

ANIMATED TIP 5 - Retranslation

We have already seen how *Translation Options* will display different meanings for an “ambiguous” term. Now, we shall see how *True Retranslation* tells us, in other words, what is translated into the other language. Let’s write the following sentence:

Our strategy is increasing our sales

And click on the “Interactive” button,

- 1) **Nuestra estrategia es aumentar nuestras ventas**
- 2) **Nuestra estrategia aumenta nuestras ventas**

As you can see, both interpretations are valid, but convey very different meanings.

The first sentence indicates which is our strategy.

The second phrase indicates the consequences of our strategy.

For a user that doesn’t know any Spanish, *True Retranslation* indicates what was translated using descriptive synonyms; this is done to avoid confusion or recurring to similar words that contribute nothing.

Click on the Retranslation button below,

- 1) **Our own approach is increasing our own sellings**
- 2) **Our own approach increases our own sellings**

And you can choose, in your own language, which option best fits your needs.

FOR THIS ANIMATED DEMO TIP, WE USED THE FOLLOWING WM PRODUCTS:

- [Translator Professional Plus](#)