

stensul



MARDREAMIN'



We're hiring!
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3x Your Team's Email Production Speed & Results (without tripling headcount)



Noah Dinkin

Stensul, Founder & CEO

We're Hiring!



[Stensul.com/careers](https://stensul.com/careers)

Email works

But it shouldn't be so inefficient



CAMPAIGN CREATION COMPLEXITY

WORKFLOW TOOLS



DISPARATE COPY, DESIGN, AND BUILD



IDEATION

stensul



**In rapidly changing times,
the best teams operate a
process built for agility.**

Company A



1x performance

Company B



5x performance

Company A



Underperforming

Company B



High performing

What was the difference?

Company A



- Poor utilization, wasted time
- Skills not optimized
- Lots of back-and-forth
- Stressed out, unhappy

Company B



- High utilization
- Task appropriate
- Efficient
- Enjoying work, happy

What did the high-performing team realize?



Running hard, barely
keeping up with the
speed of business

Going to get harder

- Content demand to rise 5x in the next two years
- No headcount growth

= Maintaining the status quo **not viable**

The only option was to **transform their process,**
or be left behind.

Rapid campaign creation is difficult



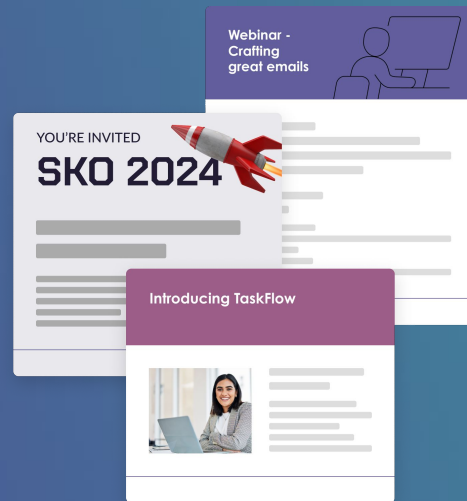
Campaign creation is inefficient



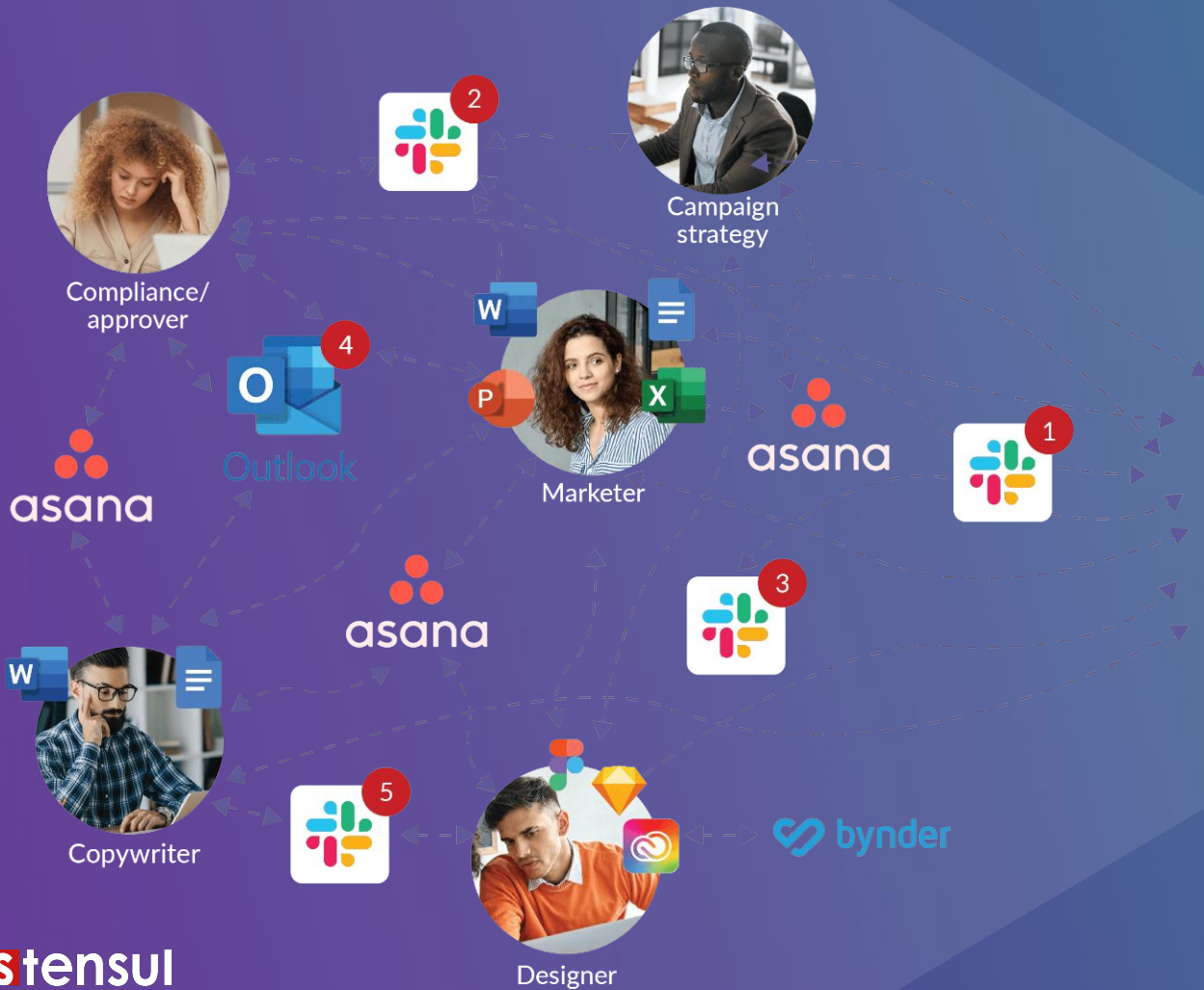
Creating *more* campaigns is cost prohibitive



Inconsistent quality results in lower conversion



The result



Lost revenue opportunity



Long line at the bank teller



Self-service at the ATM



Elevator with human operator

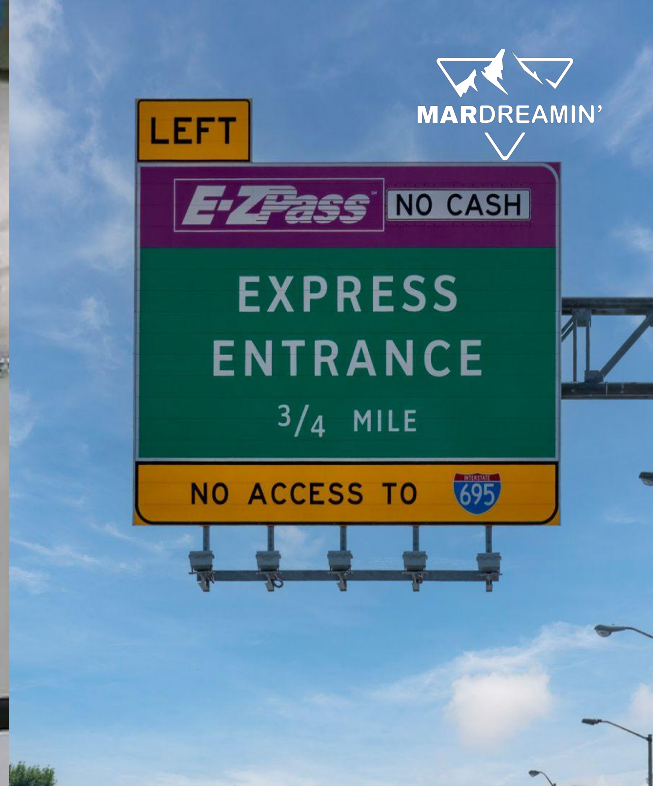
User-operated elevator



**Human
toll collector**



**Semi-automated
toll collection**



**Fully-automated
toll collection**



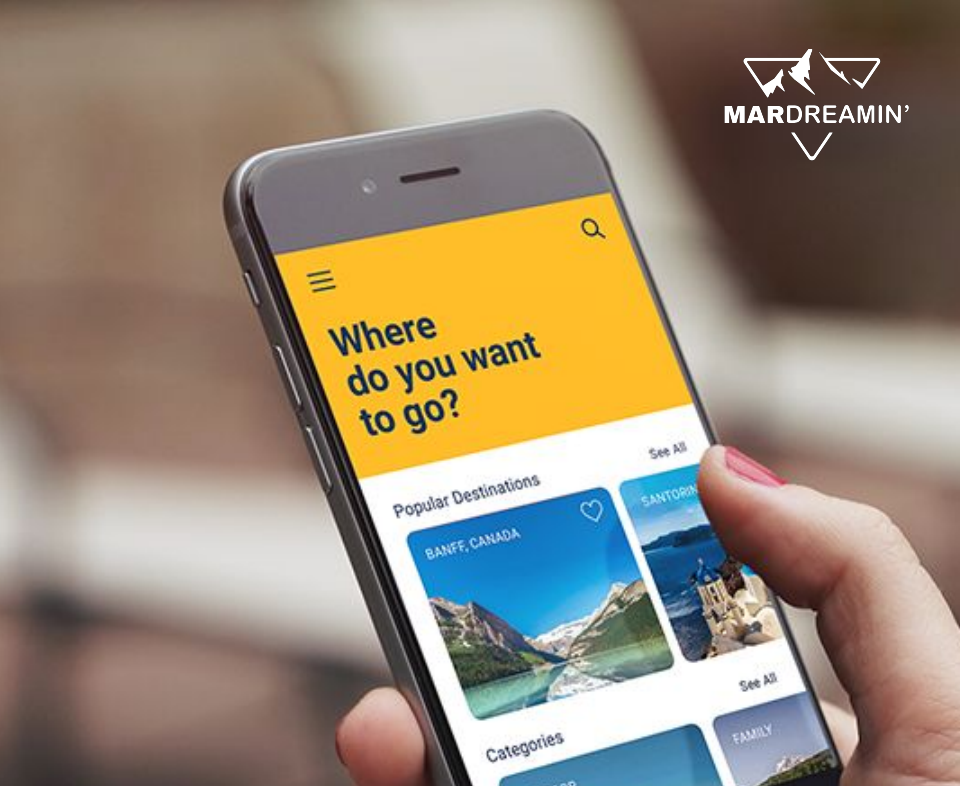
Lines at fast food counter



Self-order & pay at kiosks



Travel agency



Self-booking



Technology democratizes

Generative AI accelerates



Create

**Democratize
your campaign
creation process**



Collaborate



Govern

Democratized content creation



~~Everyone gets licenses
to Photoshop, Figma,
Dreamweaver, plus access
to your ESP/MAP~~



~~Let everyone hire
freelancers or their
own agency~~



Democratized content creation



Empowering a wider group
to create production-ready
emails themselves.

Democratized content creation



Healthcare Benefits Manager

- Grew from 5 to 50 email creators
- **16x more** email campaigns handled
- Creation time per email **dropped 50%**

Streamlined collaboration



~~Reduce or eliminate
collaborators~~

~~Require all comments
be made in a project
management tool~~

Streamlined collaboration

Bring stakeholders and their feedback to a common environment.

Give reviewers and approvers the context and ability to easily leave helpful comments that can be actioned.

Streamlined collaboration



Global B2B payments company

- Empowered non-technical team members
- **Faster approvals** through collaborative reviews
- Timelines dropped from **3-4 weeks to 3-4 hours**

Democratized content creation

- Safe place for anyone to work
- Respect brand guidelines
- Enable people beyond designers or developers

Streamlined collaboration

- Reviewers can see the email in the forms that matter
- Enable helpful, specific comments
- Comments happen in the same place where edits are made



~~Design tool~~

~~ESP/MAP builder~~

~~Workflow tool~~

~~Army of producers~~

Unlock time to improve email engagement



Speed up creation on a unified platform



Design and layout ✓

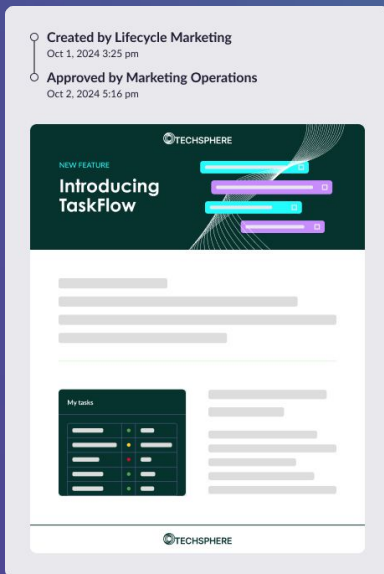
Edit ✓

Review ✓

Test ✓

Complete ✓

Democratize creation to scale campaigns



Drive higher conversion with consistent quality

Editor settings

Background color

Enable color palette

Background color palette



Headline text limit settings

Lines limit

2

Image

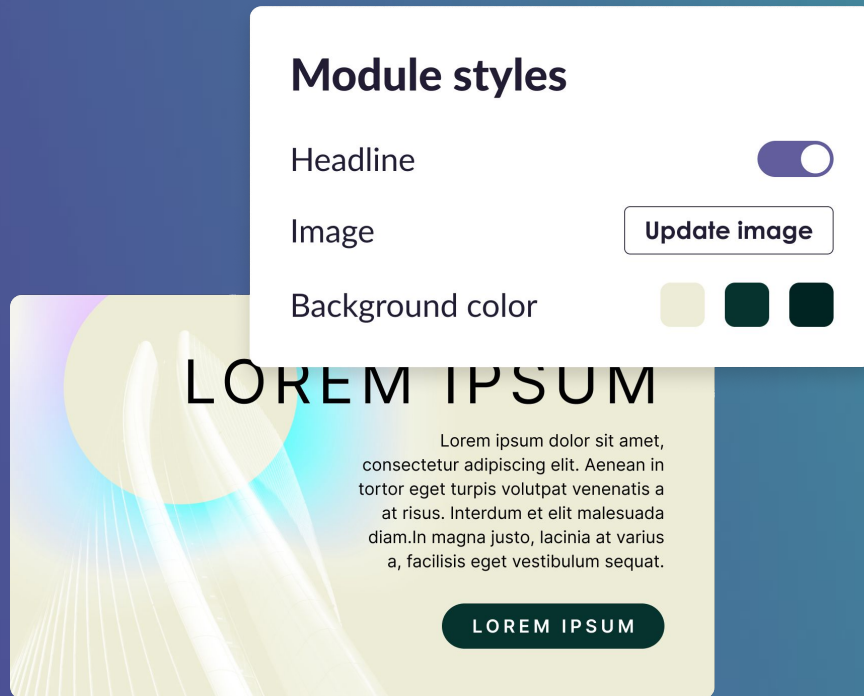
Button

What to start doing tomorrow



1. Create reusable pieces.

- Templates
- Modules / Elements
- Color palettes
- Dynamic scripting snippets



What to start doing tomorrow



2. Bring feedback MUCH closer to where creation is happening. Ideally approvals too.

- Streamline the motion
- Give context to reviewers
- Actionable (pinpoint) comments
- Faster tweaks



What to start doing tomorrow



3. Get more people creating emails.

- Need a safe space (guardrails)
- Reduce copy & paste
- Empower marketers
- Free up central team's time



Created by Demand Gen

Oct 6, 2024 11:45 am



Created by Marketing Operations

Oct 1, 2024 3:25 pm



Created by Email Marketing

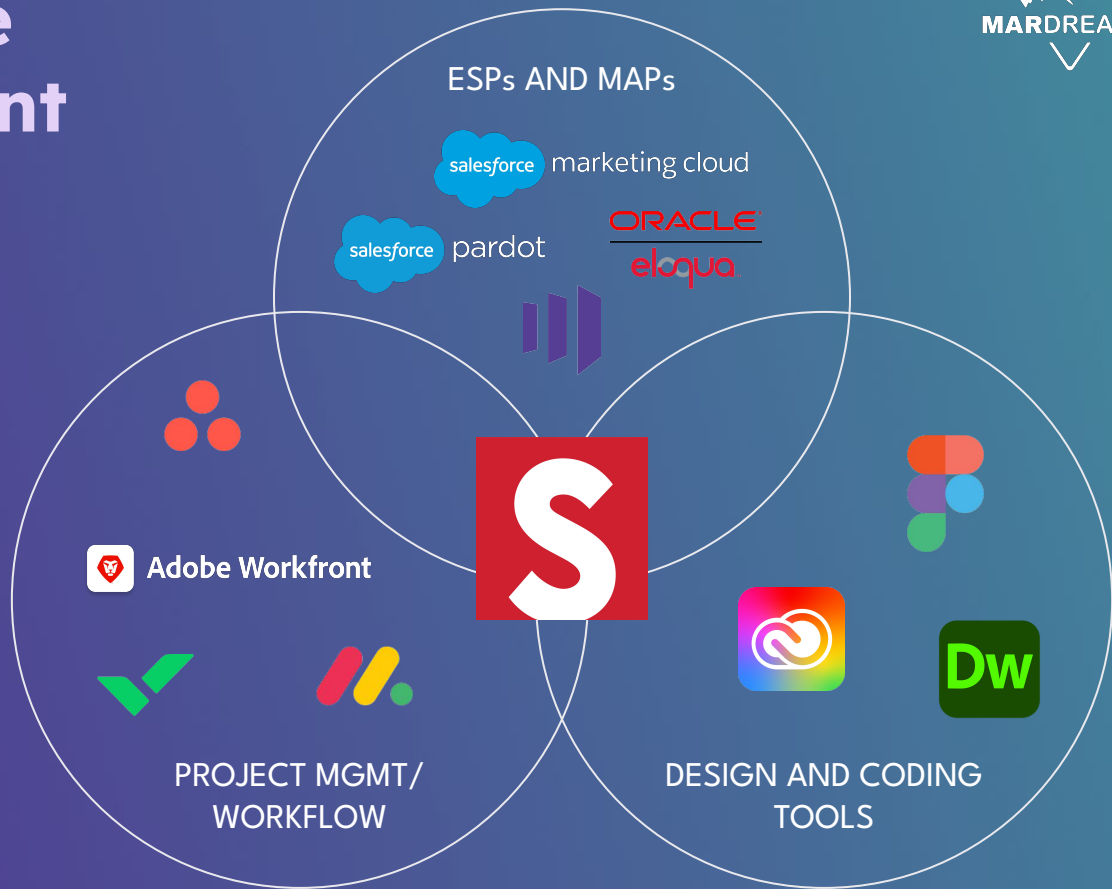
Sep 17, 2024 1:13 pm



Created by Product Marketing

Sep 4, 2024 8:04 am

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The Email Creation Platform

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