



“With Smartling, our developers don’t need to worry about building new websites to host the translations. Smartling’s platform handles content extraction and global delivery, so our developers can focus on developing MeetMe’s core offerings.”

GAVIN ROY, CTO

The MeetMe Story

MeetMe, a leading social network, has millions of users across the Americas who rely on the network to find new friends through their social games and apps. The MeetMe website and suite of mobile applications attract 2.8 billion pageviews per month, and the number keeps growing.

In the U.S., MeetMe is the leader in the “meet new people” category, but the company knew that expanding their reach to audiences outside the U.S. was key to long-term success. Expanding globally meant translating the website and mobile apps into multiple languages. But how does a dynamic social network, built on a large and complex infrastructure, localize the user experience to attract a global audience?

MeetMe in Spanish and Portuguese

The first goal was to decide how MeetMe would internationalize its website. This represented a technical challenge because MeetMe’s website infrastructure was built over many years with a range of technologies. To begin the translation process MeetMe would have to extract all content from these web files and provide them to an agency for translation into multiple languages. The translated content would then need to be accurately imported back into the source code for testing and deployment across MeetMe’s web properties and applications.

Gavin Roy, MeetMe’s CTO, knew he needed a solution that supported their file types and infrastructure: AJAX calls, JSON, JavaScript, secure HTTP headers, Content Delivery Networks, IP address white/black lists, and multiple development environments. The process of solving the extraction and deployment challenge led MeetMe to evaluate and ultimately select Smartling.

Localization Made Agile with Smartling™ Technology

Smartling’s comprehensive solution automatically captures content from the web application and then extracts it into the Smartling Translation Management System (TMS) for professional or crowd-sourced translation. Smartling can also rapidly deliver the translated web pages via a secure and scalable cloud infrastructure that optimizes delivery of the translated content to users worldwide.

MeetMe collaborated with Smartling’s client services team to implement a localization process to fit MeetMe’s specific requirements. Smartling provided separate environments for testing, staging, and production to avoid interference during translation and QA. Today, Smartling also supports MeetMe’s development, testing, staging, and production environments for the MeetMe website and API.

In addition, the MeetMe engineering team has integrated their developer-specific localized sandboxes with the Smartling platform so developers can use real-time pseudo translations to detect potential translation or layout issues before new features are made available for translation.

Because MeetMe developers can implement code changes while translation is in progress, code freezes, version control issues and release delays have been eliminated.

Professional Translation Services with ENLASO®

The MeetMe localization team selected ENLASO Corporation and their team of professional translators to translate all content.

MeetMe originally considered hiring native speakers to perform the translations, but after evaluating the cost of hiring and supporting a new team, they opted to partner with ENLASO. Working within ENLASO’s team of professional translators, MeetMe has been able to meet aggressive deadlines while maintaining the required translation quality.

ENLASO has extensive experience translating global websites, and has found that the Smartling platform eliminates many of the inefficiencies of the traditional process. Using the Smartling platform ENLASO translators have access to a real-time staging environment where they can translate content in context. This minimizes contextual errors and improves the accuracy of the translations while ensuring the translated content fits within character length limitations found on most websites.

MeetMe: Thinking Local for a Global Presence

MeetMe instituted a company-wide policy to “think locally”. Marketing and developer teams alike consider localization at each phase of every project. Smartling helps MeetMe simplify their localization process by instantly swapping culturally relevant alternatives for images and videos along automatic conversions for local date and time formats. With Smartling, MeetMe is making their “think local” strategy a reality across all web properties and mobile applications.

smartling.com