

Compass Languages Announces Evolution to CompassGEO, Expanding Its Role in Global Marketing Performance

New identity reflects 25 years of localization expertise and an expanded focus on helping global brands identify and overcome barriers to international growth.

ANNAPOLIS, MD, UNITED STATES, September 30, 2026 / EINPresswire.com/ -- Compass Languages, a global provider of localization solutions for more than 25 years, today announced its transition to [CompassGEO](#) (Global Engagement Optimization). The new identity reflects the company's evolution into a strategic partner for global brands, marketing agencies, and advertising technology companies seeking to improve engagement and marketing performance across international markets.



Compass Languages evolves into CompassGEO, reflecting an expanded focus on global engagement and international marketing performance.

The CompassGEO identity will be introduced during Advertising Week in New York, October 5–8, marking a new chapter for the company as it expands its role in the international marketing and advertising industries.

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*Gary Schulties, President,
CompassGEO*

From Localization to Global Engagement Optimization: The transition to CompassGEO represents a natural evolution of the company's work. Over time, Compass Languages has increasingly supported complex international advertising and marketing initiatives, extending its expertise beyond content localization to address the broader challenges of engaging audiences and

driving performance across markets.

Today, global brands have access to unprecedented amounts of marketing and attribution data. Yet understanding why a campaign performs successfully in one market and underperforms in another remains a persistent challenge.

CompassGEO helps bridge that gap.

By combining market intelligence, [attribution data analysis](#), multimedia localization, and cultural expertise, CompassGEO helps brands identify the friction points that may be limiting international performance and develop actionable strategies to address them.

"Global brands have more data than ever before, but data alone doesn't always explain why a campaign succeeds in one market and struggles in another," said Gary Schulties, President of CompassGEO. "Our evolution to CompassGEO reflects the work we're already doing to help brands understand what's happening within their international markets, identify opportunities for improvement, and execute the changes needed to engage local audiences more effectively."

Combining AI Innovation with In-Country Expertise:

At the center of CompassGEO's approach is the development of blended AI-human workflows that combine the speed, scalability, and cost efficiencies of artificial intelligence with the judgment and cultural understanding of experienced in-country specialists.

Through its global network of more than 2,000 specialists, CompassGEO provides brands with insight into local market behaviors, consumer expectations, advertising channels, and the cultural factors that influence engagement and purchasing decisions.

The company's integrated capabilities enable it to support the full process, from [identifying potential barriers](#) to performance through implementing and managing improvements across markets.

CompassGEO also collaborates with marketing agencies and Ad Tech companies, complementing their existing capabilities with the market-level intelligence and execution expertise needed to investigate underperforming international campaigns.

Building on 25 Years of Global Execution:

CompassGEO builds upon the established foundation of Compass Languages, which has supported localization initiatives for numerous Fortune 500 companies throughout its 25-year history.

The company's reputation has been built on managing complex, technology-enabled projects that demand consistent quality, aggressive turnaround times, and continuous global operations.

Under the CompassGEO identity, these capabilities will support a broader range of international

marketing, advertising, and content initiatives.

The transition will also bring the company's Global eLearning and NGO Languages brands under the CompassGEO umbrella, uniting its expertise in international marketing, global learning and development, and nonprofit communications.

"Localization remains fundamental to what we do, but our role has expanded," added Schulties. "We're bringing together the technology, people, and market knowledge required to help organizations move beyond simply reaching international audiences to creating meaningful engagement and measurable business impact."

About CompassGEO:

CompassGEO (Global Engagement Optimization), formerly Compass Languages, helps global brands, marketing agencies, and Ad Tech companies identify and overcome barriers to international market performance.

Combining market intelligence, attribution data analysis, AI-enabled workflows, multimedia localization, and a global network of more than 2,000 in-country specialists, CompassGEO helps organizations understand why engagement and conversion vary across markets and implement solutions designed to improve results.

Building on over 25 years of experience serving global enterprises, CompassGEO delivers scalable, technology-enabled solutions across international marketing, advertising, learning and development, and nonprofit communications.

Learn more: www.compass-geo.com

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