"With MeetMe, we intend to realize our vision of a global brand for meeting new people. Over the course of time, we expect our usage pattern will be predominantly international, like other leading social services, as we work to internationalize the platform into half a dozen languages by the end of the year."
– Geoff Cook, COO of Quepasa Corporation

The meet me :) Story

MeetMe is a leading social network for meeting new people. Millions of users across the Americas log on each day to meet new friends through MeetMe's social games and apps. The social network's website and suite of mobile applications handle 2.8 billion pageviews per month, and the number keeps growing.

IN THE U.S., MeetMe is the leading social network in the "meet new people" space. Like other leading social networks, MeetMe recognized the tremendous opportunity to reach users outside the U.S. and position the network as a global platform synonymous with meeting new people throughout the world. Expanding globally meant localizing the network to reach new languages and new users. But how does a dynamic social network, built on a large and complex technical infrastructure, localize for new markets?

MEETME IN SPANISH AND PORTUGUESE

The first goal was to decide how MeetMe would internationalize its website. This was challenging from a technical perspective because MeetMe's website is a complex infrastructure built over many years with many different technologies. Localization would require extracting all content from each of these technologies into files to be sent to a translation agency. The translated content would then need to be placed back into the source code, across the multiple technologies, and tested on MeetMe's infrastructure.

Gavin Roy, MeetMe's CTO, knew he needed localization software that supported the same technologies MeetMe uses: AJAX calls, JSON, JavaScript, secure HTTP headers, Content Delivery Networks, IP address white/black lists, and multiple development environments. While solving the extraction and delivery issue his team began exploring options for localizing MeetMe. After a rigorous evaluation, MeetMe chose Smartling.

WHY SMARTLING

Smartling is a localization solution powered by technology. It is simple to integrate and does not require MeetMe to extract text from its web application. Smartling offers a comprehensive technical solution, the Global Delivery Network (GDN), that automatically captures content from the web application, extracting it into the Smartling Translation Management System (TMS) for professional or crowdsourced translation. The GDN also delivers the translated text via a secure, scalable, high-availability network infrastructure that optimizes delivery of the translated content to users worldwide.

"With Smartling, our developers don't need to worry about building new websites to host the translations. Smartling's Global Delivery Network handles content extraction and global delivery, so our developers can focus on developing MeetMe's web and mobile applications."
– Gavin Roy, CTO

LOCALIZING MEETME WITH SMARTLING

MeetMe collaborated with Smartling's Client Services team to set up the ideal localization process for the company. Smartling provides separate environments for testing, staging, and production to avoid interference during translation and QA. Smartling also supports MeetMe's development, test, staging, and production environments for the MeetMe website and APIS.

Each MeetMe engineer has access to a Smartling-powered localized sandbox, and developers can use real-time pseudo translations to detect where translation or layout issues might occur before new features are made available for translation.

PROFESSIONAL TRANSLATION SERVICES WITH ENLASO®

To translate the content, MeetMe's localization team chose ENLASO Corporation and their team of translators as their preferred language service provider.

The Smartling platform is designed to enable both professional translation and crowdsourcing translation. MeetMe originally considered hiring native speakers to perform the translations, but after considering the time and cost of hiring and supporting a new group of people, they chose ENLASO for all their translation needs. Using ENLASO's team of professional translators, MeetMe has been able to achieve aggressive deadlines while maintaining the required translation quality.

ENLASO has extensive experience translating websites for different markets. Many of the challenges of localizing websites using traditional processes are eliminated by using the Smartling platform. ENLASO's translators localize MeetMe's website within the Smartling Translator Interface, which allows them to translate content in a real time staging environment. This minimizes contextual errors by allowing the linguists to actually see the content in its final format. Additionally, the tool lets the ENLASO team edit translations to fit within the character length limitations of MeetMe's design. MeetMe developers can also quickly implement code changes while translation is in progress, eliminating the need for a code-freeze while translation is in process, and avoiding version control issues and release delays.

MEETME'S MANTRA: THINK LOCALLY

MeetMe instituted a company-wide policy to think locally. Marketing and developer teams alike consider localization with every step of every project. Smartling helps MeetMe truly localize through automatic conversions to localized dates, times, etc. But Smartling also lets MeetMe swap in custom, local-oriented source content, such as images and video, using a simple HTML tag. With Smartling, MeetMe can think locally for every part of its website, whether it's translating text or localizing an image.

LAUNCH & RESULTS

MeetMe plans to reach out to global audiences by localizing its website and mobile applications into multiple languages over the next year by integrating Smartling's suite of tools, and with ENLASO's professional linguists delivering a robust localization strategy and final product. ☺