

Going Global: The Value of In-Market Resources

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How are you ensuring that your search results or social media feeds are as relevant as possible for users around the world? If you are working on launching a product targeted to international markets that relies on local data, how have you tested the accuracy of the user experience? You may be considering using your own team to collect this information or outsourcing it to a provider without adequate global coverage. But doing so could jeopardize the quality of your data collection and ultimately the success of your program or product. Alternatively, using in-market resources enhances your data collection to ensure relevancy for your target markets, and provides a better overall user experience for your customers. In-market resources are native speakers located in the market or country of measurement who have lived in that market for a minimum of five years.

There are multiple benefits to using local resources that can have a significant impact on the success of your program or product:

Scalability

Using a team of in-market resources allows you to scale in multiple countries quickly and efficiently. Rather than training your existing staff on the cultural nuances and local trends of each required country, you can focus on ramping your in-market resources on the data collection guidelines and other project details. And if you hire bilingual resources, you will reduce the effort needed to translate the guidelines and other materials used for data collection.

Local Market Knowledge

Clearly in-market resources have the cultural and current event knowledge to help make data collection more relevant. They also can help save time with local market expertise. For example, addresses are formatted differently depending on the country. In-market resources can ensure that data is collected and formatted according to that country's specifications. Further, they can provide guidance as to the type of data that should be collected based on what is important to users in that market.

Real-Time Feedback

If there is time sensitivity to your project, in-market resources can also provide feedback in real time. For example, if your data collection project involves evaluating the freshness of news articles, it is important to use in-market resources that can evaluate the data in their time zone, as the news



happens. Using out-of-market resources can significantly delay the evaluation of the data, which may negatively impact the measurement of how well your product is performing.

Higher Quality Collection Data

Using native speakers also helps ensure a higher rate of data collection. For example, when calling local businesses, the owners may be reluctant to provide information to non-native speakers or when taking calls from outside their region if identified by caller ID. Native speakers help business owners feel at ease and increase the likelihood that they will provide the details needed to enhance local listing information needed for more relevant search results.

In addition, local resources will be much more likely to know which local data sources can be trusted, and which to steer clear of. This is particularly relevant when developing guidelines. For example, if a business does not have a primary website, judges may use social media or aggregator sites to validate business listing information. While a site such as the Yellow Pages may be relevant in the United States, it may not be as trusted in international markets. Instead, these markets may rely on government sites for business verification. This is insight that only our experienced, in-market resources can provide.

Overall, in-market resources bring with them an understanding of the cultural nuances, language and current events and climate that out-of-market resources just won't have, and can be used for any type of measurement you want to run that has an impact on users outside your country of origin.

How Firms are Using In-Market Resources Today

Some of the ways that firms are benefitting from in-market resources include:

- Researching, calling or visiting local businesses to collect data needed for local listing search relevance
- Determining user intent behind searches; an understanding of local culture and current events is key to improving search relevance globally
- Detecting spam; native language capability and cultural knowledge are needed to detect spam techniques that are potentially in use on the websites in question
- Testing map functionality for a mobile phone operating system to ensure the accuracy of walking and transit directions

- Collecting natural language data for use in machine learning algorithms that support multiple languages
- Validating news and news sights for credibility, accuracy and timeliness of reporting
- Moderating social media and user-generated content
- Identifying product defects and shopping experience evaluation



Appen's Expertise with In-Market Resources

As a global leader in speech and search technology services with access to over 400,000 in-market contractors supporting over 180 languages, Appen has the expertise and resources to support a wide variety of project needs.

These include:

- Human-annotated training and test data for machine learning
- Audio transcription
- Content tagging and categorization
- Data verification, cleansing and enrichment
- Translation
- User experience and content evaluation

Appen's experienced project management teams work with in-market resources around the clock to provide guidance and ensure high quality data for each project. Custom crowds can be curated to meet your specific project needs.

To learn more, **visit [appen.com](https://www.appen.com)**.

About Us

Appen is a global leader in the development of high-quality, human annotated datasets for machine learning and artificial intelligence. With over 20 years of experience, expertise in more than 180 languages, and access to a crowd of over 400,000 worldwide, Appen partners with global companies to enhance their machine learning-based products.



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