LIONBRIDGE FOR ORACLE RESPONSYS

Resonate at Every Touchpoint With In-App Localization

Creating, publishing, and maintaining cross-channel multilingual marketing content doesn't have to be a burden. Maintain your brand identity and deliver targeted brand experiences that resonate with your global audiences with the Lionbridge Connector for Oracle Responsys.

LIONBRIDGE

Responsys Goes Global With Lionbridge

Lionbridge is the first provider to fully automate multilingual processes for Responsys with a user-friendly platform that facilitates selection, sending, and retrieval of campaign assets for translation. The Lionbridge integrated connector creates a direct interface to the Oracle Responsys folders and content library, eliminating error-prone manual processes and expediting the translation process.

This seamless integration gives users across business units the ability to:

Select	Send	Monitor	Review	Maintain
Single or multiple assets for translation into any Responsys-supported language	Jobs for translation with no manual copying or pasting	Job priorities, deadlines, and status updates via a central dashboard	Approve localized content before publishing	Organize and manage original and localized assets

Get More With Translation Integration

Lionbridge for Responsys provides a range of interface enhancements that enable users to successfully manage marketing localization from within the platform, including integrated controls, optimized workflows, and dashboard management at every step.

Choose the Lionbridge Connector for Oracle Responsys to:

- Improve translation and localization scale, speed, and quality
- Manage the complete translation lifecycle from within the Responsys platform
- Adapt and share high-performing content with regional teams
- Increase customer engagement, campaign effectiveness, and conversion rates

Benefits

- Meet the demand for increased customer personalization
- Manage high volumes of multilingual content
- Localize complex multimedia and interactive content
- Deliver global brand consistency and local relevance
- Improve translation oversight and ROI

Solution Highlights

- Reduce content localization time and effort with the first automated multilingual process for Responsys
- Apply personalization at scale with full support of all Responsys-enabled languages
- Limit the need for IT support—move from configuration to production in less than a day
- Achieve up to 60% reduction in localization turnaround times
- Track project progress, forecast future needs, and receive custom reporting with our dashboard management tools

One Connector, Endless Connections

Our automated connectors pair with your technology stack and support the full range of Lionbridge Global Digital Marketing Services:

- Multilingual Website Optimization
- Multilingual Digital Campaigns
- Visual Adaptation

Get Started

Contact us today to talk with an expert and learn how Lionbridge can improve the adoption, usability, and success of your global products and services.

LIONBRIDGE.COM

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ORACLE®
Gold Partner

Lionbridge is proud to be an Oracle Gold Partner and an Oracle Marketing AppCloud Partner, reflecting our in-depth product knowledge, technical experience, and global customer commitment.