Mouser Electronics

Overview

Mouser Electronics is a worldwide leading authorized distributor of electronic components. Mouser has developed a number of in-house technologies. However, as part of a globalization initiative to explore solutions to more rapidly launch global campaigns in 19 languages, Mouser integrates marketing automation. Mouser needed to accelerate the localization process with a solution that had the flexibility to meet their unique business requirements while seamlessly integrating.
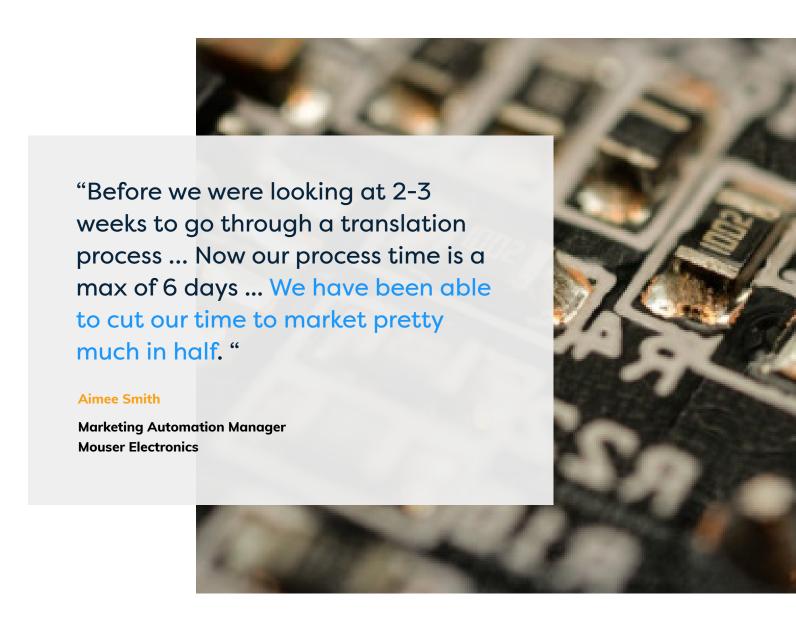
Business Challenge

Mouser's manual localization processes amplified the interdependencies of third-party translation service providers, in addition to central and regionally deployed marketing teams.

The nonautomated approach presented several challenges:

- Long production cycles and wait times for responses via email
- Inability to consistently monitor and track projects across regions
- Limited view of translation investment and spending
- Cutting and pasting in and out of the marketing automation system
- Design resources being commandeered to tend translation projects

Business Results

- Global transparency of localization projects
- Reduced reliance on Design team by 50% (given integration with marketing automation software and Cloudwords to repurpose English language assets)
- Gained insight into current translation spending and improved ability to anticipate incoming fiscal year spending through Cloudwords analytics
- Realized cost savings through translation memory
- Improved campaign quality through in-context review
- Reduced end to end translation-design-approval cycle time by 20%

"Before we were looking at 2-3 weeks to go through a translation process ... Now our process time is a max of 6 days ... We have been able to cut our time to market pretty much in half. "

Aimee Smith

Marketing Automation Manager
Mouser Electronics

cloudwords