

Applause empowers companies to deliver great digital experiences – from web and mobile to wearables, IoT and beyond.

By combining in-the-wild testing services, test automation and quality tools, Applause helps the world's most recognized brands achieve the digital quality they need across every device, operating system, carrier, location and other criteria that their customers value. Thousands of companies – including Google, Fox, Amazon, Concur and Runkeeper – rely on Applause to ensure great digital experiences for their users.

Testers
in over 200 countries
and territories



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Localization Validation

When you're looking to release or update a mobile app, website, or connected device in a different region or foreign country it's important to understand the differences and nuances of another market. Language, culture, currency, taxes and standards are different and it's imperative for companies to test how well their apps fit within each market.

Applause provides you with native in-market speakers who will ensure your users' digital experience is the same everywhere. Whether you've partnered with an outside firm for localization, built an in-house team of linguists or used machine translation, Applause is here to help you test the work, giving you the confidence you need to enter and be competitive in different markets.

- **Localization Process:** Applause will assemble a team of native testers on location and immersed in the culture for the most realistic testing. When using your apps, they will report bugs or unforeseen cultural issues such as a poor translations, missing translations or truncations, and improper use of colloquialisms.
- **Translation Testing:** All it takes is one small mistranslation and you can accidentally offend your entire target audience. Avoid this issue by partnering with an Applause localization expert for each language or market you're entering. A team of in-market testers will make sure cultural and local meanings aren't lost in translation.
- **Localization Validation:** Different regions can often be as diverse as different countries. That's why it's important to verify that the digital experience your users are receiving is catered to them. Make sure your app is easily understandable by your target market and increase your effectiveness when reaching these markets.

"Localization is a very complex task. There's a lot of room for error. You have to make sure the translations are accurate and contextual. Since none of our stuff was located in Germany, France, and many other countries where we were offering our products at the time, Applause was an ideal solution."

MARK BEARE
Founding Partner of ReviverSoft

CUSTOMERS THAT RELY ON APPLAUSE FOR LOCALIZATION VALIDATION

