

When to use ChatGPT vs Lokalise for global content adaptation

	ChatGPT	Lokalise
Primary use	General-purpose Al for many tasks (including translation)	Dedicated localization platform with built-in Al orchestration and translation
Best for	 One-off or small-scale translations Early-stage drafts or internal content 	 Ongoing, scalable localization projects Teams that need integrated, publish-ready native translation quality
TL;DR	 Use ChatGPT if you Need fast, flexible, one-off translations Seek low initial costs Are not managing a structured localization project Don't care about quality (or quality being above 60%) Don't need it to fit brand terms Don't need to collaborate with designers to make sure translations fit 	 Use Lokalise if you: Need an intuitive and professional localization platform with automations and/ or enterprise-ready translations Want to integrate with CI/CD or design/dev tools and workflows Need human-like AI translations that never sound literal. Our AI translations are context-aware and sound native, not translated Want to translate with multiple large language models (LLM) in one platform. Our proprietary AI orchestration tool captures your full context and automatically selects the best AI engine for every translation.

Want consistent translation memory, glossary, style guide and QA

Cross-collaborate with different teams (i.e. translators/developers)

	Translation capabilities	
Quality of translations	Literal translations and generic output that strips away brand personality, and ignores cultural nuance.	 Expect human-level results that sound native, never literal, made possible with AI orchestrations Captures context from translation memory, style guides, glossaries, screenshots, and customer domains to enhance accuracy and fluency Automatically routes content to the best AI engine for every translation job, based on language pair and content type Includes human-in-the-loop for quality assurance and governance
Quality ratings	 60% of translations are good enough to be published without review Only 40% are considered good without postediting when it comes to brand-critical content 	 80% of Al-orchestrated translations are publish-ready — no editing needed Lokalise's custom-built models match average human translation quality — ~90% of translations are approved without change
Consistency	It's difficult to maintain accuracy, brand tone and consistency.	Easily maintained thanks to built-in context, including style guides, a database of past translations (translation memory), glossary, and a centralized platform for all your content.
Large language models (LLM) used for translation	Only one: ChatGPT.	Multiple LLMs and AI tools working together: GPT-4o, Claude Sonnet 3.5 + DeepL, Google Translate, Microsoft Translate. Custom models are also available for
<section-header></section-header>	Just the prompt. Any glossary and style guide must be manually enforced.	 Translation memory from past projects Style guides to maintain brand personality Glossary for industry- and brand-specific terminology Quality assurance tools
Translation memory	Needs to be saved manually saved. Lack of automation means outputs can vary wildly.	Translation memory updated automatically, with automatic suggestions for new content
<section-header></section-header>	 Non-existent, which leads to: Overspend on unnecessary reviews Time wasted reviewing low-value content that's already good to go 	 Automatic translation scoring makes it easy to: Instantly approve translations or send for human review, eliminating guesswork Smartly allocate budget (you won't need to overspend on unnecessary reviews) Improve productivity for you and your team
	TMS capabilities	
Integrations	No integrations by default (can be connected via API only).	Al translations integrate seamlessly into existing workflows, with minimal friction for importing/exporting content and managing updates. Image: 60+ robust integrations: Image: 60+ robust integrations:
		 workflows, with minimal friction for importing/exporting content and managing updates. 60+ robust integrations: Out of the box (plug & play) Out of the box (plug & play) Code repositories Design tools CMS/CRM Team or project management tools
File formats	connected via API only). Supports 15-20 core file types, focusing on reading, analyzing, and generating content (not localization-specific formats). Not natively automated. Copy-pasting content manually into the chat is required. • Time-consuming • Inefficient and error prone • Most importantly, non-scalable	 workflows, with minimal friction for importing/ exporting content and managing updates. 60+ robust integrations: Out of the box (plug & play) Code repositories Design tools CMS/CRM CMS/CRM Team or project management tools Customer support tools Supports <u>30+ file formats</u> optimized for localization pipelines. Highly automated thanks to customizable workflows. Use pre-built, no-code templates to automate assignments, set triggers, and track progress —all within minutes Assign tasks by language, set translation step
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