

How Palo Alto Networks Increased its Global Email Deployment by 188%

50%

decrease in email production time

188%

increase in email sends

85%

*decrease in internal resources
spending time on email production*



stensul

 **paloalto** **CASE STUDY**
NETWORKS



“The biggest thing stensul has given me is time. If I’m given time, then I can do what I’m hired to do, instead of being stuck here copying and pasting things into an HTML editor.”

- Mat Harper // Marketing Program Manager,

Background:

Palo Alto Networks, a global leader in cybersecurity technology, had doubled in size over a period of just two years. This growth, which stretched internal email development resources, was accompanied by a marketing objective to send more personalized emails to more granular segments.

Challenge:

Global field marketers were spending hours trying to create their own emails using pre-built email templates. Each email was also funneled through a regional HTML developer responsible for conducting QA and ensuring brand compliance, which often took a full day and led to missed deadlines.

To achieve its objective of improving email personalization, Palo Alto Networks needed to streamline its resource-intensive email creation process and enable its field marketers to be more self-sufficient.

Solution:

Field marketers now have the ability to create their own on-brand emails without having to wait for developers. The team’s newfound autonomy allows them to build fully localized emails in minutes, collaborate more closely, quickly apply edits, and hit deadlines with no dependencies in the way.

“With our global goals for email programs, we have to be nimble. Stensul allows us to do that.”

- Ricky Luo

Senior Manager, Global Email Marketing