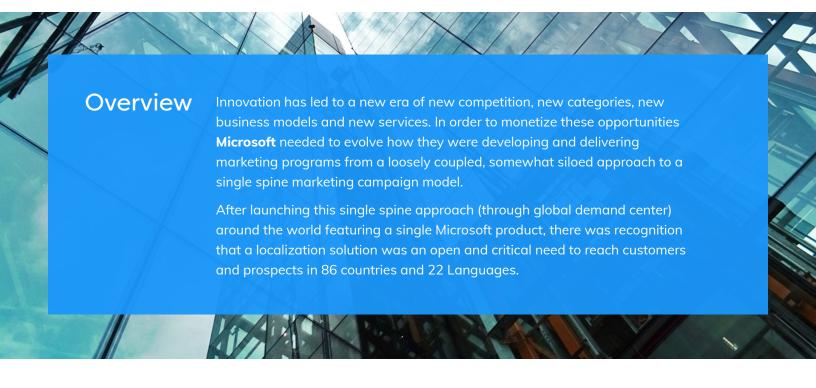


## **Microsoft**

## SEAMLESS INTEGRATION WITH MARKETO



## **Business Challenge**

Microsoft's approach to localization presented several challenges:

- Inability to scale across +200 reviewers, double digit number of authors and track and monitor projects consistently
- Manual cutting and pasting of content from Excel to localize from English to local language, then back to Marketo and into selected templates – post translation
- Version control was a major problem
- Entire process was slow and expensive

## **Business Results**

- Alleviate need for cutting and pasting strings in and out of Marketo
- Support broader approach to marketing objectives and outcomes including:
- Provide more personalized, relevant content experiences, and offers at the right time to help customers be successful
- Deliver a better Microsoft Marketing and Sales experience
- Track the journey end to send to do more of what works
- Deliver fresh, localized assets programmatically to a global audience (66% are outside U.S.) every four weeks
- +433% increase in new leads, through to +42% in qualified pipeline
- Next up: leverage CW integration with InDesign,
   Photoshop, Exact Target, Site Core and Internal CMS





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