



Better Translation Technology

XTM Connect - Marketo

User Manual

XTM Connect - Marketo

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1. Introduction

Description

The XTM Connect - Marketo for Google Chrome provides an easy-to-use interface that allows content editors to request translations of different content types typically found in Marketo. It also automatically returns translated content to Marketo.

The main characteristics of the connector are:

- Easy installation / integration through Chrome extension
- Intelligent content extraction of the different Marketo content types
- Automatic translation for embedded content (snippets and forms)
- Support for translation of dynamic content
- Intuitive User Interface

The connector supports translation of the following content types:

- Emails
- Email Templates
- Landing Pages
- Landing Page Templates
- Forms
- Snippets

Installation

The connector is conceived as a Google Chrome extension. More specifically as a “browser action”, which is a clickable icon right next to Chrome’s Omnibox.

To install the Marketo-XTM Connector for Google Chrome:

1. Launch Google Chrome.
2. Go to the Chrome Web Store (<https://chrome.google.com/webstore/category/extensions>) and search for "Marketo-XTM Connector" (or go directly to <https://chrome.google.com/webstore/detail/xtm-marketo-connector/iglafalkhdboaebfhlbfapichkncnce?hl=en>).
3. Click *Add to Chrome* to add the extension to Chrome.

Note that you need to be logged in with a Google account in order to be able to add the extension to Chrome.

2. Configuration

Configuration in XTM

The following configuration is required in XTM in order to be able to make use of the connector:

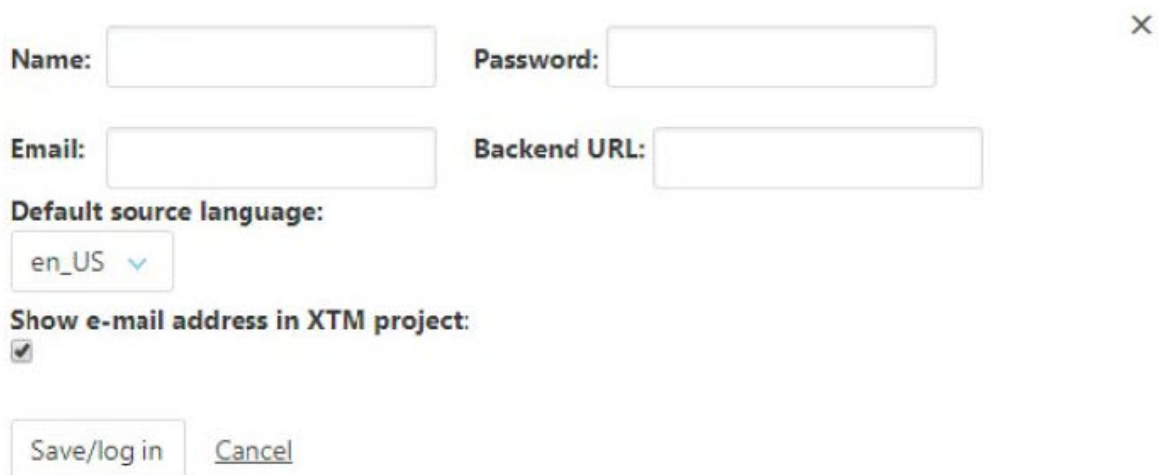
- A dedicated User must be created in XTM to be used by the connector to connect to the XTM API.
- A dedicated Customer must be created in XTM to be used by the connector to create projects under. This Customer must be configured with customized language combinations, either with customized language combinations only or with a combination of customized and system default languages. (Note that also an existing Customer can be used, but for reasons of clarity we recommend creating a dedicated Customer for holding Marketo projects.)
- A Template must be created in XTM to be used by the connector when creating projects. The Template must be associated with the Customer that the connector will create projects under.

Connector configuration

When using the connector for the first time, you will need to configure connection details.

To configure connection details:

1. Click the connector icon to the right of the Chrome Omnibox.
2. Click the cog icon in the connector title bar.
3. Specify the connection details you received from XTM Support (if you do not have connection details, send an email to support@xtm.cloud to obtain them):
 - Name
 - Password
 - Backend URL
4. (Optionally) Specify your email address and indicate whether or not you want your email address to be visible in XTM.
5. Click Save/log in to confirm your settings.



Name: Password:

Email: Backend URL:

Default source language:

Show e-mail address in XTM project:
☒

Configuring connection details

Note: The email address that is specified will be used for two purposes:

1. It will be used to send you a notification when the translation project has been completed in XTM and Marketo has retrieved the translations of all the languages you requested for the translation project.
2. It will be used to provide your XTM Project Manager with your contact details in case of questions (provided you ticked the Show e-mail address in XTM project option).

Upon first log-in, the connector will connect to XTM and obtain available source languages. Return to the settings dialog to set the language to be used as the default source language for your translation projects.

To set the default source language:

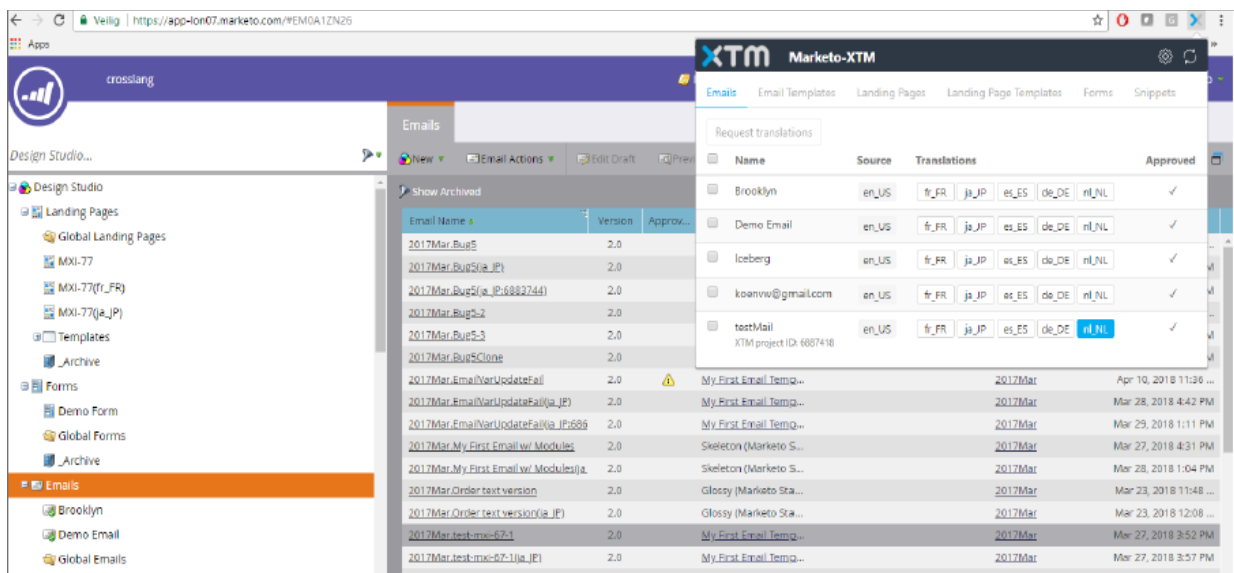
1. After you have specified and saved the connection details, click the connector icon to the right of the Chrome Omnibox.
2. Click the cog icon in the connector title bar.
3. Select the default source language from the Default source language drop-down.
4. Click Save/log in to save your settings.

Requesting and monitoring translations

Once you have configured the connection details and have set your translation preferences, you are ready to start requesting translations.

To request a translation for a content item in Marketo:

1. In Marketo, navigate to the folder that holds the content item you wish to translate and click the connector icon. A list of content items is shown. The list is context-aware, which means it shows the contents of the folder that is active in Marketo.



List of content items

In this example, the Marketo user selected the Emails node in the Marketo navigation pane on the left. The content listing in the Chrome extension on the right reflects the contents of the selected folder in Marketo. Note that content that was created through translation is not listed in the Chrome extension. The content listing in the connector is filtered by content type. Only content types for which contents is found in the active folder are shown/clickable. It is also possible to filter on approval status by selecting Approved, Draft, or All statuses.

XTM

Marketo-XTM

⚙️

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Emails

Email Templates

Landing Pages

Landing Page Templates

Forms

Snippets

Request translations

All statuses ▾

<input type="checkbox"/>	Name	Source	Translations						Approved
<input type="checkbox"/>	Brooklyn XTM project ID: 6890912	en_US	fr_FR	ja_JP	es_ES	de_DE	nl_NL	✓	
<input type="checkbox"/>	Demo Email	en_US	fr_FR	ja_JP	es_ES	de_DE	nl_NL	✓	
<input type="checkbox"/>	Iceberg XTM project ID: 6891194	en_US	fr_FR	ja_JP	es_ES	de_DE	nl_NL	✓	
<input type="checkbox"/>	koenvw@gmail.com	en_US	fr_FR	ja_JP	es_ES	de_DE	nl_NL	✓	
<input type="checkbox"/>	Private Jet	en_US	fr_FR	ja_JP	es_ES	de_DE	nl_NL		
<input type="checkbox"/>	testMail XTM project ID: 6887418	en_US	fr_FR	ja_JP	es_ES	de_DE	nl_NL	✓	

Content listing

2. Select one or more content items in the list and click Request translations. The Create Project dialog appears.

Project:

Due date (optional):

×

Name: Brooklyn

Source language: en_US

Translate into: ☐ all

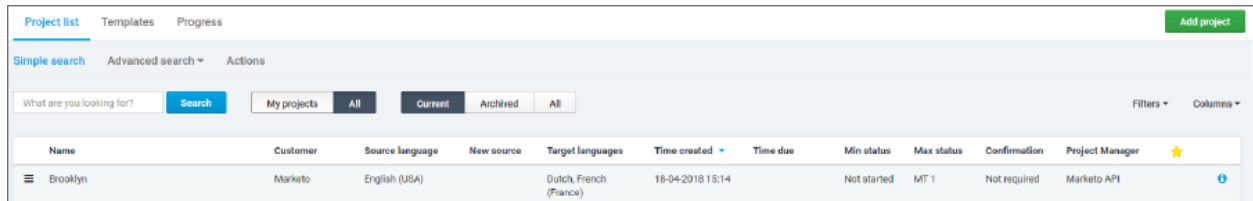
☒ fr_FR(French)
 ☐ ja_JP(Japanese)
 ☐ es_ES(Spanish)
 ☐ de_DE(German)
 ☒ nl_NL(Dutch)

Create project dialogue window

3. Specify project details:
 - **Project:** the project name that is specified will be used as the project name in XTM. By default the Chrome extension proposes the name of the Marketo Program the selected item resides under. The project name can be changed to any name of your choice.
 - **Due date:** the project due date that is specified will be used as the project due date in XTM. No due date is specified by default.

- **Name:** the name of the content item that was selected. This name will be used as the file name in XTM. The name cannot be changed.
- **Source language:** the source language specified will be used as the source language of the XTM project. The source language is taken from the source language specified in the content item listing and cannot be changed in the Create Project dialog.
- **Translate into:** the selected target languages will be set as target languages in the XTM project that will be created. Additional target languages can be added to a translation project as long as the project is still in progress.

4. Click Submit request to create the translation project in XTM.



The screenshot shows the 'Project list' tab in the XTM interface. It includes a search bar, filters for 'My projects', 'All', 'Current', 'Archived', and 'All'. Below the filters is a table with the following data:

Name	Customer	Source language	New source	Target languages	Time created	Time due	Min status	Max status	Confirmation	Project Manager	
Brooklyn	Marketo	English (USA)		Dutch, French (France)	18-04-2018 15:14		Not started	MT 1	Not required	Marketo API	★

Creating project in XTM instance

Notes:

- The default source language shown in the content listing is taken from the default source language configured in the connector settings (see: Configuration). The default source language can be changed by clicking the source language label of an item in the content listing and selecting Change source language.
 - The list of available target languages that is shown in the content listing and in the Create Project dialog will adapt depending on the source language that is set. The source and target languages configured for the Customer in XTM determine which languages are available as source and target languages in the connector.
 - When requesting translation for a single item, one XTM project will be created that holds all selected target languages.
 - When requesting translation for multiple items it is not possible to select two items that have a different source language.
 - When requesting translation for multiple items, separate projects will be created in XTM for each selected item (one Marketo content item = one XTM project). You will be able to use common settings (project name, due date, and target languages) for all projects or use specific settings per selected item.
5. The content listing shows the target languages for each item. These are color-coded based on their translation status:
- No color: translation never requested
 - Orange: translation in progress
 - Blue: translation completed

XTM

Marketo-XTM

Emails

Email Templates

Landing Pages

Landing Page Templates

Forms

Snippets

Translation request has been submitted successfully.

Request translations

<input type="checkbox"/>	Name	Source	Translations					Approved
	Brooklyn XTM project ID: 6890912	en_US	fr_FR	ja_JP	es_ES	de_DE	nl_NL	✓
<input type="checkbox"/>	Demo Email	en_US	fr_FR	ja_JP	es_ES	de_DE	nl_NL	✓
<input type="checkbox"/>	Iceberg	en_US	fr_FR	ja_JP	es_ES	de_DE	nl_NL	✓
<input type="checkbox"/>	koenwv@gmail.com	en_US	fr_FR	ja_JP	es_ES	de_DE	nl_NL	✓
<input type="checkbox"/>	testMail XTM project ID: 6887418	en_US	fr_FR	ja_JP	es_ES	de_DE	nl_NL	✓

Content listing – target languages

Source language color coding:

- Grey: translation never requested or translation up-to-date
- Blue: translation in progress
- Orange: content item's source has changed and translations need updating

Note: The status of translation jobs is automatically refreshed each time the user opens the Chrome extension window. However, it will not update automatically while the extension window is showing. To refresh the status without closing the extension window, click the refresh icon in the connector title bar.

- The backend monitors the translation progress of jobs that are ongoing and creates the translated content items automatically in Marketo as and when translation jobs get completed in XTM.

The settings have been saved successfully.

Request translations

<input checked="" type="checkbox"/>	Name	Source	Translations	Approved
<input checked="" type="checkbox"/>	Brooklyn XTM project ID: 6890912	en_US	fr_FR ja_JP es_ES de_DE nl_NL	✓

Monitoring the translation progress of jobs

As soon as the translation for a particular language in XTM has been completed, the status color in the connector will change from orange (in progress) to blue (completed). As soon as the translation for a particular language is marked as completed, a Show preview option will become available for that language. Selecting that option will take the user to the preview of the translated item in Marketo.

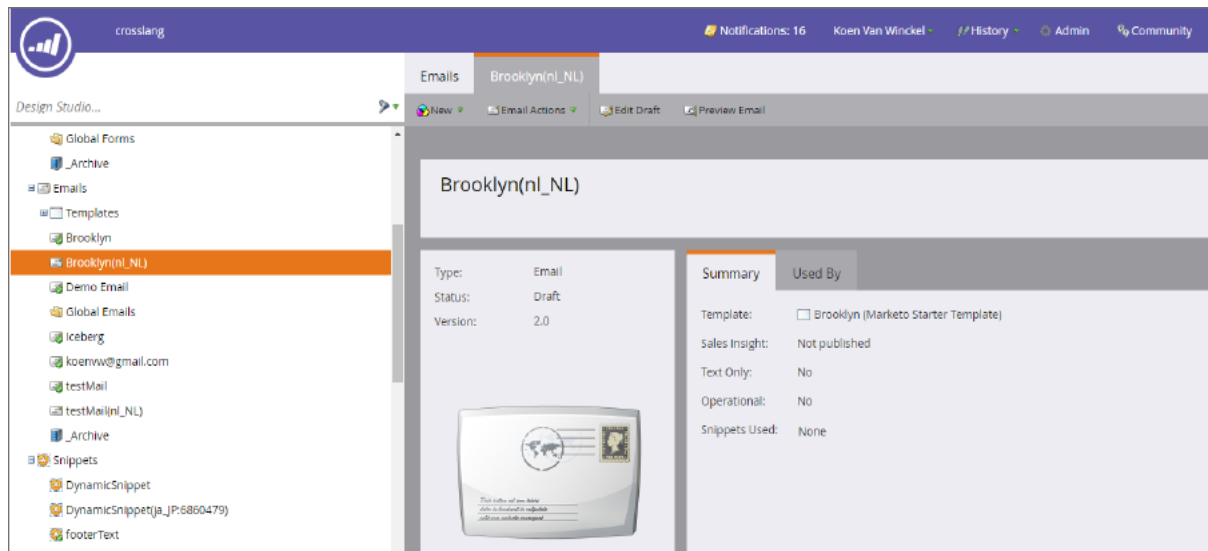
Request translations

<input type="checkbox"/>	Name	Source	Translations	Approved
<input type="checkbox"/>	testMail XTM project ID: 6887418	en_US	fr_FR ja_JP es_ES de_DE nl_NL	✓

Show preview
Redownload

Show preview option upon project completion

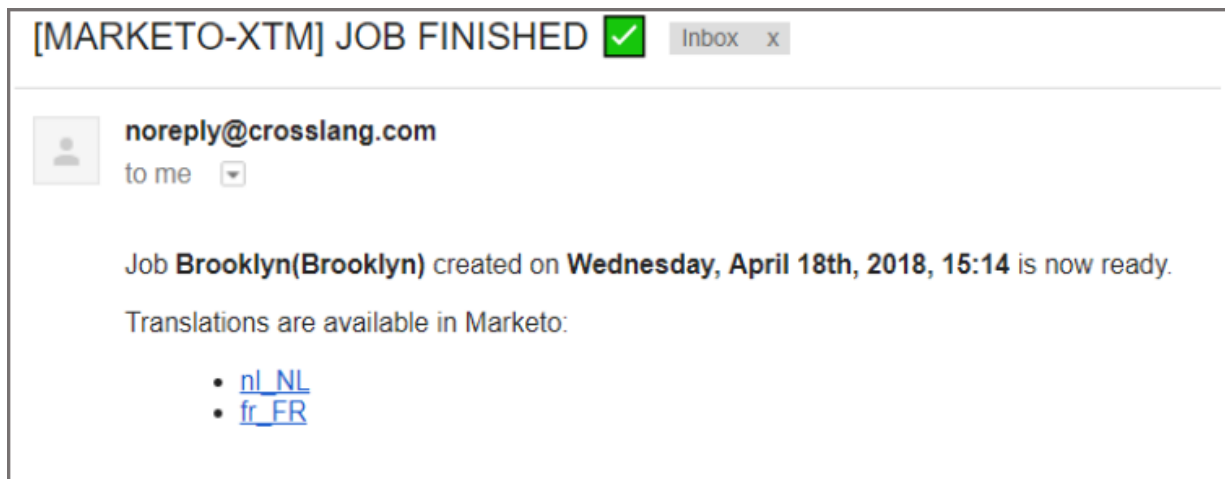
- When a translation has been completed, the connector will create a content item in Marketo with the same base name as the original item and the target language added.



Translation completed – summary view

Translated items are always created with status Draft.

8. When the translations for all selected target languages of the project have been completed, an e-mail notification will be sent to the e-mail address specified in the connector settings informing the configured user about the project completion.



Job finished notification

3. Updating source content and translations

Various updates may happen to content at various points in time:

- Source or target content may be updated
- Updates may happen while the translation is still in progress or when the project has already been completed

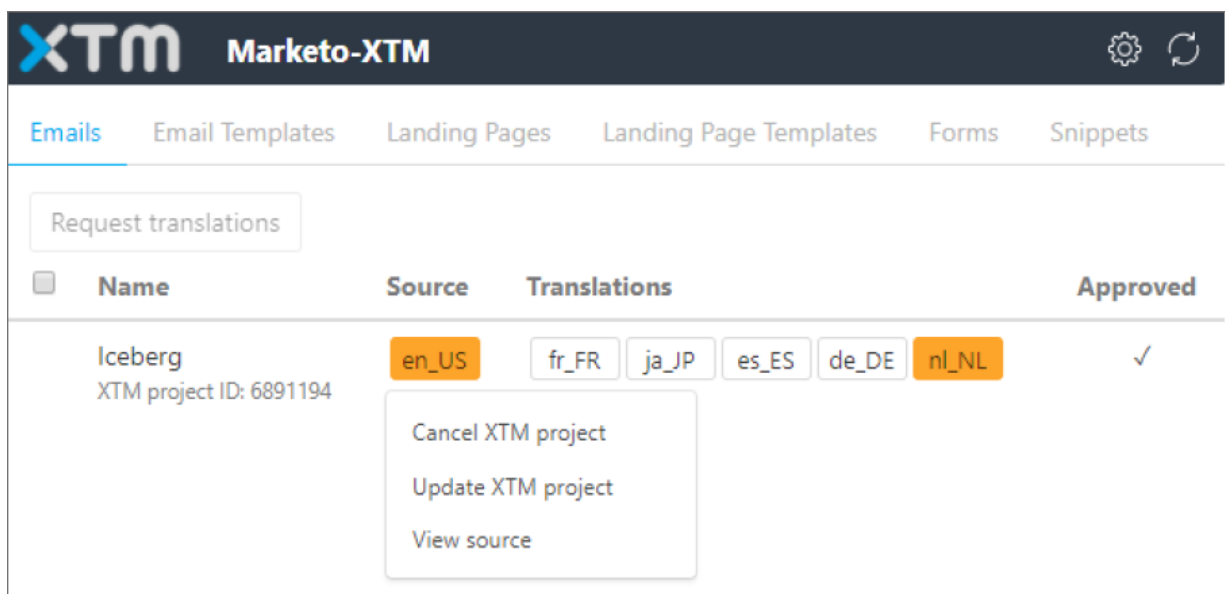
Updates to source content

The content of an item may be updated while a translation project for that item is still ongoing or when the translation project has already been completed.

If the content of an item gets updated while a translation project is still in progress for that item, the connector will use the existing translation project in XTM to process the update.

In that case, the process will be as follows:

1. The Marketo user updates the content of the source asset in Marketo.
2. The connector detects there has been a change and changes the background color of the source language label of the item in the content listing to orange.
3. The Marketo user clicks the source language label of the source asset in the connector's content listing and chooses Update XTM project.



Updating source content

4. The connector submits the updated content item to XTM to overwrite the previous version and restart the translation workflow for all target languages in the project, regardless of whether translation for the language had already been completed or not.
5. The connector will set the color of the source language label back to blue and that of all target languages that were selected when the project was initially created back to orange, indicating translation is in progress again.
6. Translation of the updated content item proceeds in XTM as usual.
7. The connector pulls in the completed translations of the updated content items as and when they become available.

Note: A project is considered in progress as long as at least one target language has not been completed. Content items that are part of a translation project that is still in progress in XTM will not have a checkbox in front of them in the connector's content listing.

If the content of an item gets updated when that item does not have a translation project still in progress, the connector will create a new translation project in XTM to process the update.

In that case, the process will be as follows:

1. The Marketo user updates the content of the source asset in Marketo.
2. The connector detects there has been a change and changes the color of the source language label of the item in the content listing to orange.

XTM

Marketo-XTM

Emails

Email Templates

Landing Pages

Landing Page Templates

Forms

Snippets

Request translations

Name

Source

Translations

Approved

Brooklyn

XTM project ID: 6890912

en_US

fr_FR

ja_JP

es_ES

de_DE

nl_NL

✓

Updated content of a job in progress

3. The Marketo user selects the content item in the content listing and clicks Request translations (as he would do when creating a regular project).
4. The Marketo user specifies a project name, target languages and due date (as he would do when creating a regular project).

Project:

Due date (optional):

×

Name: Brooklyn

Source language: en_US

Translate into: ☐ all

☒ fr_FR(French) ☐ ja_JP(Japanese) ☐ es_ES(Spanish) ☐ de_DE(German)

☒ nl_NL(Dutch)

Submit request

[Cancel](#)

Updated source content - specifying project details

5. The Marketo user clicks Submit request to start the project.

6. Translation of the updated content item proceeds in XTM as usual.
7. The connector pulls in the completed translations of the updated content items as and when they become available.

Updates to target content

It may also happen that translated content needs to be updated after the connector has retrieved the translation from XTM and has already created the translated content item in Marketo. To ensure that the translation memory in XTM is kept up-to-date, it is strongly recommended to make all required changes in XTM.

When the change needs to be made for a language for which translation is still ongoing (i.e. target language label shows with orange background), the change will follow the normal flow and will be included in the translated asset when the connector retrieves the translation from XTM and creates the asset for the language in question.

When the change needs to be made for a language for which translation had already been completed (regardless of whether the project still has other languages in progress or not), the process for making the change is as follows:

1. The Marketo user informs the XTM Project Manager about the change and the language it needs to be made for.
2. The XTM Project Manager re-opens the file, has the change made, and pushes the workflow to completion in XTM.
3. The XTM Project Manager informs the Marketo user that the change has been made.
4. The Marketo user finds the item in the content listing in the connector, clicks the target language label for which the change needed to be made, and selects Redownload.

The screenshot shows the XTM Marketo-XTM interface. At the top, there's a navigation bar with 'Emails', 'Email Templates', 'Landing Pages', 'Landing Page Templates', 'Forms', and 'Snippets'. Below this is a 'Request translations' button. A table displays content items with columns: Name, Source, Translations, and Approved. The first item is 'testMail' with XTM project ID: 6887418. Its source is 'en_US' and it has target translations for 'fr_FR', 'ja_JP', 'es_ES', 'de_DE', and 'nl_NL'. The 'nl_NL' label is highlighted in blue. A context menu is open over the 'nl_NL' label, showing 'Show preview' and 'Redownload' options.

Updating target content

The connector will redownload the translation from XTM and recreate the translated asset in Marketo.

Note: The connector always creates the translated asset as a draft. If the translated content item's status has already been set to *Approved* in Marketo before the redownload is requested, a new draft for the translated item will be created and the existing approved translation copy will remain unaffected. If the translated content item still has status *Draft* when the redownload is requested, the content of the existing draft will be overwritten.

4. Known limitations

Due to limitations of the Marketo API, the connector has the following restrictions:

- It is currently not possible to re-translate a Form asset in which fields have been added or removed when a translated version of that Form asset already exists. If fields have been added, no translation will be generated and the project will go into error. If fields have been removed, the translation will be generated but will still contain the removed fields.
- It is currently not possible to translate dynamic content in Landing Page assets. The translation will be generated and all static content of the Landing Page will be translated, but any dynamic content in the Landing Page will remain untranslated in the translated Landing Page asset.
- It is currently not possible to translate text versions of Email assets. The text version of the source asset will not be sent for translation. Instead the text version of the translated asset will be generated automatically by copying it from the translated HTML version.
- It is currently not possible to translate altText of images that link to an external URL (i.e. an URL that points to a domain outside of Marketo).
- Images uploaded from Design Studio or desktop will also be shown as "external url" after placing them but those will have their altText translated.