

How Catalent
Reinvented their
Email Program
with stensul

stensul

Executive Summary

Before stensul, Catalent's email creation process was not ideal: the coding was difficult; the email design was complicated and could not be viewed well on mobile devices. stensul was not only able to help solve these problems, but has also saved Catalent time and energy, allowing their marketing team to devote resources to higher value projects.



About the Client

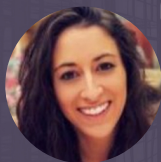
Catalent, Inc., is the leading global provider of advanced delivery technologies and development solutions for drugs, biologics and consumer health products. With over 80 years serving the industry, Catalent has proven expertise in bringing more customer products to market faster, enhancing product performance and ensuring reliable clinical and commercial product supply. Catalent employs over 9,500 people, including over 1,400 scientists, at more than 30 facilities across five continents, and in fiscal 2016 generated \$1.85 billion in annual revenue. Catalent is headquartered in Somerset, New Jersey.

The Story

Julie Bulfair, Senior Marketing Specialist at Catalent Pharma Solutions, was frustrated by the standard email building application that she had been using through her current marketing automation platform. “What was really taking a lot of my time was the coding,” says Julie. “It was a very time-consuming and manual process, and there was a lack of responsive design within the templates that we were building.” Additionally, there was little to no structure for the formatting in her emails, making them non-standard in design.

Julie realized that she needed to find a way to make her email marketing program easier and more effective after a big a-ha moment: “Our customers and executive team members not being able to read our emails on their mobile devices was an obvious opportunity for improvement that we needed to address immediately.” So she started searching for an email creation platform that could solve Catalent’s challenges.

As Julie was searching for a more efficient, mobile-friendly email builder, she found the solution when she came across stensul on Oracle’s App Exchange.



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Julie Bulfair, Senior Marketing Specialist at Catalent”

stensul's offering was able to solve for Catalent's time-consuming coding, standardization, and mobile rendering challenges, all wrapped up in a tool that was robust and easy to use and customize. It was a win-win!

Catalent's decision to choose stensul as their email creation platform has paid off. All of their emails are now completely mobile responsive, providing a significantly improved customer experience for their subscribers. stensul has also helped improve the design of Catalent's emails. "We customized our formatting to make it a little more standard, so that when people received our emails, there's more consistency throughout our messaging", Julie said.

According to Jorge Rodriguez, Manager of Sales and Marketing Technology at Catalent Pharma Solutions, stensul has also brought efficiency and ease-of-use to Catalent's email production process. Setup time has decreased by about 40 percent, allowing Catalent's small email team to devote more time to higher value projects, like segmentation strategy for specific product streams.

By using stensul, Catalent has been able to move beyond the initial challenges in their email creation process and focus on building a more advanced email marketing program. It was a solution that no other tool on the market could match.

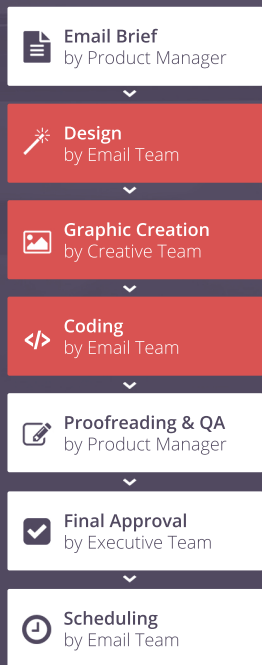


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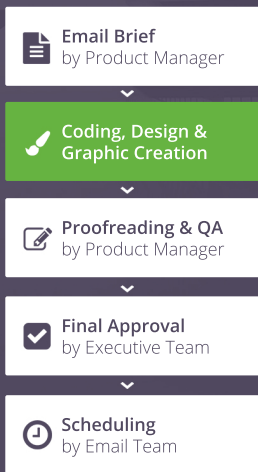
**Jorge Rodriguez, Manager of Sales and Marketing
Technology at Catalent**
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Result: Email Creation Process Reduced from 3 days to 1 hour

Before stensul



After stensul



The Results



-40%

Email creation time
decreased by 40%



Mobile responsive
emails



More time for
higher value
projects



Modular design,
consistent branding
& messaging

About stensul

stensul was born out of the frustrations we felt first-hand when manually creating emails for one of the largest companies in the world.

With over a decade of experience in and around email marketing, stensul was created to not only solve the immediate frustration and pain of our team, but to provide a platform to help large organizations achieve step-function level improvements in the results seen from their email-based CRM/marketing automation/user engagement programs. We're happy to be helping some of the most admired companies in the world achieve dramatic improvements in their business KPIs through the use of stensul.

For more information, visit our website at
<https://stensul.com>

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