



Amazon Ads

Email 1: (XXX words)

Subject #1: Are cultural problems in ads translations killing your impact? 🤔

Subject #2: Wondering how to fix those cultural translation issues in your MT content?

Hello _____,

We understand the pressure your team is under to make sure your translated ad content is culturally relevant so it connects with potential customers in a very personal way. Machine Translation (MT) doesn't always get this right; we know firsthand how poor translations can result in expensive fines and dismal user experience.

Yet, it takes time and budget to have a team of professional editors review the machine translated output to get the quality to the levels you need. (And we're guessing you don't have unlimited time and budget 🤔).

So, how do you spend less money on post-editing (PE) and get better content? You need improved PE processes that allow you to skip the well-translated content, automate some of the checks, and edit the rest quickly. **Quick, cost-effective, and giving you the quality you need.**

If your current program isn't getting you those results, here are a couple of things to think about:

1. Do your post-editors understand the types of cultural translation errors the AWS MT engine produces and know how to fix them? Have they been properly trained?
2. Are they able to assess what content is good and move on quickly?
3. Are they experts in the local culture, and do they have the experience to do this work quickly?
4. Are your TMs clean and of high quality?

These questions can help you identify the root of the problem, and from there, you can begin to take steps to fix them.

Food for thought! I'm available if you have any questions. Feel free to hit reply on this email or set up a time to chat via the below Calendly link.

Name

Calendly Link

Position

Email 2: (XXX words)

Subject #1: Let's improve your machine translation quality with smarter human processes 🙄

Subject #2: Struggling to fix MT translations that aren't culturally aligned?

Hi _____,

Creating accurate, high-quality marketing content for a global, diverse audience is no small feat. We understand that raw machine translation (MT) often falls short, lacking the cultural nuance and human touch needed to truly speak to your audience.

A strategic and repeatable MT quality assurance and post-editing process that incorporates transcreation will get you quality content that meets human needs. And if you're not getting that quality, then ineffective or incomplete post-editing processes may be the culprit here.

Now, imagine a world where your translated content is consistently clear and 100% accurate and users are getting the most out of your technical training content. Think of a world where your post-editing costs are controlled.

Here's how we'd suggest handling that:

- Translate your content with the AWS MT engine
- Automate cleanup of common MT errors
- Separate the content that MUST BE reviewed from the content that can pass through as is
- Send the remainder to highly trained post-editors to edit and refine to the quality level you need

(This approach of identifying and passing through content that is already ok can save you 50% in post-editing).

Does this intrigue you? You can read more about how we do this here [insert link].

We've got 10 years of experience building localization solutions for Amazon, and we genuinely think this approach will interest you.

Hit reply and let's discuss how we can help you maintain quality and consistency in your translations.

Cheers,

Name

Calendly Link

Position

Email 3: (XXX words)

Subject 1: High-quality, culturally relevant machine translations at a lower cost? Let's talk! 

Subject 2: Are culturally relevant machine translations even possible? (hint: YES!)

Subject 3: Is it time to shift your post-editing process to get higher-quality translations?

Hi _____,

We understand that balancing quality, speed, and cultural relevancy in your ads translation program is extremely difficult. But, with the sheer volume of content to translate, using machine translations (MT) is a must. However – because it's marketing content – you've got to post-edit it, which drives up costs and takes time (and may not catch all the errors anyway). At Jonckers, we know how to meet these challenges with a blend of our Machine Translation Validation service, automatic quality checks, and expert post-editors who understand cultural nuance and transcreation.

It's an approach that could cut your post-editing costs by up to 50% while getting you the quality you need!

Our proprietary [*Machine Translation Validation service*] improves speed, relevancy, and quality by finding and flagging the good content versus the content that needs to be reviewed.

Only the problematic output goes to the pros, who make sure the end translations are of the quality you need. Also, our post-editors already know your content – they're the ones we've been using on Amazon work for the past 10 years!

Imagine a world where your global marketing content is always accurate and culturally relevant for your target market.

If you're ready to hear more, hit reply or click below on my Calendly link to set up a time for a quick 15-minute chat.

Cheers to better quality and lower costs!

Name

Calendly Link

Position