

# RELEASE NOTES – JULY, 2014

The release notes summarize all the changes and enhancements that were made in the release of July 11, 2014.

## CAMPAIGN MANAGER (NEW)

Cloudwords' Campaign Manager provides marketers with a global lens into all the marketing initiatives worldwide, so they can more effectively plan, localize, execute and track multi-system, multi-channel campaigns, programs and initiatives on a global scale.

Using the campaign manager feature in Cloudwords, marketers can create Campaigns to plan, track and execute multiple projects associated to the same campaign.



A new tab – **Campaigns** – will appear for all **professional and enterprise edition customers only**. This tab is used to create new campaigns as well as track campaigns running in Cloudwords.

## CREATING NEW CAMPAIGNS



Clicking on “Start New Campaign” takes to one screen campaign creation wizard. To create a campaign, the only required fields are campaign name and due date. Campaign details and tags are optional.

A campaign can have as many members as you like. Unlike project, campaign can have members from any department in the organization. This facilitates cross-team collaboration and planning for campaigns.

Home Projects **Campaigns** Reports Vendors OneTM Reference

## Start New Campaign

**Campaign Name** \*

50 characters left

**Campaign Due Date** ? \*

**Campaign Description**

255 characters left

**Campaign Members** ?

Who should receive notifications about this campaign?

Add	Name	Role
	Nish Mohan (Owner)	Administrator

**Campaign Tags**

Select or Enter Tag

Create Cancel

How can we make this page better? [Let us know](#)

## Adding Projects to Campaigns

Home Projects **Campaigns** Reports Vendors OneTM Reference

◀ Back to All Campaigns

## Campaign

Owner: Nish Mohan · Campaign Due Date: 7/31/14 [Edit](#)

Campaign Status: **Created**

**Projects**

Project Status **Select** Delivery Status **Select**

Project Name	Content Source	Vendor	Status	Alerts	Due Date	Amount	Action

**Add Projects...**

- Add New Project
- Add Existing Project

Once a campaign is created, next step is to add projects.

- Selecting “Add New Project” triggers the project creation workflow at the end of which the new project will be part of the campaign.
- Selecting “Add Existing Project” opens a dialog with the list of available projects that can be added to the campaign. Projects can be part of only one campaign, which means projects that are already part of another campaign cannot be added to the campaign. Multiple projects can be selected and added to the campaign at once.

Home Projects **Campaigns** Reports Vendors OneTM Reference

### Add Existing Projects To Campaign

Department: **All** Projects: **All** I'm following Project Name:  Project Status: **In Review** 7 project(s) found

<input type="checkbox"/>	Project Name	Owner	Department	Content Source	Vendor	Status	Due Date
<input type="checkbox"/>	CSA EMEA Demand Generation Project	Jon Sun	EMEA	My Marketo Assets	Robo Vendor 1	In Review	7/8/14
<input checked="" type="checkbox"/>	Hach Lange Q3 EU Project	Jon Sun	EMEA	My Marketo Assets	Global Trans Pro	In Review	7/9/14
<input checked="" type="checkbox"/>	Hach Q3 EU Project	Jon Sun	EMEA	My Marketo Assets	Global Trans Pro	In Review	7/15/14
<input type="checkbox"/>	Marketo Q3 EU Project	Jon Sun	EMEA	My Marketo Assets	Global Trans Pro	In Review	7/4/14
<input type="checkbox"/>	Miranda 3.0	Joseph Denzel	Product	My Local Files	Global Trans Pro	In Review	6/27/14

1 2 »

**Add and Save** **Cancel**

Showing 2 of 2 selected project(s)

## CAMPAIGNS TAB

Home Projects **Campaigns** Reports Vendors Reference

**Search and Filters**

Campaigns: **All** **Member Only** Status: **Select** Campaign Name:  **Additional Filters** **Start New Campaign**

**Number of Campaigns**

5

Projects: 16

**Campaigns Dashboard**

**Campaign Tracking**

At Risk (3) On Track (2)

**Campaigns by Status**

In Progress (4) Created (1)

Campaign Name	Projects Completed	Status	Alerts	Due Date	Amount
Q3 New Product Launch	1 of 6	In Progress	3	8/1/14	\$7,649.54
Annual Event 2014	0 of 4	In Progress	1	10/7/14	\$3,533.62
Website	0 of 3	In Progress	1	12/15/14	\$247.30
Japanese Webinar	0 of 3	In Progress		7/31/14	\$1,460
Q4 Product Launch		Created		11/30/14	\$0

**Campaigns List**

The new campaigns tab provides the following features:

- Search and Filters – The default setting shows all campaigns that the user is a member of. However, by selecting “All” users can view any campaigns running in the organization. Users can also request access to campaigns in case they are not member of it already.

Campaign Name	Projects Completed	Status	Alerts	Due Date	Amount
Q3 New Product Launch Access Requested	1 of 6	In Progress	▲ 5	8/1/14	\$7,649.54
Annual Event 2014 Request Access	0 of 4	In Progress	▲ 1	10/7/14	\$3,533.62
Website Request Access	0 of 3	In Progress	▲ 1	12/15/14	\$247.30
Japanese Webinar Request Access	0 of 1	In Progress	▲ 1	7/31/14	\$1,460
Q4 Product Launch Request Access	0 of 1	In Progress	▲ 1	11/30/14	\$733.13
Campaign Request Access	0 of 0	Created	▲ 1	7/31/14	\$0

Click to request campaign membership

- Dashboard – The dashboard provides a quick way to track number of campaigns that are open, at risk or by state.
- Campaign List – The campaign list at the bottom of the screen shows all the campaigns and important details associated with them. Clicking on the arrow icon next to the campaign name shows the project list associated with that campaign.

Campaign Name	Projects Completed	Status	Alerts	Due Date	Amount
Q3 New Product Launch	1 of 6	In Progress	▲ 3	8/1/14	\$7,649.54
▼ Annual Event 2014	0 of 4	In Progress	▲ 1	10/7/14	\$3,533.62
▼ Website	0 of 3	In Progress	▲ 1	12/15/14	\$247.30

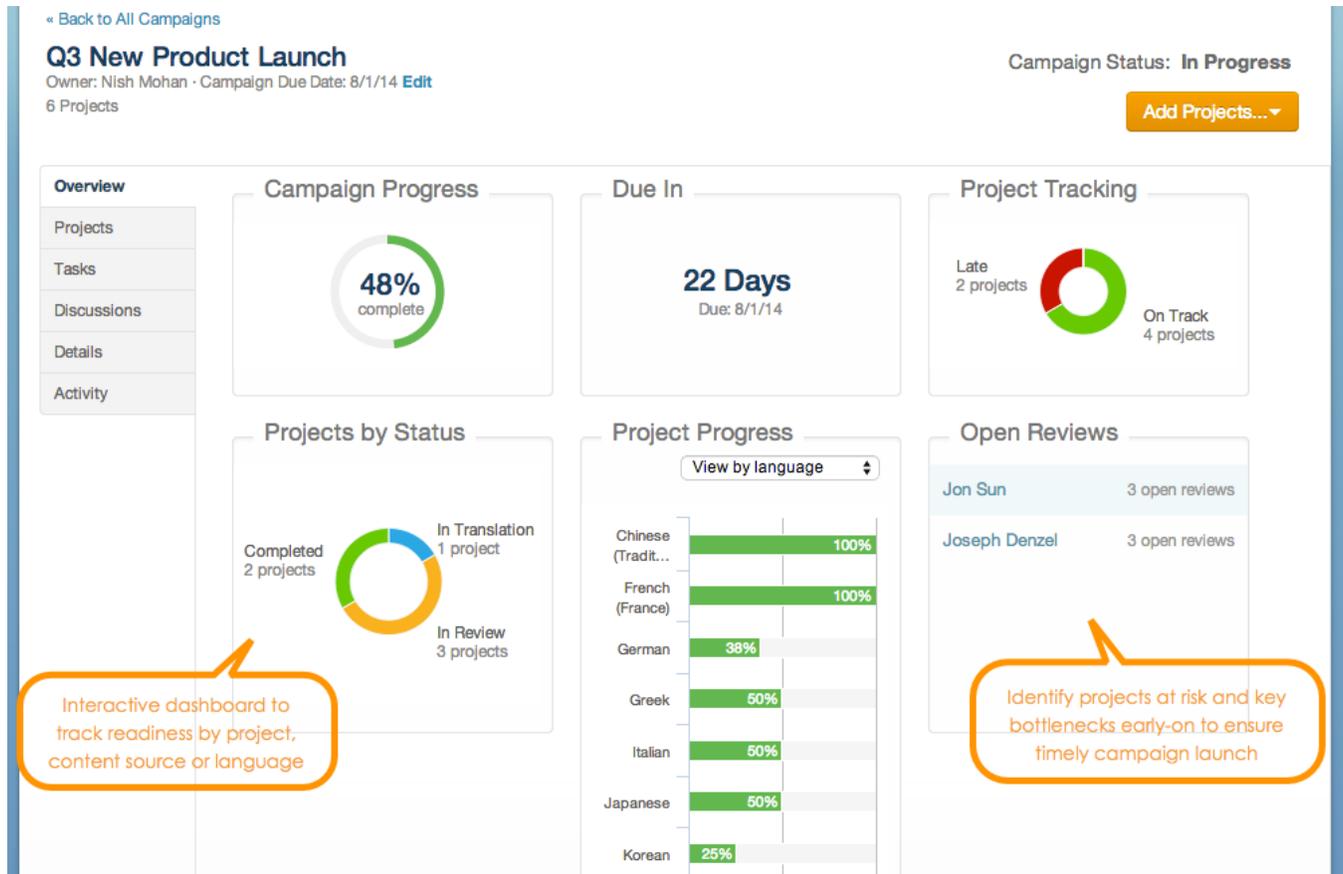
  

Project	Content Source	Vendor	Status	Alerts	Due Date	Amount
DemandGen EMEA Campaign EMEA	My Eloqua Assets	Robo Vendor 1	In Review		7/11/14	\$623.39
Launch Email EMEA	My Marketo Assets	World Lingo	Change Order Requested		7/14/14	\$3,400
Product Data Sheet Product	My Local Files	Global Trans Pro	Project Closed		7/15/14	\$1,954.37
Product Help Documents Product	My Local Files		Bid Selection Expired		7/4/14	
Product Video Product	My Local Files	Global Trans Pro	In Review	▲ 3	6/28/14	\$1,322.58
Product Web Page Product	Drupal	Global Trans Pro	In Review		7/18/14	\$349.20

Project list for the campaign

## CAMPAIGN PAGE

Clicking on the campaign name navigates to the individual Campaign page. The interactive dashboard on the campaign page provides a quick snapshot of the campaign's progress.



## Dashboard

The overview page has an interactive dashboard with 6 different modules:

- Campaign readiness – this is calculated as a percentage of workflow steps completed across all languages for every project that is part of the campaign
- Due in – this provides days to campaign launch date
- Project tracking – this distributed projects based on alert status:
- On track – projects that have no alerts
- At risk – Projects that have pending alerts
- Late – Projects that have passed their due date
- Projects by status – this distributes projects based on what state they currently are in:
- In creation
- In bidding
- In translation
- In review
- Project progress – this provides campaign progress broken by languages, intended use and tags
- Open reviews – this lists reviewers and numbers of open review tasks for each one of them

## Project List

« Back to All Campaigns

### Q3 New Product Launch

Owner: Nish Mohan · Campaign Due Date: 8/1/14 [Edit](#)

6 Projects

Campaign Status: **In Progress**

[Add Projects...](#)

Overview

**Projects**

Tasks

Discussions

Details

Activity

Project Status **Select** Delivery Status **Select**

Project Name	Content Source	Vendor	Status	Alerts	Due Date	Amount	Action
▶ DemandGen EMEA Campaign EMEA	My Eloqua Assets	Robo Vendor 1	In Review	▲ 2	7/11/14	\$623.39	<a href="#">Remove</a>
▶ Launch Email EMEA	My Marketo Assets	World Lingo	Change Order Requested		7/14/14	\$3,400	<a href="#">Remove</a>
▶ Product Data Sheet Product	My Local Files	Global Trans Pro	Project Closed		7/15/14	\$1,954.37	<a href="#">Remove</a>
▶ Product Help Documents Product	My Local Files		Bid Selection Expired		7/4/14		<a href="#">Remove</a>
▶ Product Video Product	My Local Files	Global Trans Pro	In Review	▲ 3	6/28/14	\$1,322.58	<a href="#">Remove</a>
▶ Product Web Page Product	Drupal	Global Trans Pro	In Review		7/18/14	\$349.20	<a href="#">Remove</a>

Detailed project list

The project section lists all the projects that are part of the campaign. This page shows all the key project details necessary to track the progress of the project.

Clicking on the arrow next to the project name gives the language drill down which provides progress and next steps for each language. The language drill down provides:

- Language – The different translation languages for the project
- % Complete – The % complete is calculated as a percentage of steps completed in the workflow. For e.g., if the project has a 4 step workflow and three steps have been completed for German and 2 steps for Japanese, then German is 75% complete and Japanese is 50% complete.
- Next Steps – The next step due based on the workflow
- Alerts – Number of alerts for each language
- Due date – The due date for the next step in the workflow

Project Name	Content Source	Vendor	Status	Alerts	Due Date	Amount	Action																				
DemandGen Campaign EMEA ▼ DemandGen Campaign EMEA	My Eloqua Assets	Robo Vendor 1	In Review	▲ 2	7/11/14	\$623.39	Remove																				
<table border="1"> <thead> <tr> <th>Language</th> <th>% Complete</th> <th>Next Step</th> <th>Alert</th> <th>Due Date</th> </tr> </thead> <tbody> <tr> <td>Greek</td> <td>50%</td> <td>To Review by Jon Sun</td> <td>▲ Review task deadline</td> <td>7/11/14</td> </tr> <tr> <td>Chinese (Traditional)</td> <td>100%</td> <td>Approved</td> <td></td> <td></td> </tr> <tr> <td>Swedish</td> <td>50%</td> <td>To Review by Jon Sun</td> <td>▲ Review task deadline</td> <td>7/11/14</td> </tr> </tbody> </table>								Language	% Complete	Next Step	Alert	Due Date	Greek	50%	To Review by Jon Sun	▲ Review task deadline	7/11/14	Chinese (Traditional)	100%	Approved			Swedish	50%	To Review by Jon Sun	▲ Review task deadline	7/11/14
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▶ Product Help Documents Product	My Local Files	Bid Selection			7/4/14		Remove																				

## Discussions

Users can also collaborate and discuss about the localization needs for the campaign. The discussions feature allows key stakeholders to plan their global campaign launch early on rather than think about it as an after thought.

- Overview
- Projects
- Tasks
- Discussions**
- Details
- Activity

### New Discussion

To:

Jon Sun (Administrator)
  Geoff Mock (Administrator)
  Joseph Denzel (Internal Translator, Administrator)
  Cloudwords Demo (Administrator)

**Who will have access to this discussion?**  
Your internal company users

**Title\***

Assets needed

237 characters left

**Message\***

What assets do we need to localize for this campaign?

3,447 characters left



## NEW REVIEW TASK UI

Home Projects Campaigns Reports Vendors OneTM Reference

« Back to List of Projects

### Website Update

Owner: John Lennon · Department: Marketing · Content Source: Drupal  
First Translation Deadline: 7/10/14 [Edit](#)

Project Status: **In Review**

Overview  
Project Details  
Bids  
Source Files  
Change Orders  
Translations  
Tasks  
Discussions

« Back to all project tasks

#### Review Translation - German [Edit](#)

Created by Cloudwords Automation on 6/9/14

To review the German translation, please follow these steps:

1. Go to the project page in Drupal: <http://dev-cwstage.gotpantheon.com/admin/structure/cloudwords/project/11265>
2. For German, click Import.
3. Review the translated content in Drupal:

<http://dev-cwstage.gotpantheon.com/node/7/translate>

To Review

Deliverable	Source Files
<a href="#">Website_Update-en-de-1.xlf</a>	<a href="#">Website_Update.zip</a>

Details [Edit](#)

Assigned to	Due Date	Task Status	Task History	Who will receive notifications about this task?
John Lennon	7/24/14	Open	<a href="#">View</a>	John Lennon

Language	Project Workflow	Workflow Step
German ( <a href="#">View Workspace</a> )	Basic 1-Step Workflow	Translation: Review <a href="#">Show Steps</a>

Discussion

No one has discussed this task yet. When someone does, it will show here.

John Lennon  
Customer

[Add Comment](#)

Ask a question or collaborate with internal stakeholders for the review task

How can we make this page better? [Let us know](#)

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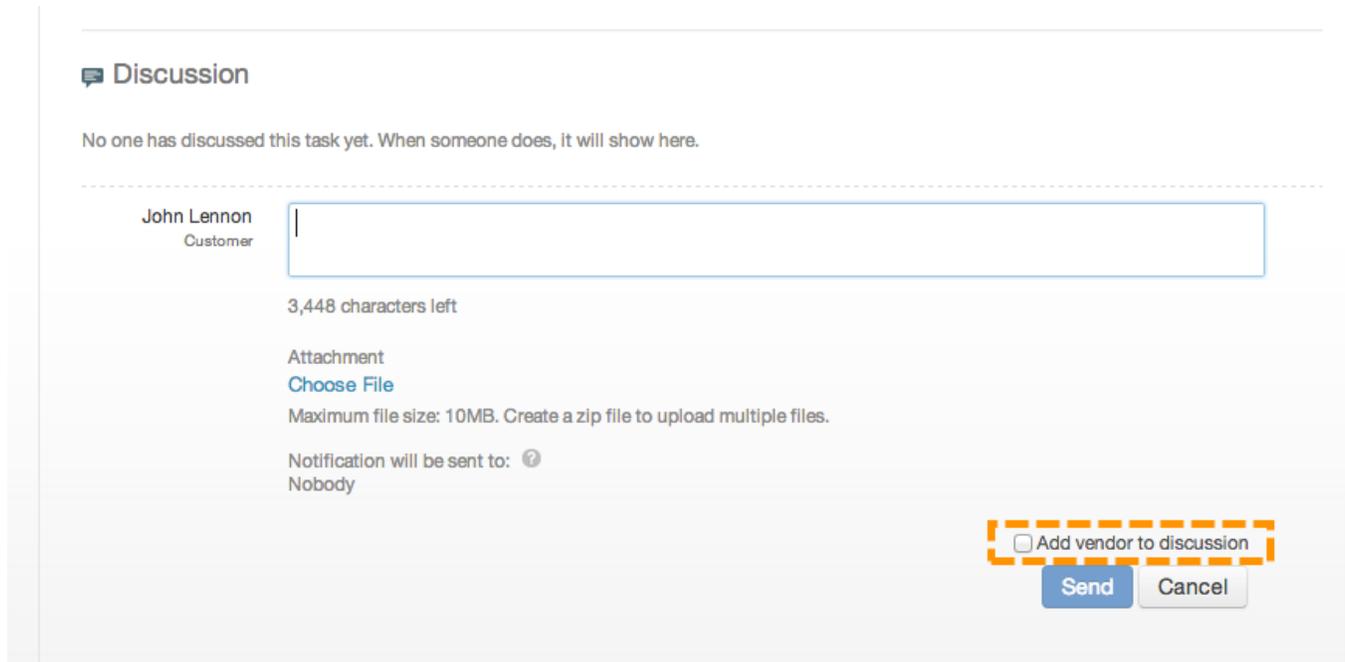
The action buttons on the top of the page are used to submit the review feedback to the vendor:

- Approve – Approves the translations and moves the translation to the next step in the workflow.
- Request Revision – Sends request to the vendor to provide revised translation based on the review feedback.

Clicking on “Add Comment” in the discussion area opens a comment box that can be used to collaborate for the review task.

A check box “Add vendor to discussion” has been introduced to ask questions to the vendor.

NOTE: even though the discussion comments can be sent to the vendor, the review task is still kept open and needs to be completed by the reviewer. The project does not move to the next step in the workflow until the review is approved or a revision is requested.



The screenshot shows a discussion interface. At the top, there is a header with a speech bubble icon and the word "Discussion". Below this, a message states: "No one has discussed this task yet. When someone does, it will show here." A dashed horizontal line separates this header from the comment area. The comment area is for a user named "John Lennon" with the role "Customer". It features a large text input field. Below the input field, it indicates "3,448 characters left". There is an "Attachment" section with a "Choose File" link and a note: "Maximum file size: 10MB. Create a zip file to upload multiple files." Below that, it says "Notification will be sent to:" followed by a help icon and the text "Nobody". In the bottom right corner, there is a checkbox labeled "Add vendor to discussion" which is highlighted with a dashed orange border. Below the checkbox are two buttons: "Send" and "Cancel".