How Catalent Reinvented Their Email Program with stensul

100%
mobile responsive emails
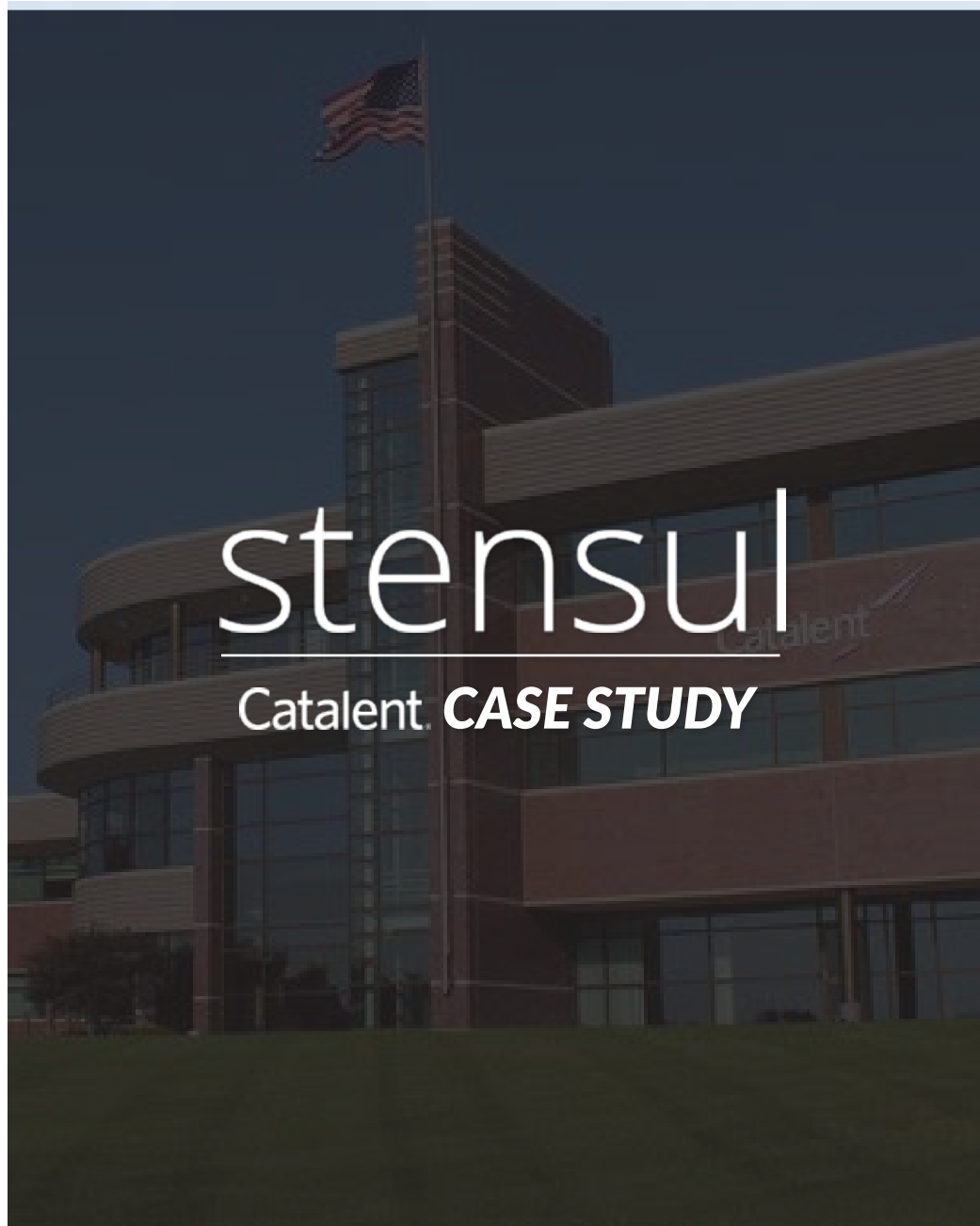
1 HOUR
email creation time

STANDARDIZED
email design

MORE TIME
for higher value projects

stensul

Catalent. *CASE STUDY*

Background:

Catalent is the leading global provider of advanced delivery technologies and development solutions for drugs, biologics and consumer health products. The company's marketing team had been creating emails with their ESP's email builder but grew increasingly frustrated by its limitations.

Challenge:

Catalent was committing significant time and resources to coding templates and the resulting emails weren't mobile-responsive. Additionally, Catalent's emails lacked a standardized look and feel, resulting in inconsistent branding.

The marketing team wanted to devote more of its time to strategic, higher-value activities like segmentation optimization and more advanced email programs. In order to do that, they first needed to solve the email creation issues that were standing in their way.

"Stensul brought efficiency and ease-of-use to Catalent's email production process."

- Jorge Rodriguez
Manager, Sales & Marketing Technology

Solution:

With stensul, Catalent standardized its email designs and achieved consistent branding across each and every campaign.

The marketing team now builds emails using modules instead of code, which makes it fast and easy to get finished emails out the door and frees up more time for other initiatives. And because all emails built in stensul are mobile responsive, Catalent has significantly improved the audience experience for its subscribers.

stensul CASE STUDY

Reimagine what's possible with email. Learn more at stensul.com