

When to use ChatGPT vs Lokalise

for global content adaptation



ChatGPT

Lokalise

Dedicated localization platform with built-in Al

orchestration and translation

Primary use

General-purpose Al for many tasks (including translation)

Ongoing, scalable localization projects

Best for

- One-off or small-scale translations
- Early-stage drafts or internal content

 Teams that need integrated, publish-ready native translation quality

Use Lokalise if you:

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
- localization platform with automations and/ or enterprise-ready translations

Need an intuitive and professional

- Want to integrate with CI/CD or design/dev tools and workflows Need human-like AI translations that never
- sound literal. Our Al translations are contextaware and sound native, not translated Want to translate with multiple large
- language models (LLM) in one platform. Our proprietary Al orchestration tool captures your full context and automatically selects the best Al engine for every translation.
- glossary, style guide and QA Cross-collaborate with different teams (i.e. translators/developers)

Want consistent translation memory,

Translation capabilities

Quality of translations

away brand personality, and ignores cultural nuance.

Literal translations and generic output that strips

never literal, made possible with Al orchestration:

Expect human-level results that sound native,

- Captures context from translation memory, style guides, glossaries, screenshots, and customer domains to enhance accuracy and fluency
- engine for every translation job, based on language pair and content type Includes human-in-the-loop for quality

Automatically routes content to the best Al

assurance and governance

80% of Al-orchestrated translations are

Consistency

Quality ratings

 Only 40% are considered good without postediting when it comes to brand-critical

published without review

content

• 60% of translations are good enough to be

It's difficult to maintain accuracy, brand tone and consistency.

publish-ready — no editing needed Lokalise's custom-built models match average human translation quality — ~90% of

Easily maintained thanks to built-in context, including style guides, a database of past translations (translation memory), glossary, and a

translations are approved without change

Large language models (LLM) used for translation

Only one: ChatGPT.

GPT-40, Claude Sonnet 3.5 + DeepL, Google

centralized platform for all your content.

Multiple LLMs and Al tools working together:

Custom models are also available for

Translate, Microsoft Translate.

Context for

Translation memory

translation

must be manually enforced.

Just the prompt. Any glossary and style guide

- Style guides to maintain brand personality
- Glossary for industry- and brand-specific terminology

Translation memory from past projects

Translation memory updated automatically, with

Quality assurance tools

automatic suggestions for new content

Non-existent, which leads to: Translation evaluation

Overspend on unnecessary reviews

that's already good to go

Time wasted reviewing low-value content

Needs to be saved manually saved. Lack of

automation means outputs can vary wildly.

Instantly approve translations or send for

human review, eliminating guesswork

Automatic translation scoring makes it easy to:

- Smartly allocate budget (you won't need to
 - overspend on unnecessary reviews) Improve productivity for you and your team

No integrations by default (can be connected via API only).

TMS capabilities

Integrations

60+ robust integrations: Out of the box (plug & play)

Al translations integrate seamlessly into existing

workflows, with minimal friction for importing/

exporting content and managing updates.

- Code repositories
 - O Design tools
 - (v) Team or project management tools
 - Oustomer support tools
- Supports 30+ file formats optimized for

Highly automated thanks to customizable

localization pipelines.

workflows.

No limitations.

Automation &

workflows

Time spent

limitations

Architecture

Content import

File formats

 Time-consuming Inefficient and error prone

Not natively automated. Copy-pasting content

Supports 15-20 core file types, focusing on

reading, analyzing, and generating content (not

Most importantly, non-scalable

formatting.

chunks.

The only way to automate is by using an API, which means using developer resources.

localization-specific formats).

manually into the chat is required.

Up to 19 hours/100k words on copy-pasting and

Translation prompts are limited to about 3,000

 Assign tasks by language, set translation steps, and automate everything from start to finish

• Use pre-built, no-code templates to automate

assignments, set triggers, and track progress

Automate translations with Al or batch tasks to

scale cost-effectively, reducing vendor fees and manual work

—all within minutes

1-2 hours/100k words thanks to built-in integrations with the tools your team already uses.

words each (the equivalent of 1-3 blog posts), You can import your whole website without which means that you'll have to split content into splitting content into chunks.

Centralized platform and single source of truth

scale their entire localization workflow. No formal "editor" available, just the

User-friendly translation editor with numerous built-in features to boost accuracy and speed.

(SSoT) where teams can manage, automate, and

much more!

Get translation suggestions, context, review and

Designed for cross-team collaboration: roles, permissions, reviewers

Customer data can't be used for training of

24/7 best in class support.

OpenAl models.

Team Collaboration

Support

Editor for translations

Not available, you're on your own.

conversational chat.

No infrastructure available.

Customer data might be used for training of

Data protection OpenAl models.

Not built-in.

Try Lokalise for free