

3 Key Scenarios for Using Machine Translation

1. Machine Translation

- Informational Content
- High Volume, Low Budget
- Speed Over Accuracy
- User-Generated Content
- Compatible File Types

2. Machine Translation with post-editing (MTPE)

- Semi-Formal Communication
- Improved Accuracy
- Time-Sensitive Projects
- Editable File Types

3. Machine Translation, post-editing, & proofreading

- Formal Publications
- Quality Assurance
- Multi-Step Review Process
- Medical and Pharmaceutical Texts
- Most File Types

Human Translation

- Highly Creative or Brand-Critical Content
- Sensitive and Confidential Information
- Subtitling & SEO content
- Cultural Nuance and Idiomatic Expressions