



Case Study:

Globalizing Rapidly

"Congrats to MyGengo! The pureprofile delivery team has enjoyed using MyGengo Business Translation. Fantastic model and the user-side is impressive. I'm looking forward to expanding pureprofile globally with your help and with higher-levels of integration over time."

-David C Brudenell
Commercial Director, pureprofile.com, Inc.

The Challenge

Every day the world's most respected brands, market researchers, small businesses and universities depend on pureprofile to connect them to interested consumers. Having recently expanded into 40 countries virtually overnight, pureprofile needed a convenient, affordable and scalable means for language translation of its panel and consumer offerings.

The Solution

pureprofile found myGengo and began using its Translate.Express service. They determined that the translation was high quality and met the translation requirements for its panel supplier and consumer practices. Company management also appreciated myGengo's crowd-sourced network of tested translators which parallels their own business model.

As pureprofile rapidly expanded into 40 countries, they engaged myGengo's account management team to translate six market research projects into seven languages with an emphasis on fast turnaround times as well as solid quality.

The company is also looking forward to integrating with myGengo's advanced interface solutions including String and the myGengo Translate API over time. These technological solutions in conjunction with myGengo's tiered language translation offerings will allow pureprofile to take advantage of myGengo's' easy-to-use services and remain focused on its core business while meeting the needs of its international Account Holder's.

Case

pureprofile, a software as a Service (SaaS) company serving enterprise accounts that require applications in multiple languages.

myGengo Product

Translate.Express and String

Languages

of Languages: 7
English, Indonesian, Korean, Taiwanese, Chinese, Thai, Malay.

Client

Location: Sydney, Australia

pureprofile is an online marketing and market research platform that recently expanded into 40 countries, with over 550,000 account holders including over 320,000 Australian citizens. pureprofile delivers online marketing and market research projects for enterprise clients such as Ipsos, Hill & Knowlton, Mediacom, Universal McCann, and many more.

<http://www.pureprofile.com>



<http://mygengo.com> | sales@mygengo.com

myGengo, Inc. 444 Castro St #1200,
Mountain View, CA 94041, USA