling.com.

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Contentful is the new standard for enterprise content management, offering a content layer to accelerate building digital experiences at scale. We do this by unifying content in a single hub and structuring content so it can be re-used across any digital channel, with an extensible platform to integrate with hundreds of tools. Contentful is the pioneer and market leader in headless CMS, helping the world's largest brands build exceptional digital experiences. For more information, please visit contentful.com.

Contentful
Content

Smartling for Contentful
Integration

Request
Translations

Translations
Completed

Export Translations
to Contentful