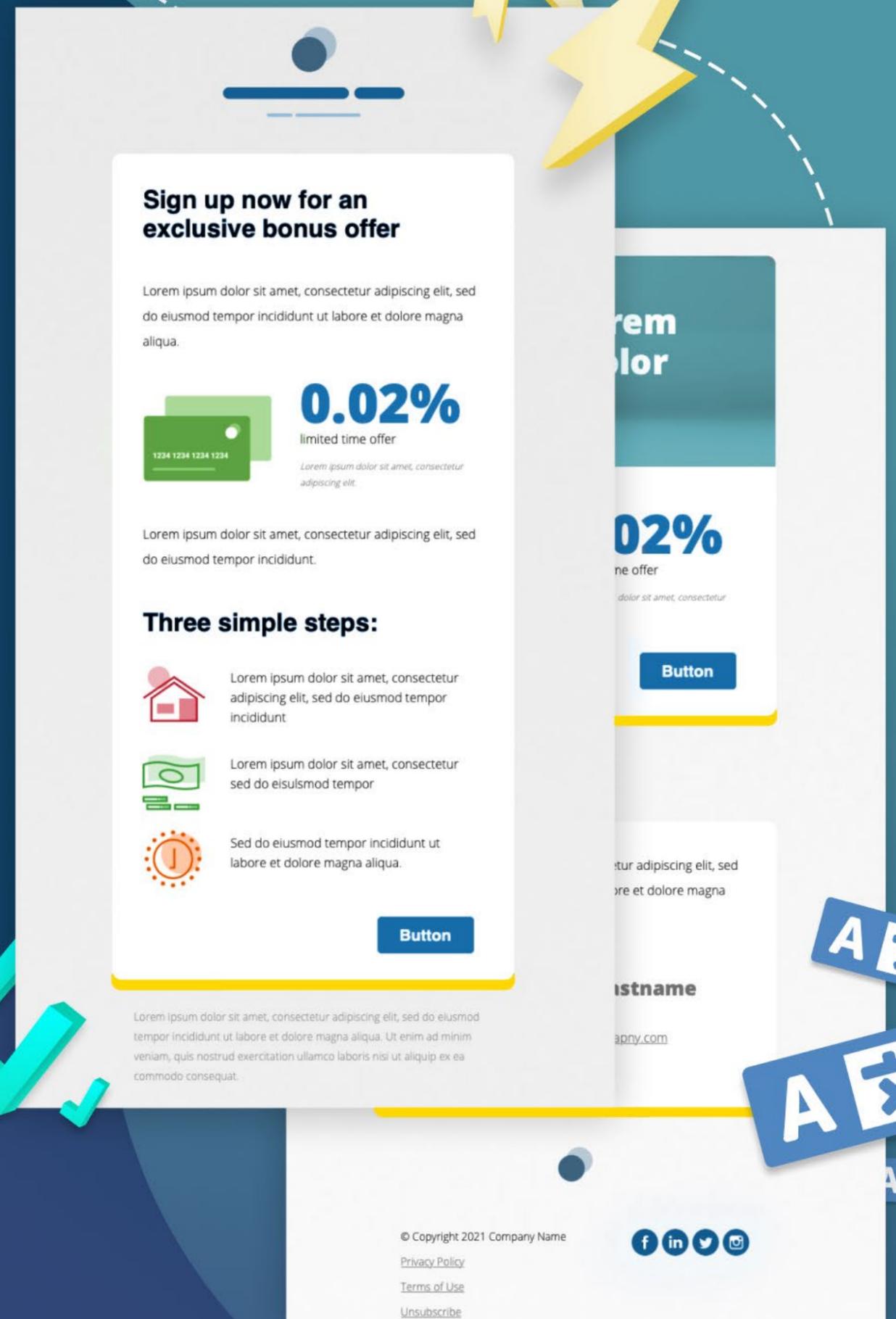


How a Fortune 500 company improved time to market on email localizations by 250%



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About this Fortune 500 company

A global technology corporation with tens of thousands of employees worldwide and an annual revenue of \$11 billion.

INDUSTRY

CONSUMER ELECTRONICS

COMPANY SIZE

100K+ EMPLOYEES

EMAIL TEAM SIZE

DOZENS OF TEAMS

DYSPATCH PRODUCT

NO-CODE EMAIL BUILDER



250% FASTER TIME TO MARKET ON CAMPAIGNS

33% FEWER STEPS IN THEIR EMAIL WORKFLOW

127+ UNIQUE LOCALES SUPPORTED

Executive summary

With dozens of teams around the world, a single email campaign used to take this Fortune 500 company two to three months to deploy. The culprit for this snail's speed? Overly complex processes. Specifically, their localization workflow involved too many steps and stakeholders – a situation that led to inconsistencies in everything from branding to legal compliance.

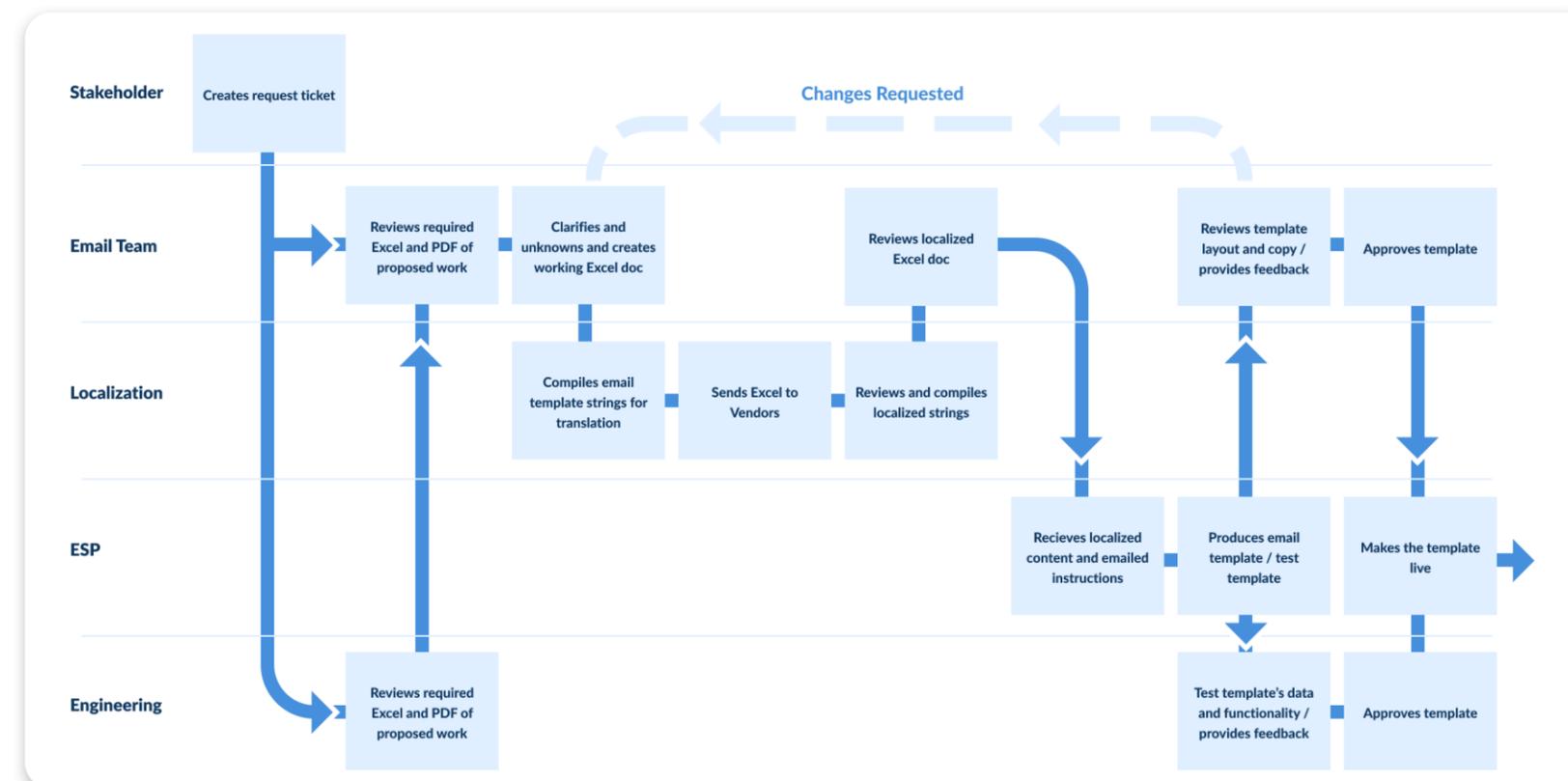
With Dyspatch, they were able to centralize, simplify, and speed up their processes. It now takes 17 days for the company to publish a localized template, from design and translation to testing and review. In many cases, emails go out in just a few days. Better still, they're able to maintain this speed, while expanding globally. They now support over 127 locales worldwide. Dyspatch's localization capabilities help them cut costs with reusable content, and most importantly, ensure quality and a positive customer experience. The bottom line? Time to market and costs are down, quality is up, and their email program is all set for scale.



The challenge

Despite having all the resources a company could wish for, time to market on email was slow. Way too slow. Part of the problem? Siloed teams. Working in isolation, different teams had developed a variety of complicated (read: slow) email creation processes. What's more, non-technical content creators were often reliant on busy developers to make changes.

The other part of the problem? Every expansion of the business into a newly localized market slowed the process even further. After all, they had to create new versions of all their email templates to serve that locale. With their existing localization process, this was a challenge. Every time they updated a transactional email template, they were resending content for translation – even if that content was reused in every email, like a legal footer. Needless to say, these long, convoluted processes created challenges: Redundant costs, inconsistent content, and lack of visibility, to name a few. Here's what their workflow looked like before implementing a scalable solution (so many steps!):



The Dyspatch solution

With Dyspatch, the company was able to centralize their email creation and management. In other words, no more silos. All their email templates are managed in one, fully transparent place: Dyspatch. Within the platform, each team has a workspace where their templates and associated localizations are organized. The result? Unprecedented visibility. For such a large organization, this drastically simplifies administration. Think regulatory compliance, internal governance, and reputation management. Sure, compliance isn't the most exciting result... but it's crucial for a F500 leader to adhere to all international standards.

Now, let's talk about the actual email creation process. Dyspatch puts the power back in the hands of the company's email teams. Thanks to a no-code, modular email design system, they can revise their own templates and create new ones, without pulling in a developer or designer. And the localization process? Dramatically improved. The company isn't wasting time and money re-creating and re-translating every last bit of content anymore. Instead, they can duplicate high-performing templates, reuse approved content blocks across campaigns, and even send a single block for translation — instead of a whole template.



In terms of the approval process, stakeholder alignment happens right in Dyspatch. Built-in approval workflows ensure every team involved in the email production process – from design to legal to internationalization – is able to weigh in at the right time, in the right place. And with annotated comments, teams can have in-context conversations about templates. Once approved, templates are locked against further changes. This is another win for quality control. It also means team members need to be deliberate about making additional changes (and racking up translation costs). All told, Dyspatch saves the company weeks, even months, of turnaround time. Here's what their workflow looks like today – 10 simple, streamlined steps:



The results

The results speak for themselves. The company went from spending months creating a single email template, to weeks, and in some cases days. That's an improvement of 250% on time to market. By streamlining their email creation and localization workflow, Dyspatch plays an integral part in the company's global expansion strategy and ultimate success.



TIME TO MARKET ON INTERNATIONALIZED EMAIL TEMPLATES:

Pre-Dyspatch:

 2 to 3 months

Post-Dyspatch:

 17 days

NUMBER OF STEPS IN THEIR EMAIL WORKFLOW:

 15 steps

 10 steps

What's next

With Dyspatch's capacity for scale, the company is just getting started. Now that their email workflow is efficient, they can focus on improving customer engagement, driving growth, and increasing ROI. All the time they save, they can use to test and optimize emails — on a scale and at a pace that wasn't previously possible.

So what's next? Dyspatch continues to support their expansion into new markets and locales. The platform also unlocks the ability to experiment with new techniques and technologies, like interactivity, so this F500 company can keep leading the way into the future.



What else have Dyspatch customers accomplished?

Canva

”

“Dyspatch has massively reduced the hours our team spends on creating emails, which has allowed us to really scale our content production. We’re producing over 20 emails a week, and the platform ensures every single one is on-brand, localized, and responsive, without any engineering effort. It’s also allowed us to implement interactivity with AMP comment reply emails. The Dyspatch team was so supportive and collaborative on that project, and it’s been a huge success with our users.”

– Megan Walsh, Global Head of Lifecycle Marketing at Canva

CareHive

CareHive is a rapidly growing technology platform, uses Dyspatch to save on engineering resources and empower their product team to create and customize emails, fast.

92%

FASTER EMAIL CREATION AND LOCALIZATION

100%

LESS TIME SPENT FIXING BROKEN EMAILS

76%

FASTER TIME TO MARKET ON EMAIL CAMPAIGNS

10

MINUTES TO CUSTOMIZE AN EMAIL TEMPLATE

40

MINUTES TO CREATE A TEMPLATE FROM SCRATCH

01

DAY TO CREATE, TEST, REVIEW, AND PUBLISH A TEMPLATE

Grover

Grover, an innovative subscription-based platform, uses Dyspatch to speed up their email creation process and eliminate troubleshooting headaches.



Let's connect!

Here at Dyspatch, we have over seven years experience helping major brands get higher engagement and ROI from email. We'd love to chat about how we can help you streamline your email workflow and accomplish your goals, too.

[Get a demo](#)

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