



Clay Tablet Application for Marketo

User Guide

Version 1.0

July 21, 2016

Copyright

Copyright © 2005-2016 Clay Tablet Technologies Inc. All rights reserved.

All rights reserved. This document and its content are protected by Canadian copyright and intellectual property law, and are the exclusive property of Clay Tablet Technologies Inc. ("Clay Tablet").

This document and its content may not be copied, published, distributed, downloaded or otherwise stored in a retrieval system, transmitted or converted, in any form or by any means, electronic or otherwise, without the prior written permission of Clay Tablet. Information in this document is subject to change without notice and does not represent a commitment on the part of Clay Tablet.

Although the information in this document has been carefully reviewed, Clay Tablet does not warrant it to be free of errors or omissions. Clay Tablet reserves the right to make corrections, updates, revisions, or changes to the information in this document.

Clay Tablet Technologies is a registered trademark. All other brand and product names used in this document are the property of their respective owners. Clay Tablet disclaims any responsibility for specifying which marks are owned by which companies or organizations.

The contents of this document are the property of Clay Tablet Technologies.

Contents

1 Welcome to the Clay Tablet Application for Marketo	4
1.1 The Translation Lifecycle	4
1.2 How the Clay Tablet App Helps You Manage Your Translation Lifecycle	4
1.3 Using this Guide	5
1.4 How to Contact Clay Tablet Support	7
2 Getting Started with the Clay Tablet App for Marketo	10
2.1 The Clay Tablet App at a Glance	12
3 Preparing Emails for Translation	13
4 Collecting Assets for Translation	15
4.1 Viewing Collected Assets	18
5 Sending Assets for Translation	20
5.1 Sending Assets for Translation from the Translation Queue	23
6 Monitoring Translation Status	28
6.1 Translation Statuses	28
6.2 Monitoring Translation Jobs	29
6.3 Monitoring Translation Job Details	32
7 Reviewing Translated Content	35

1 Welcome to the Clay Tablet Application for Marketo

Welcome to the Clay Tablet Application for Marketo (Clay Tablet App). The Clay Tablet App is a Marketo plug-in, and it runs as a Marketo LaunchPoint Service. It enables you to automate sending and retrieving assets from Marketo for translation, which dramatically reduces the effort required to create, maintain, and publish Web content in multiple languages.

1.1 The Translation Lifecycle

The *translation lifecycle* is the broad process of selecting content, sending it out for translation, and then receiving the translated content back from translation.

This set of steps usually fits inside a larger, more general process called the *content lifecycle*, which is the process of creating, reviewing, editing, approving, and publishing content.

When you consider the translation lifecycle and the content lifecycle together, you have the *global content value chain*, which is the strategy for managing multilingual content.

Remember that localizing content is a subset of steps in the broader content lifecycle. This will improve your focus on key localization considerations, improve processes, and keep all content stakeholders included. Together, this results in better content management.

1.2 How the Clay Tablet App Helps You Manage Your Translation Lifecycle

The Clay Tablet Application for Marketo (Clay Tablet App) is a plug-in module for Marketo. It provides a range of features and user interface enhancements that enable you to select, send, monitor, and retrieve content for translation into any language.

These features automate the process, which dramatically reduces the effort and time required to export and re-import content that needs to be localized. This is very helpful when translating large volumes of content or ensuring that translated content is quickly re-imported to meet deadlines.

You manage your translation lifecycle entirely from within the Clay Tablet Application:

1. The Clay Tablet Application exports your content from Marketo in XML format and delivers these content files to the central, hosted Clay Tablet Platform.
2. The Clay Tablet Platform delivers your content to your translation providers, based on routing rules that your company chooses and Clay Tablet Technologies implements.
3. When the translated content is ready, the Clay Tablet Platform retrieves it from your translators and delivers it to the Clay Tablet Application.
4. The Clay Tablet Application automatically re-imports the content into the correct location in Marketo.

You can then review, revise, reject, or publish the translated content as needed.

Note: Neither the Clay Tablet Application nor the Clay Tablet Platform performs any translation. Similarly, Clay Tablet Technologies does not provide any translation services. Your company chooses the translation provider that performs the translation.

1.3 Using this Guide

Purpose of this guide

This guide describes how to use the Clay Tablet Application for Marketo (Clay Tablet App) to manage your translation lifecycle. It describes how to send out assets for translation and receive them back from translation.

Who should use this guide

This guide is intended for content editors, project, marketing, localization or translation managers, or others who are responsible for creating, editing, or approving assets for translation that reside in Marketo. This guide is also useful for translation providers who receive content for translation from Marketo, because it describes your company's translation management process.

What your company setup should be

This document assumes that:

- Your company already is using Marketo.
- The Clay Tablet Application has been added, configured, and tested in your Marketo environment.
- Clay Tablet Technologies has set up the Clay Tablet CloudBroker for your company to use the Clay Tablet Application to send out content for translation from Marketo.
- Clay Tablet Technologies has set up the Clay Tablet Platform to send content to your translation providers.

What you should already know

This document assumes that:

- You are familiar with the Clay Tablet Application's configuration for Marketo, and the reasons for choosing certain configuration options. This is important because your company's configuration determines which features are available.
- You have a strong working knowledge of Marketo.
- You are familiar with your company's translation process and requirements.
- You have valid user credentials to log into Marketo.
- You have valid user credentials to access the Clay Tablet Application functionality described in this guide.

Note: Not all the features described in this guide may be available. Feature availability depends on both your company's Clay Tablet Application setup and the roles to which you are assigned. If you cannot access functionality that you need, contact your company's Marketo administrator.

How this guide is organized

This guide contains the following chapters:

Chapter	Description
"Welcome to the Clay Tablet Application for Marketo" on page 4	A brief description of the Clay Tablet solution for Marketo and how it fits into the translation lifecycle. It also includes information about this guide and Clay Tablet Technologies Support contact information.
"Getting Started with the Clay Tablet App for Marketo" on page 10	How to get started and an overview of the Clay Tablet Application interface.
"Preparing Emails for Translation" on page 13	How to add segmentation to emails within Marketo.
"Collecting Assets for Translation" on page 15	How to collect Marketo assets for translation.
"Sending Assets for Translation" on page 20	How to send out collected Marketo assets for translation.
"Monitoring Translation Status" on page 28	How to monitor the translation status of assets and jobs that you sent out for translation, including archiving completed translation jobs.
"Reviewing Translated Content" on page 35	How to view translated assets.

How to find out more about the Clay Tablet Application for Marketo

For information on setting up the Clay Tablet Application for Marketo, read the *Clay Tablet Application for Marketo Setup Guide*.

Documentation conventions

This guide uses the following conventions:

Convention	Description
Bold	Highlights screen elements such as buttons, menu items, and fields.

Convention	Description
<i>Courier</i>	Highlights input, file names, and paths.
<i>Italics</i>	Highlights terms for emphasis, variables, or document titles.
>	Indicates a menu choice. For example, "Select New > New Campaign Folder. "

1.4 How to Contact Clay Tablet Support

Email @: support@clay-tablet.com

Telephone: +1-416-363-0888

How to submit a support ticket:

1. Email support@clay-tablet.com, and cc (carbon copy) anyone to include in the ticket correspondence.

Important: Include the information and attachments in your email that are listed in the following sub-sections.

Zendesk automatically creates a ticket and responds to everyone included in the cc field.

2. Everyone in the original cc receives updates unless they request to be removed from the ticket.

Important: Check your email spam folder (especially first-time Zendesk users) as sometimes email notifications from Zendesk are marked as spam.

When the issue is resolved, Clay Tablet closes the ticket.

Information to include in the support ticket:

- client name
- CMS or content system name and version
- Connector or App version installed
- name of job for which the issue occurs
- date of job submission
- detailed description of the issue
- any error text—copy and paste, if applicable

Files to attach to the support ticket:

- CMS log files for the date the issue occurred
- Clay Tablet log files for the date the issue occurred
- screen capture of the issue

How to view and update your support ticket in Zendesk:

You must log into Zendesk to view your support tickets there.

1. Open the Clay Tablet Zendesk page in your browser: <https://claytablet.zendesk.com>.
2. In the top-right corner, click **Sign in**, and enter your credentials.

Note: If you do not have credentials yet, then click either **Sign up** or **Get a password**, and follow the onscreen instructions.

3. After signing in, click **My activities** to view the tickets you opened or where you are cc'd.
4. To update tickets, you can reply or attach files.

For more information, refer to "Submitting and tracking support requests" in Zendesk's *Help Center guide for end-users*, at: <https://support.zendesk.com/hc/en-us/articles/203664386-Help-Center-guide-for-agents-and-end-users>.

Important: Zendesk refers to a *support ticket* as a *support request*. These terms are interchangeable.

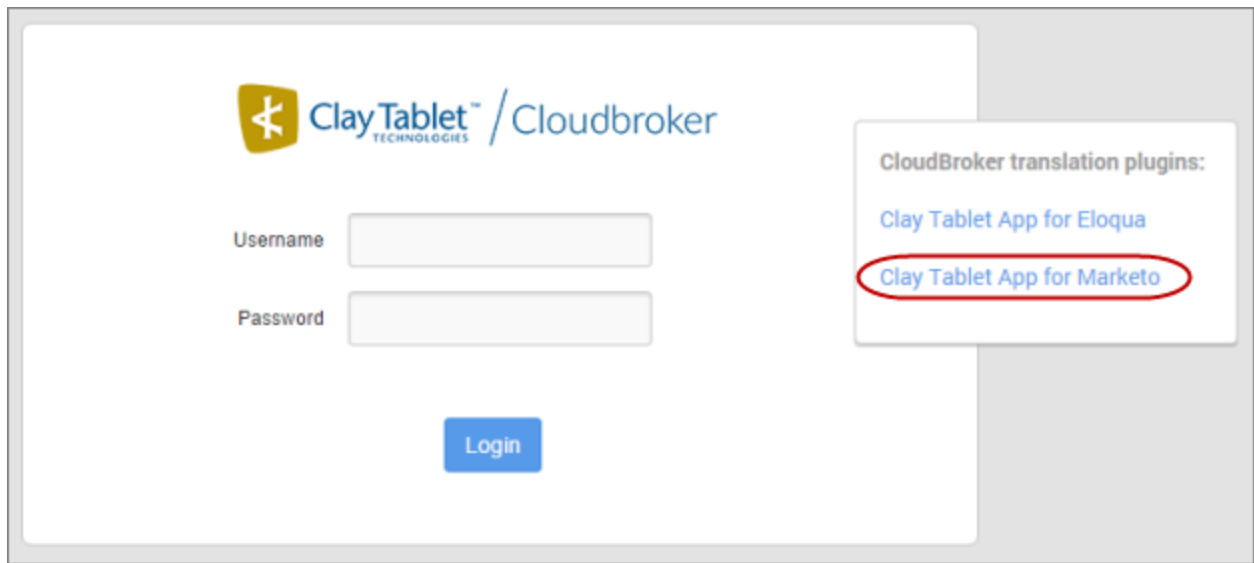
2 Getting Started with the Clay Tablet App for Marketo

The Clay Tablet App supports all browsers that Marketo supports.

As a SaaS (Software as a Service), Marketo does not support installing the Clay Tablet App or any other external applications on its server. Therefore, the Clay Tablet App is hosted on the Clay Tablet CloudBroker server (CloudBroker).

To access the Clay Tablet App:

1. Open the CloudBroker login page in your Web browser:
<https://cb1-prod-na.ctt.lionbridge.com/CloudBroker/Login>.



2. Click **Clay Tablet App for Marketo**.

The page updates.

2 Getting Started with the Clay Tablet App for Marketo

Marketeto Marketing First

Sitename

Username

Password

Login using SSO is not supported

CloudBroker translation plugin
Clay Tablet App for Marketo
Please sign in to continue...

Marketeto + Clay Tablet TECHNOLOGIES WIN AUDIENCES AND GLOBAL BUSINESS

3. Enter the following credentials, and then click **Sign in**.

- **Sitename:** This identifies your company in CloudBroker.
- **Username:** The username set up for you to sign into the Clay Tablet Application. This is the same as your username for logging into Marketo.
- **Password:** The password set up for you to sign into the Clay Tablet Application. You can change this password after signing in.

If necessary, contact your Marketo administrator for these credentials.

4. After signing in, you can:

- ▶ change the password by clicking the dropdown menu for your username and selecting **Change password**.
- ▶ change the language of the user interface by clicking the dropdown menu for **English** and selecting a different language.



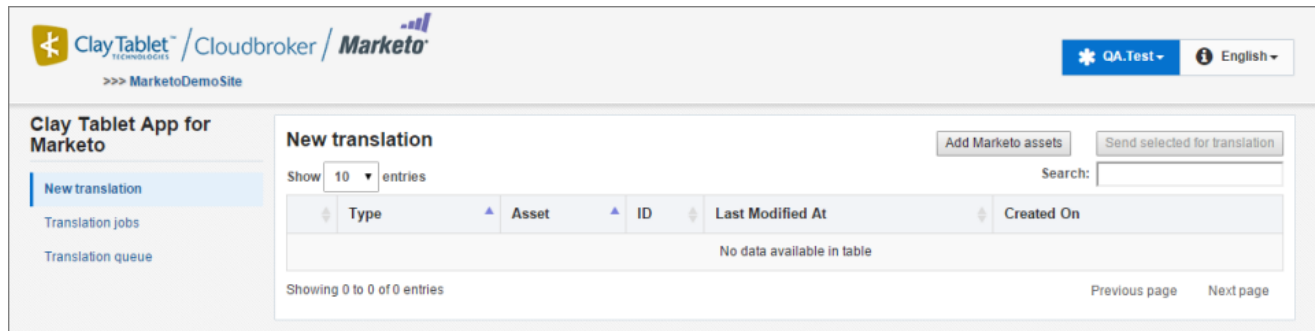
Note: To sign out of the Clay Tablet Application, click the dropdown menu for your username and select **Logout**.

2.1 The Clay Tablet App at a Glance

The Clay Tablet App is a LaunchPoint service within Marketo. Its functionality is displayed as a separate Web application.

As a SaaS (Software as a Service), Marketo does not support installing the Clay Tablet App or any other external applications on its server. Therefore, the Clay Tablet App is hosted on the Clay Tablet CloudBroker server.

The Clay Tablet App is open in a separate browser tab from Marketo.



User Access

When you use the Clay Tablet App to send out assets for translation, you are part of one or more *teams*. Your team determines the allowed source languages, target languages, and translation providers that its member users can send out for translation. You must be a member of at least one team to send out content for translation. If you have questions about your team setup, contact your Marketo administrator.

3 Preparing Emails for Translation

Before you can collect and send emails out for translation, you must ensure that they contain dynamic content. This requires that you add a segmentation to each email.

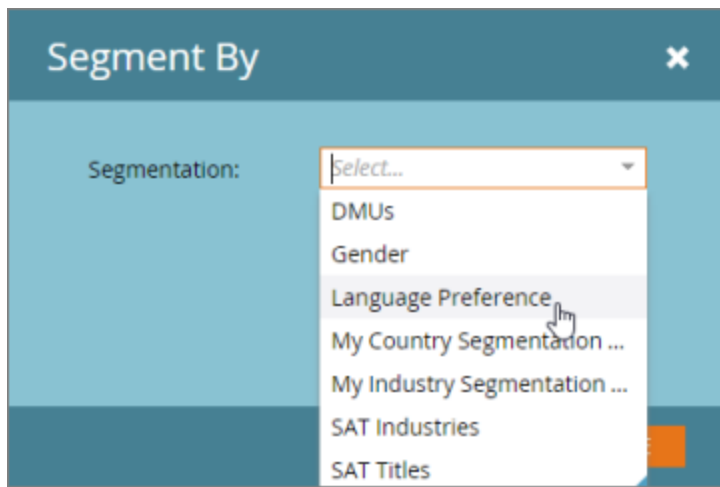
During setup, your Marketo administrator created a segmentation for languages, which supports translation. This segmentation contains segments that map to Clay Tablet languages. You must add this segmentation to each email to translate.

Note: The Connector does not support sending out emails for translation that were created or edited using version 2.0 of the Marketo email editor. This limitation exists because the Marketo API does not support version 2.0 of the Marketo email editor.

To add the language segmentation to an email:

1. Log into Marketo.
2. Navigate to the email to translate.
3. Open the email for editing. For example, select the email and then right-click and select **Edit Draft** from the context menu.
4. In the **Email Content** pane on the right, click **Segment By**.

The **Segment By** dialog box opens.



5. In the **Segmentation** dropdown list, select the segmentation that your Marketo administrator created to map languages for translation. For example, if your Marketo administrator created the *Language Preference* segmentation for this purpose, then select it.

Note: The **Segments** section lists the segments corresponding to each language you can send for translation.



6. Click **Save**.

4 Collecting Assets for Translation

The first step in sending assets out for translation is collecting the assets from Marketo.

Clay Tablet supports sending the following types of Marketo assets for translation:

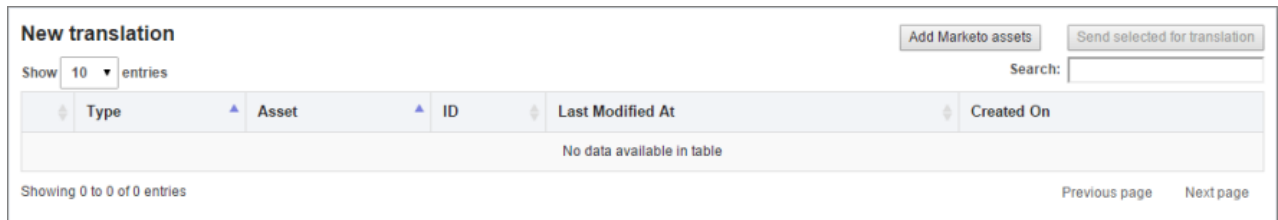
- email - dynamic content only
- snippet

Note: The Connector does not support sending out emails for translation that were created or edited using version 2.0 of the Marketo email editor. This limitation exists because the Marketo API does not support version 2.0 of the Marketo email editor.

Note: You can only collect assets that Clay Tablet supports sending for translation.

To collect assets for translation:

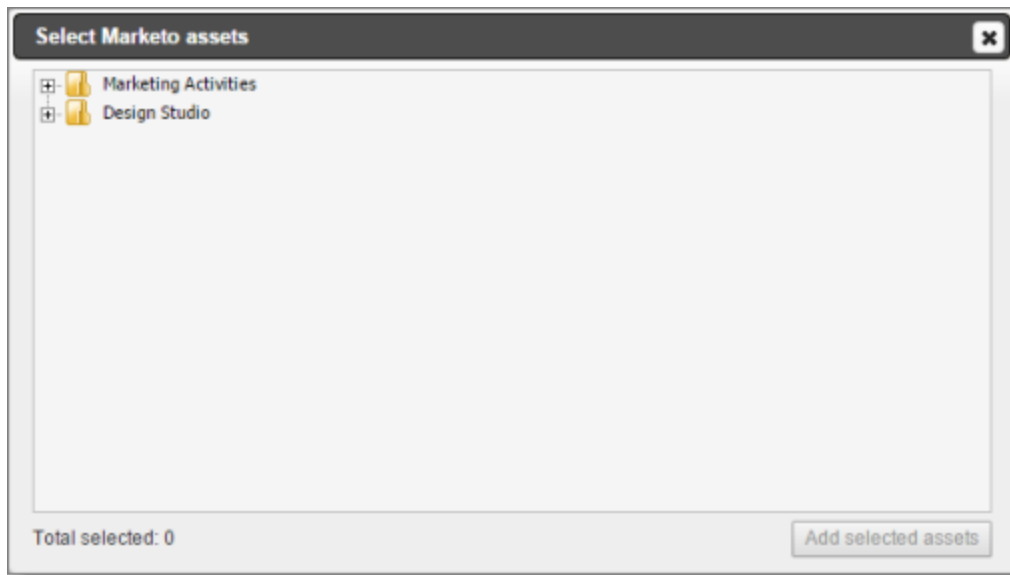
1. Sign in to the Clay Tablet App. For details, see "[Getting Started with the Clay Tablet App for Marketo](#)" on page 10.
2. In the **Clay Tablet App for Marketo** menu on the left, ensure that **New translation** is selected, so that the **New translation** page is open. This is the default selection when you open the Clay Tablet App. For a detailed description of this page, see "[Viewing Collected Assets](#)" on page 18.




3. Click **Add Marketo assets**.

The **Select Marketo assets** dialog box opens.

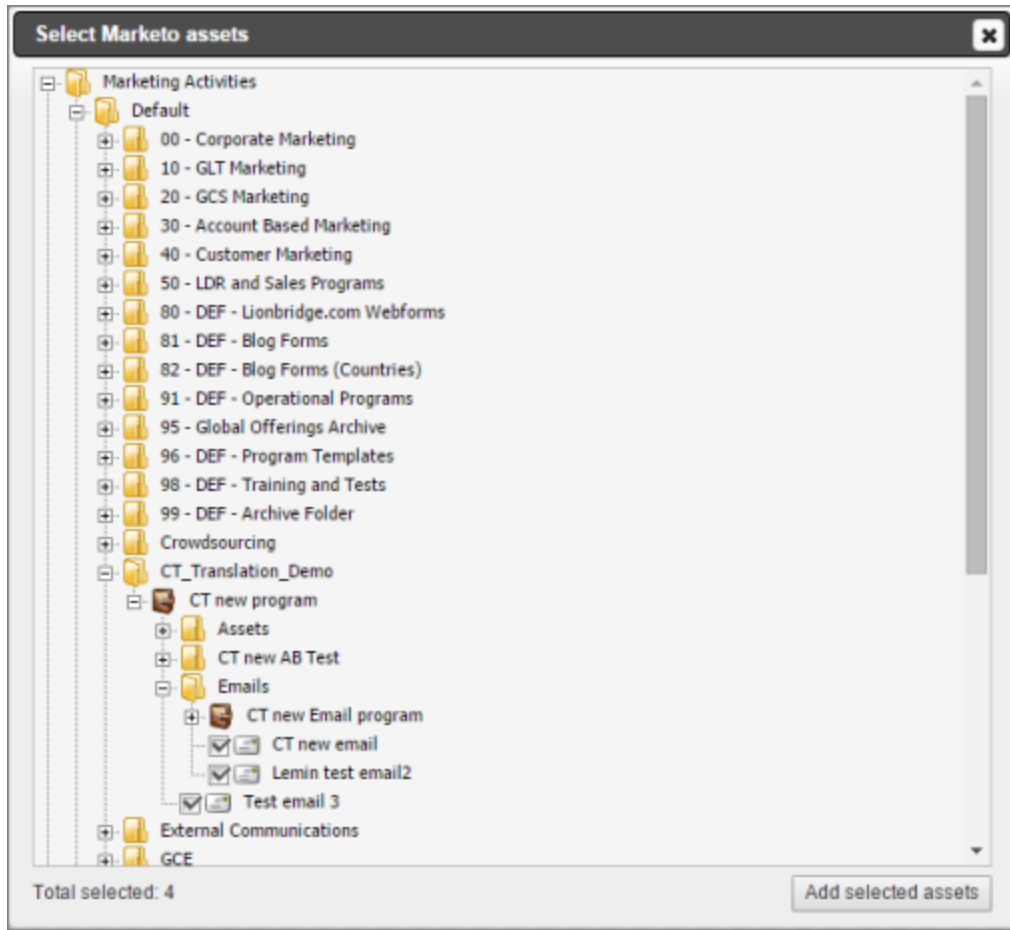
4 Collecting Assets for Translation



4. Click the expand icons  to view assets.
5. Select the check boxes of the assets to send out for translation.

Note: Only assets that are supported for sending to translation have check boxes.

4 Collecting Assets for Translation



Note: You can expand and select assets from multiple branches.

The **Total selected** field at the bottom of the dialog box displays the number of selected assets.

6. Click **Add selected assets**.

The dialog box closes, and the **New translation** page refreshes, displaying the assets you collected for translation, with their check boxes selected.

New translation						
Show 10 entries		Add Marketo assets		Send selected for translation		
Type	Asset	ID	Last Modified At	Search:		
<input checked="" type="checkbox"/>	Email /Marketing Activities/Default/40 - Customer Marketing/Customer Reference Program/CRP Registration Alert	19642	2015-11-24 12:01:44 PM	2015-11-24 11:57:04 AM		
<input checked="" type="checkbox"/>	Email /Marketing Activities/Default/CT_Translation_Demo/CT new program/Emails/CT new email	19588	2015-12-07 10:34:41 AM	2015-11-13 11:48:25 AM		
<input checked="" type="checkbox"/>	Email /Marketing Activities/Default/CT_Translation_Demo/CT new program/Emails/Lemin test email2	19783	2015-12-07 10:33:23 AM	2015-12-04 02:37:28 PM		
<input checked="" type="checkbox"/>	Email /Marketing Activities/Default/CT_Translation_Demo/CT new program/Test email 3	19806	2015-12-07 10:56:41 AM	2015-12-07 10:56:40 AM		

Showing 1 to 4 of 4 entries Previous page 1 Next page

- To send out these assets for translation, click **Send selected for translation**. For detailed instructions, see "[Sending Assets for Translation](#)" on page 20.

Note: To change which assets you are sending out to translation, you can clear the check boxes of these assets or select the check boxes of other assets already on this page. However, all the assets must be in the same source language, and you must want to translate them into the same target language.

4.1 Viewing Collected Assets

In the **New translation** page, you can view assets that have been collected for translation by you and your team members but that have not yet been sent out for translation or to the Translation Queue.

To view collected assets:

- Sign in to the Clay Tablet App. For details, see "[Getting Started with the Clay Tablet App for Marketo](#)" on page 10.
- In the **Clay Tablet App for Marketo** menu on the left, ensure that **New translation** is selected, so that the **New translation** page is open. This is the default selection when you open the Clay Tablet App.

Type	Asset	ID	Last Modified At	Created On
Email	/Marketing Activities/Default/40 - Customer Marketing/Customer Reference Program/CRP Registration Alert	19642	2015-11-24 12:01:44 PM	2015-11-24 11:57:04 AM
Email	/Marketing Activities/Default/CT_Translation_Demo/CT new program/Emails/CT new email	19588	2015-12-07 10:34:41 AM	2015-11-13 11:48:25 AM
Email	/Marketing Activities/Default/CT_Translation_Demo/CT new program/Emails/Lemin test email2	19783	2015-12-07 10:33:23 AM	2015-12-04 02:37:28 PM
Email	/Marketing Activities/Default/CT_Translation_Demo/CT new program/Test email 3	19806	2015-12-07 10:56:41 AM	2015-12-07 10:56:40 AM

The bottom-left corner below the list displays the number of collected assets displayed in the current sub-page and the total number of collected assets in this page.

By default, the items are sorted in alphabetical order first by the **Type** column and then by asset name, in the **Asset** column.

This page displays the following information about assets that you and your team members collected that have not yet been sent out for translation or added to the Translation Queue.

Column	Description
Type	The type of asset in Marketo.
Asset	The name of the asset in Marketo.
ID	Marketo's unique identifier for this asset, for example, the snippet ID or the email ID.

Column	Description
Last Modified At	The date and time when this asset was last modified, in the following format: YYYY-MM-DD hh:mm:ss AM/PM. If the asset was not modified after creation, this is the same as the Created On date and time, described below.
Created On	The date and time when this asset was created, in the following format: YYYY-MM-DD hh:mm:ss AM/PM.

3. Optional. You can do one or more of the following on this page:

- ▶ You can specify how many items to display in a page. Above the top-left corner of the list, select the number to display from the **Show X Entries** list.
- ▶ You can use the **Search** box above the top-right corner of the list to search for a specific asset in the list or to filter the list. As you type into the **Search** box, the Clay Tablet App automatically searches for matches across all columns and displays only the matching assets.

Note: The search feature filters all items in the page, not only those displayed on the current sub-page.

- ▶ If there are many items in this page, it may have multiple sub-pages. The navigation bar below the list helps you navigate through the sub-pages and displays your position in the tab. Click **Previous page**, **Next page**, or a page number to navigate to the corresponding sub-page.
- ▶ To sort the items in the tab by a different column, click the corresponding column header.
- ▶ To reverse the sort order of a column, click the column header.

4. Optional. You can perform any of the following actions:

- ▶ To collect additional Marketo assets and add them to this page, click **Add Marketo assets**. For detailed instructions, see "[Collecting Assets for Translation](#)" on page 15.
- ▶ To send assets on this page out for translation as a single job, select the corresponding check boxes and click **Send selected for translation**. For detailed instructions, see "[Sending Assets for Translation](#)" on page 20.
- ▶ To send assets on this page to the Translation Queue, so that you can group them into jobs later, select the corresponding check boxes and click **Send selected for translation**. For detailed instructions, see "[Sending Assets for Translation from the Translation Queue](#)" on page 23.

5 Sending Assets for Translation

You send out assets for translation from the **New translation** page after you collect them in the **Select Marketo assets** dialog box, as described in ["Collecting Assets for Translation"](#) on page 15.

When you send out assets for translation, you can either:

- send them out immediately for translation as a single job
- add them to the Translation Queue queue, so that you can group them into jobs and send them out later

To send out assets for translation:

1. Sign in to the Clay Tablet App. For details, see ["Getting Started with the Clay Tablet App for Marketo"](#) on page 10.
2. In the **Clay Tablet App for Marketo** menu on the left, ensure that **New translation** is selected, so that the **New translation** page is open. This is the default selection when you open the Clay Tablet App. For a detailed description of this page, see ["Viewing Collected Assets"](#) on page 18.

Type	Asset	ID	Last Modified At	Created On
<input checked="" type="checkbox"/>	/Marketing Activities/Default/40 - Customer Marketing/Customer Reference Program/CRP Registration Alert	19642	2015-11-24 12:01:44 PM	2015-11-24 11:57:04 AM
<input checked="" type="checkbox"/>	/Marketing Activities/Default/CT_Translation_Demo/CT new program/Emails/CT new email	19588	2015-12-07 10:34:41 AM	2015-11-13 11:48:25 AM
<input checked="" type="checkbox"/>	/Marketing Activities/Default/CT_Translation_Demo/CT new program/Emails/Lemin test email2	19783	2015-12-07 10:33:23 AM	2015-12-04 02:37:28 PM
<input checked="" type="checkbox"/>	/Marketing Activities/Default/CT_Translation_Demo/CT new program/Test email 3	19806	2015-12-07 10:56:41 AM	2015-12-07 10:56:40 AM

3. If immediately previously you collected assets for translation, the corresponding check boxes are already selected. You can clear these check boxes or select additional check boxes.
4. Select the check boxes of the assets to send out for translation. If you later choose to send out these assets for translation immediately, then the Clay Tablet App will send out these assets together as a single translation job.

The assets you select should have the following in common:

- They are in the same source language.
- You want to translate them into the same target languages.

In addition, if you want to immediately send out the assets you select for translation, they should have the following in common:

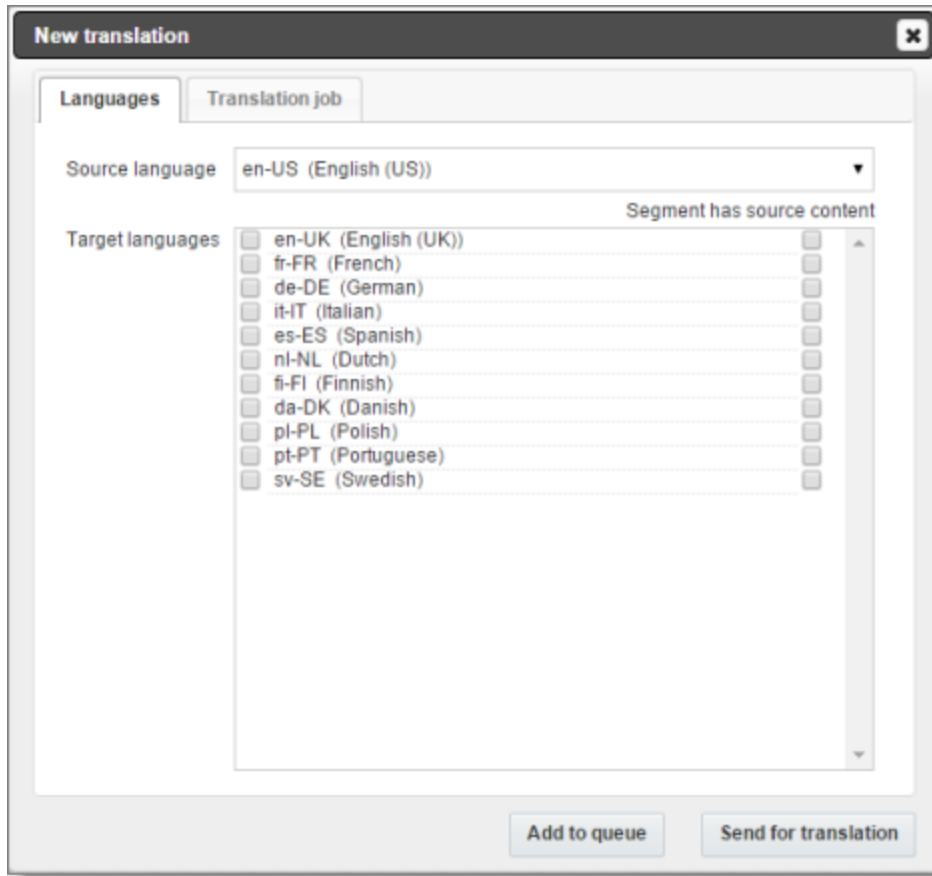
- You want to send them to the same translation provider.
- You want to apply the same translation settings to them (described in step 6, below) and you want them to be part of the same translation job.

5. Click **Send selected for translation**.

Note: This button is available only when all the selected assets are in the same source language.

5 Sending Assets for Translation

The **New translation** dialog box opens, displaying the **Languages** tab.



- In the **Source language** field, select the source language of the selected assets. The Clay Tablet App will send assets in this source language for translation. The dropdown list displays all the source languages that your teams are allowed to send out for translation.
 - In the **Target languages** field, select the check boxes for all the target languages into which to translate the selected assets. The list displays all the target languages for which your teams are allowed to request translation.
 - By default, the Clay Tablet App uses the default segment as the source content. To specify a different segment as the source content, select the corresponding check box under **Segment has source content**.
6. Optional. This step is required only if you will click the **Send for translation** button at the bottom of the dialog box to send out the assets directly for translation. Click the **Translation job** tab to display it.

5 Sending Assets for Translation

New translation

Languages | **Translation job**

Enter information in this tab only if you are sending out these assets for translation immediately as a single job, by clicking the "Send for translation" button below.

If you add these assets to the Translation queue, you add the job information later, when you send out the assets for translation from the queue. If you add these assets to the Translation queue, the Connector ignores any information in this tab.

Job name:

Job description:

PO reference:

Quote only: Only for quotation

LocalTM: Use LocalTM

Due date:

Team:

Provider:

Note: Enter information in this tab only if you are sending out these assets for translation immediately as a single job, by clicking the **Send for translation** button below. If you add these assets to the Translation queue, you add the job information later, when you send out the assets for translation from the queue. If you add these assets to the Translation queue, the Clay Tablet App ignores any information in this tab.

Enter the following information about this translation job:

Field	Description
Job name	Your name for this translation job. The Clay Tablet App sends this information to your translation provider.
Job description	Your description of this translation job, including any special instructions or requests. The Clay Tablet App sends this information to your translation provider.
PO reference	The purchase order reference number.
Quote only – Only for quotation	Select this check box to inform the translation provider that you want to receive a quote before the translation process starts.

Field	Description
LocalTM – Use LocalTM	Select this check box to check whether content was already translated before sending it out for translation. The Clay Tablet App sends out only changed content for translation. If content was previously translated and it has not changed, then the Clay Tablet App does not send it for translation again: Instead, it uses the stored translation. This feature reduces the quantity of content that the Clay Tablet App sends to translation providers, which reduces your cost. However, it increases the processing time before sending out the content for translation.
Due date	The requested translation deadline. This is the date when you expect the translated content to return. By default, it is two weeks from the current date. To select a different date, either type the delivery date in the field in MM/DD/YYYY format, or click in the field and select a different date in the calendar that opens. This information is sent to the translation provider as metadata of the translation package.
Team	If you are a member of multiple teams, select your team to use for this job. Note: Your team determines which source and target languages are available for selection in the Languages tab, described in the previous step, and the available translation providers, described below.
Provider	Select the translation provider for this translation job.

7. Do one of the following:

- Click **Add to queue** to add the selected assets to the **Translation Queue**.

You or another user on your team must send it out these assets for translation from the Translation queue. For details, see "[Sending Assets for Translation from the Translation Queue](#)" on page 23.

- Click **Send for translation** to immediately send out the translation job to the specified translation provider.

You can monitor the job's status on the **Translation jobs** page. For details, see "[Monitoring Translation Jobs](#)" on page 29.

5.1 Sending Assets for Translation from the Translation Queue

The goal of the Translation Queue is to control translation costs and the translation process. You can send out one, multiple, or all assets from the Translation Queue at one time.

Submitting content to the Translation Queue before sending it out for translation has the following advantages:

- You may not want to send out each asset individually as soon as you finish reviewing it. The Translation Queue facilitates your management of reviewed assets, so that you do not forget about sending individual reviewed assets for translation.

- Your translation provider may prefer receiving fewer but larger batches of items to translate, rather than individual assets, as it facilitates project preparation, resource assignment, and file analysis.
- If you want to translate many assets into multiple languages, but you want to translate into only one target language at a time, this is a good way to manage that process.
- The Translation Queue manager may want to route jobs to certain translation providers.
- The Translation Queue manager may want to add job-specific metadata, such as a purchase order number.

If you or your colleagues have added items to the Translation Queue, you must access it and send out the items from there.

Note: If you do not send out items from the Translation Queue, the Clay Tablet App does not send them out for translation.

To send out assets for translation from the Translation Queue:

1. Sign in to the Clay Tablet App. For details, see "[Getting Started with the Clay Tablet App for Marketo](#)" on page 10.
1. In the **Clay Tablet App for Marketo** menu on the left, select **Translation queue**.

Item name	Source language	Target language	Asset type	Asset ID	Creation date	Created by
/Design Studio/Default/Snippets/Clay-Table Snippets/CT connects anything to anything	en-US	fr-FR	Snippet	72	2015-12-15 04:25:23 PM	QA.Test
/Design Studio/Default/Snippets/Clay-Table Snippets/CT connects anything to anything	en-US	es-ES	Snippet	72	2015-12-15 04:25:23 PM	QA.Test
/Marketing Activities/Default/CT_Translation_Demo/CT new program/Test email 3	en-US	es-ES	Email	19806	2015-12-15 04:25:23 PM	QA.Test
/Design Studio/Default/Snippets/Clay-Table Snippets/Clay-Table Translation Power	en-US	fr-FR	Snippet	71	2015-12-15 04:25:23 PM	QA.Test
/Marketing Activities/Default/CT_Translation_Demo/CT new program/Test email 3	en-US	fr-FR	Email	19806	2015-12-15 04:25:23 PM	QA.Test
/Marketing Activities/Default/CT_Translation_Demo/CT new program/Emails/CT new email	en-US	es-ES	Email	19588	2015-12-15 04:25:23 PM	QA.Test
/Design Studio/Default/Snippets/Clay-Table Snippets/Clay-Table Translation Power	en-US	es-ES	Snippet	71	2015-12-15 04:25:23 PM	QA.Test
/Design Studio/Default/Snippets/Clay-Table Snippets/What can we do for you	en-US	es-ES	Snippet	73	2015-12-15 04:25:23 PM	QA.Test
/Marketing Activities/Default/CT_Translation_Demo/CT new program/Emails/CT new email	en-US	fr-FR	Email	19588	2015-12-15 04:25:23 PM	QA.Test
/Marketing Activities/Default/CT_Translation_Demo/CT new program/Test email 3	en-US	de-DE	Email	19806	2015-12-18 01:41:18 PM	QA.Test

The queue displays all the assets that were collected and added to the Translation queue that have not yet been sent out for translation. The bottom-left corner below the list displays the number of items displayed on the current page and the total number of items in the queue.

By default, the items are sorted in reverse chronological order by the **Creation date** column.

The following information is displayed about each asset in the queue:

Column	Description
Item name	The Clay Tablet App's name for the asset in Marketo.
Source language	The source language of the asset.
Target language	The target language into which to translate the asset. This was specified when the asset was added to the queue. Note: If you specified translating an asset into multiple target languages, then each instance of a source language-target language pair is displayed in a separate row in the table, as a separate item.
Asset type	The type of asset in Marketo.
Asset ID	Marketo's unique identifier for this asset, for example, the snippet ID or the email ID.
Creation date	The date and time when this asset was added to the queue, in the following format: YYYY-MM-DD hh:mm:ss AM/PM.
Created by	The username of the user who added this asset to the queue.

2. Optional. You can do one or more of the following to facilitate displaying the items you want to see in the queue:

- ▶ You can specify how many items to display in a page. Above the top-left corner of the list, select the number to display from the **Show X Entries** list.
- ▶ You can use the **Search** box above the top-right corner of the list to search for a specific item in the list or to filter the list. As you type into the **Search** box, the Clay Tablet App automatically searches for matches across all columns and displays only the matching columns. For example, you can type `de-DE` to display only assets where the source or target language is German. Alternatively, you can type `email` to display only Email assets.

Note: The search feature filters all items in the queue, not only those displayed on the current page.

- ▶ If there are many items in the queue, it may have multiple pages. The navigation bar below the list helps you navigate through the pages and displays your position in the queue. Click **Previous page**, **Next page**, or a page number to navigate to the corresponding page.
- ▶ To sort the items in the queue by a different column, click the corresponding column header.

► To reverse the sort order of a column, click the column header.

4. Select the check boxes of the items that you want to send out for translation as a single translation job.

The assets you select should have the following in common:

- You want to send them to the same translation provider.
- You want to apply the same translation settings to them (described in step 5, below) and you want them to be part of the same translation job.

Note: You can select items with different source-target language pairs. For example, you can include items for translation from English to French along with items for translation from German to Japanese.

Note: The total number of selected items is displayed in the top-right corner of the page.

5. Click **Send out selected items**.

The **Send out queued items** dialog box opens.

Enter the following information about this translation job:

Field	Description
Job name	Your name for this translation job. The Clay Tablet App sends this information to your translation provider.
Job description	Your description of this translation job, including any special instructions or requests. The Clay Tablet App sends this information to your translation provider.
PO reference	The purchase order reference number.

Field	Description
Quote only – Only for quotation	Select this check box to inform the translation provider that you want to receive a quote before the translation process starts.
LocalTM – Use LocalTM	Select this check box to check whether content was already translated before sending it out for translation. The Clay Tablet App sends out only changed content for translation. If content was previously translated and it has not changed, then the Clay Tablet App does not send it for translation again: Instead, it uses the stored translation. This feature reduces the quantity of content that the Clay Tablet App sends to translation providers, which reduces your cost. However, it increases the processing time before sending out the content for translation.
Due date	The requested translation deadline. This is the date when you expect the translated content to return. By default, it is two weeks from the current date. To select a different date, either type the delivery date in the field in MM/DD/YYYY format, or click in the field and select a different date in the calendar that opens. This information is sent to the translation provider as metadata of the translation package.
Team	If you are a member of multiple teams, select your team to use for this job. Note: Your team determines which source and target languages are available for selection in the Languages tab, described in the previous step, and the available translation providers, described below.
Provider	Select the translation provider for this translation job.

6. Click **Send** to immediately send out the translation job to the specified translation provider.

You can monitor the job's status on the **Translation jobs** page. For details, see "[Monitoring Translation Status](#)" on page 28.

Note: You can delete items from the Translation queue. This is useful, for example, if you decide not to translate the item into the specified target language. To delete items from the queue, select the corresponding check boxes and click **Delete selected items**. A message box confirms that you want to delete the selected items from the Translation queue. Click **OK** to confirm.

6 Monitoring Translation Status

After you send out jobs for translation, you can monitor their status. The Clay Tablet App updates the status at different milestones in the translation process.

- You can view the translation status of all translation jobs together, and archive or delete completed jobs, in the **Translation jobs** tab, as described on "[Monitoring Translation Jobs](#)" on page 29.
- You can view the translation status of individual items within a translation job, and view source and translated assets, in the **Job details** tab, as described on "[Monitoring Translation Job Details](#)" on page 32.

For a list and description of translation statuses, see page 28.


6.1 Translation Statuses

After you send out Marketo assets for translation, they are referred to as *items*.

An *item* is an asset that is being translated into a specific target language. For example, if you are translating 100 assets from one source language into three target languages, then there are 300 items.

The Clay Tablet App sends out one or more items for translation as a single *translation job*. Items can have the following translation statuses:

Status	Description
Created	The Clay Tablet App created the job for sending out the item to the translation provider.
Preparing	The Clay Tablet App is preparing the item for translation.
Preparing (error)	An error occurred while the Clay Tablet App prepared the item for translation.
Packing	The Clay Tablet App is packaging this item for the job.
Packing (error)	An error occurred while the Clay Tablet App packaged this item for translation.
Ready to Send	The item is ready to send out to the Clay Tablet Platform for delivery to the translation provider.
Sending	The Clay Tablet App is sending out the item to the Clay Tablet Platform for delivery to the translation provider.
Sending failed	The Clay Tablet App failed while trying to send out the item to the Clay Tablet Platform for delivery to the translation provider.
Sent to CT Platform	The Clay Tablet App sent the item to the Clay Tablet Platform for delivery to the translation provider.

Status	Description
Sent to translation provider	The Clay Tablet Platform sent the item to the translation provider.
In translation	The translation provider has received the item for translation and has not yet returned the translated item.
Translation received (reviewing translation)	The Clay Tablet App has received the translated item back from the translation provider and it is currently being reviewed.
Completed (translation received)	The Clay Tablet App has received the translated item back from the translation provider and imported it into Marketo.
Completed (nothing to translate)	There is no translatable content in this item.
Completed (with LocalTM)	The Clay Tablet App translated this content item using information in the local translation memory and imported it into Marketo.
Completing with error (will try more times)	The Clay Tablet App has received the translated item back from the translation provider. However, errors occurred while importing it into Marketo. Clay Tablet App will retry importing the translated item into Marketo.
Failed	The Clay Tablet App failed to manage the translation of this item. Tip: In the Job details tab, you can mouseover the Error icon  to view information about the type of error. For details, see " Monitoring Translation Job Details " on page 32.

6.2 Monitoring Translation Jobs

You monitor translation jobs in the **Translation jobs** tab.

To monitor translation status:

1. Sign in to the Clay Tablet App. For details, see "[Getting Started with the Clay Tablet App for Marketo](#)" on page 10.
2. In the **Clay Tablet App for Marketo** menu on the left, click **Translation jobs**.
The **Translation jobs** tab opens.


Job Name	Creation Date	Created By	Team	Provider	Total	Sent Out	Received	Completed
Pat Test 2	2016-06-15 02:19:34 PM	QA.Test	Lionbridge team	My test eloqua provider	7	7	7	7
sample job-test1	2016-05-11 06:39:41 AM	QA.Test2	Lionbridge team	My test eloqua provider	1	1	1	1
MT Sample test 2	2016-05-05 08:04:20 AM	QA.Test2	Lionbridge team	My test eloqua provider	7	7	7	7
MT Sample test 1	2016-05-05 03:15:34 AM	QA.Test2	Lionbridge team	My test eloqua provider	20	20	20	20
sample job for translation	2016-05-04 05:16:34 AM	QA.Test2	Lionbridge team	My test eloqua provider	12	12	12	12
Test panel job	2016-05-02 12:33:35 PM	Lemin.Chen	Lionbridge team	My test eloqua provider	36	36	36	36
Test Bing MT - 5	2016-04-25 01:42:11 PM	Lemin.Chen	Lionbridge team	My test eloqua provider	48	48	48	48
Test BING MT -4	2016-04-25 12:50:23 PM	Lemin.Chen	Lionbridge team	My test eloqua provider	92	92	92	92
Test BING MT - 3	2016-04-25 11:58:35 AM	Lemin.Chen	Lionbridge team	My test eloqua provider	28	28	28	28
Test Bing MT-2	2016-04-25 11:22:36 AM	Lemin.Chen	Lionbridge team	My test eloqua provider	8	8	8	8
test Bing MT	2016-04-25 11:14:44 AM	Lemin.Chen	Lionbridge team	My test eloqua provider	14	14	14	14

The bottom-left corner below the list displays the number of items displayed in the current tab and the total number of jobs in this tab.

By default, the jobs are sorted in reverse chronological order by the **Creation date** column.

The tab displays the following information about all the jobs you and other team members sent for translation that have not been archived or deleted:

Column	Description
Job name	The job name, created when you or another team member sent out the job for translation.
Creation date	The date and time when you or another team member sent out the job for translation, in the following format: YYYY-MM-DD hh:mm:ss AM/PM.
Created by	The username of the user who sent out the job for translation.
Team	The team for this translation job, specified when you or another team member sent out the job for translation.
Provider	The translation provider to which the Clay Tablet App sends this translation job.
Total	The total number of assets in this translation job.
Sent out	The number of items in this translation job that the Clay Tablet App sent out for translation. Note: There is a separate item for each source and target language pair. For example, if you created a job that sends out a single asset for translation from English to both French and German, then these are two separate items in this tab: English to French, and English to German.

Column	Description
Received	The number of items in this translation job that the Clay Tablet App received back from translation.
Completed	The number of items in this translation job for which the translation is complete. Note: If there are items in the job with errors, including <code>Failed</code> status, you can hover over the Error icon  to view information about the number of items with errors, and the type of errors. If the error is resolved and the item is processed normally, the error is no longer included in the status.

3. Optional. You can do one or more of the following to facilitate displaying the items you want to see in this tab:

- ▶ You can specify how many items to display in a page. Above the top-left corner of the list, select the number to display from the **Show X Entries** list.
- ▶ You can specify which type of jobs to view in the **Job type** dropdown list:
 - ⋮ Select `Live` to view all jobs that have not been archived. This is the default view.
 - ⋮ Select `Archived` to view all archived jobs.

Then click **Refresh**.

- ▶ You can use the **Search** box above the top-right corner of the list to search for a specific item in the list or to filter the list. As you type into the **Search** box, the Clay Tablet App automatically searches for matches across all columns and displays only the matching items.

Note: The search feature filters all items in the tab, not only those displayed on the current page.

- ▶ If there are many items in this tab, it may have multiple pages. The navigation bar below the list helps you navigate through the pages and displays your position in the tab. Click **Previous page**, **Next page**, or a page number to navigate to the corresponding page.
- ▶ To sort the items in the tab by a different column, click the corresponding column header.
- ▶ To reverse the sort order of a column, click the column header.
- ▶ To update the list of displayed jobs, click **Refresh**.

4. Optional. You can perform the following actions on jobs:

- ▶ You can view additional information about the job, including asset information, source and target languages, and links to the source and target versions. To view job details, click the link in the **Job name** column. The **Job details** tab opens for this job. For details, see "[Monitoring Translation Job Details](#)" on page 32.

- ▶ You can archive jobs so that they will no longer be displayed by default in this tab. Select the check boxes for the jobs to archive, and click **Archive selected jobs**.

Note: You cannot archive a job if it has incomplete items. This means that if a job has items that the Clay Tablet App sent out for translation and that did not yet return from translation, you cannot archive the job.

Tip: To view jobs after archiving them, in the **Job type** list, select *Archived*, and then click **Refresh**.

- ▶ You can delete jobs, so that you can no longer view information about them anywhere. Select the check boxes for the jobs to delete, and click **Delete selected jobs**.

6.3 Monitoring Translation Job Details

You monitor the status of individual items within a translation job in the **Translation jobs** tab.

To monitor translation status:

1. Sign in to the Clay Tablet App. For details, see "[Getting Started with the Clay Tablet App for Marketo](#)" on page 10.

2. In the **Clay Tablet App for Marketo** menu on the left, click **Translation jobs**.

The **Translation jobs** tab opens. For detailed information about this tab, see "[Monitoring Translation Jobs](#)" on page 29.

3. In the **Job name** column, click the name link for the job whose details you want to view.

The **Job details** tab opens.

Item name	Source language	Target language	Status	Words	Last updated	Asset type	Asset ID
/Design Studio/Default/Emails/GeoFluent/Dell Win	en-US	da-DK	Completed (nothing to translate)	0	2016-01-12 02:34:18 PM	Email	4566
/Design Studio/Default/Emails/GeoFluent/Dell Win	en-US	pl-PL	Completed (nothing to translate)	0	2016-01-12 02:34:18 PM	Email	4566
/Design Studio/Default/Emails/GeoFluent/Dell Win	en-US	pt-PT	Completed (nothing to translate)	0	2016-01-12 02:34:18 PM	Email	4566
/Design Studio/Default/Emails/GeoFluent/GeoWorkz ProZ Email 2/21/13	en-US	da-DK	Completed (nothing to translate)	0	2016-01-12 02:34:18 PM	Email	2134
/Design Studio/Default/Emails/GeoFluent/GeoWorkz ProZ Email 2/21/13	en-US	pl-PL	Completed (nothing to translate)	0	2016-01-12 02:34:18 PM	Email	2134
/Design Studio/Default/Emails/GeoFluent/GeoWorkz ProZ Email 2/21/13	en-US	pt-PT	Completed (nothing to translate)	0	2016-01-12 02:34:18 PM	Email	2134



You use this tab to view detailed information about the assets in a translation job.

The bottom-left corner below the list displays the number of items displayed on the current page and the total number of items in the job.


Note: There is a separate item for each source and target language pair. For example, if you created a job that sends out a single asset for translation from English to both French and German, then these are two separate items in this tab: English to French, and English to German.

By default, the items are sorted in alphabetical order by the **Item name** column.

The tab displays the following information about all the assets in this job:

Column	Description
Item name	The Clay Tablet App's name for the asset in Marketo.
Source language	The language code of the source language of the asset sent for translation.
Target language	The language code of the target language into which to translate the asset.
Status	For a list and description of translation statuses, see " Translation Statuses " on page 28. Notes: If the status is <code>Failed</code> , you can click the Reload icon  to retry the step where the Clay Tablet App failed. If the item has an error, including <code>Failed</code> status, you can hover over the Error icon  to view information about the type of error. If the error is resolved and the item is processed normally, the error icon is no longer displayed.
Words	The number of words in the asset.
Last updated	The date and time when this job was last updated, in the following format: <code>YYYY-MM-DD hh:mm:ss AM/PM</code> . Updates include activities such as preparing to send out the job for translation and status changes.
Asset type	The type of asset in Marketo.
Asset ID	Marketo's unique identifier for this asset, for example, the snippet ID or the email ID.

- Optional. You can do one or more of the following to facilitate displaying the items you want to see in this tab:
 - You can specify how many items to display in a page. Above the top-left corner of the list, select the number to display from the **Show X Entries** list.
 - In the **Display** dropdown list, you can specify which type of items to view:

- ⋮ Select **Failed** items to view only assets for which the Clay Tablet App failed to complete a step after 10 attempts. The Clay Tablet App does not retry the failed step unless you click the **Reload** icon  in the **Status** column, described above.
- ⋮ Select **Completed** items to view all translated items that the Clay Tablet App has re-imported into Marketo.
- ⋮ Select **Incomplete** items to view only assets that the Clay Tablet App has not yet re-imported into Marketo. Usually these are assets that are currently in translation, or were just recently received back from translation and that the Clay Tablet App is trying to re-import into Marketo.

Then click **Refresh**. (By default, all types of items are displayed.)

- ▶ To update the displayed jobs, click **Refresh**.
- ▶ You can use the **Search** box above the top-right corner of the list to search for a specific item in the list or to filter the list. As you type into the **Search** box, the Clay Tablet App automatically searches for matches across all columns and displays only the matching columns.

Note: The search feature filters all items in the tab, not only those displayed on the current page.

- ▶ If there are many items in this tab, it may have multiple pages. The navigation bar below the list helps you navigate through the pages and displays your position in the tab. Click **Previous page**, **Next page**, or a page number to navigate to the corresponding page.
- ▶ To sort the items in the tab by a different column, click the corresponding column header.
- ▶ To reverse the sort order of a column, click the column header.

5. To close the **Job details** tab and return to the **Translation jobs** tab, click **Close**.

7 Reviewing Translated Content

You view translated emails and snippets in Marketo.

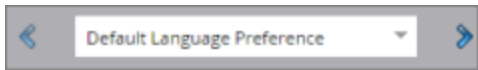
To review a translated email:

1. Log into Marketo.
2. Navigate to the translated email.
3. Preview the email. For example, select the email and then right-click and select **Preview** from the context menu.

The preview opens in a new browser tab.

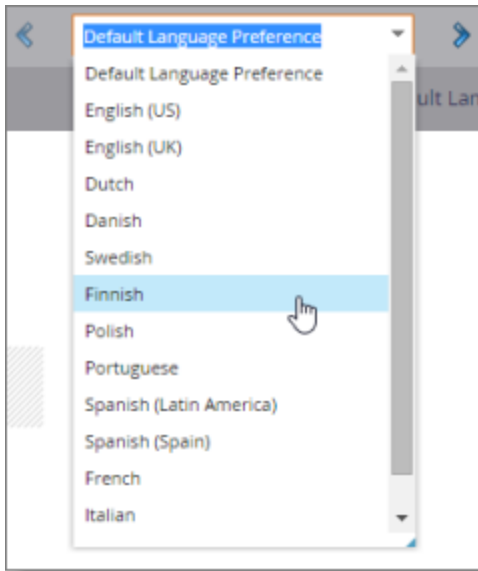


The segmentation is displayed in the top-right corner of the page. In this example, the segmentation is Language Preference.



4. Select the segment corresponding to the translation from the segmentation dropdown list.

7 Reviewing Translated Content



The translated asset is displayed.



Note: The screen capture displays pseudo-translation instead of actual translated text.

To review a translated snippet:

1. Log into Marketo.
2. Navigate to the translated snippet.

7 Reviewing Translated Content

3. Preview the snippet. For example, select the snippet and then right-click and select **Preview** from the context menu.

The preview opens in a new browser tab.

Note: The screen capture displays pseudo-translation instead of actual translated text.