Google B2B research

This is a quantitative research project requested by Google Ads that explores advertisers' opinions and experiences with Google Ads. It is an on-going project (as of Dec/2021) with launches every semester.

> Translation specs: survey with 5,000 words, 26 countries and 31 languages, human translation + review
> 100,000 words of verbatim, 20 countries and 20 languages, human translation for character-based languages and machine translation for the other languages
> Turnaround time from handoff of final materials: 10 days

Challenge:

The survey is designed to have two versions that target different groups: Advertisers and advertising agencies.
And, on top of that, there are multiple rounds of feedbacks on the translation from the client's local teams and other stakeholders, prior launch.

Solution:

After the translation is completed, investing time on the QA phase and having iterations on the localization testing.
And, more than ever, being extremely organized with each task/country using Kanban and project management tools.