

## How Grubhub saved its creative team from code

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**97%**

*decrease in email production time*

**25%**

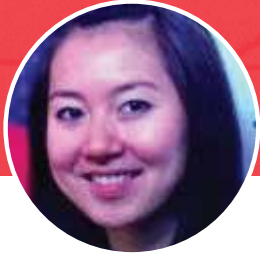
*fewer people having to spend time on email production*

**100%**

*hours saved in QA*



stensul  
GRUBHUB CASE STUDY



*“Giving us time back to focus on bigger things? That’s definitely made things a lot better for us and for our restaurant partners. We can communicate even more strategically.”*

- Winnie Lee // B2B Marketing Manager

## Background:

Grubhub, the nation’s leading online and mobile food-ordering marketplace, connects people with the food they love from their favorite local restaurants. The company wanted to invest in expanding its B2B email marketing programs, but their email production process prevented them from producing the volume of campaigns that they to be successful at scale.

## Challenge:

An agency coded each email from scratch and the templates proved to be inflexible, not to mention expensive. Turn around times were slow and last-minute revisions often led to mistakes and lengthy QA testing.

To successfully scale its programs, Grubhub realized it needed to significantly reduce its email production time and find a more flexible, less error-prone alternative to templates.

*“We use stensul so that whatever we design actually looks like what we intended it to be.”*

- Aaron Myers  
Associate Art Director

## Solution:

Stensul’s email generation platform enabled Grubhub to eliminate HTML errors and cut email production costs. And because modular emails allowed Grubhub to quickly incorporate its creative team’s designs into fully responsive emails without having to wait for developers to code them, the company was able to launch more campaigns in far less time than its old process would have allowed.