

How Grover sped up email creation by 92% with Dyspatch



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Forget high purchase prices. Whether you've got big dreams or want to start small, Grover has the tech for every budget. And the longer you rent, the lower the monthly rental price.

Have you seen our deals of the week? You can save money on every month of your rental with our ever-changing offers, so you have more left over for other things – like your next tech rental.

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Contents

About Grover	3
Executive summary	4
The challenge	5
The Dyspatch solution	6
The results	8
What's next	9
What else have Dyspatch customers accomplished?	10
Let's connect!	12

About Grover

Grover is an innovative, subscription-based platform that allows customers to rent out the latest tech, rather than investing in it up front.

INDUSTRY

CONSUMER TECHNOLOGY

COMPANY SIZE

250+ EMPLOYEES

EMAIL TEAM SIZE

2 EMPLOYEES

DYSPATCH PRODUCT

NO-CODE EMAIL BUILDER



92%

FASTER EMAIL CREATION
AND LOCALIZATION

100%

LESS TIME SPENT FIXING
BROKEN EMAILS

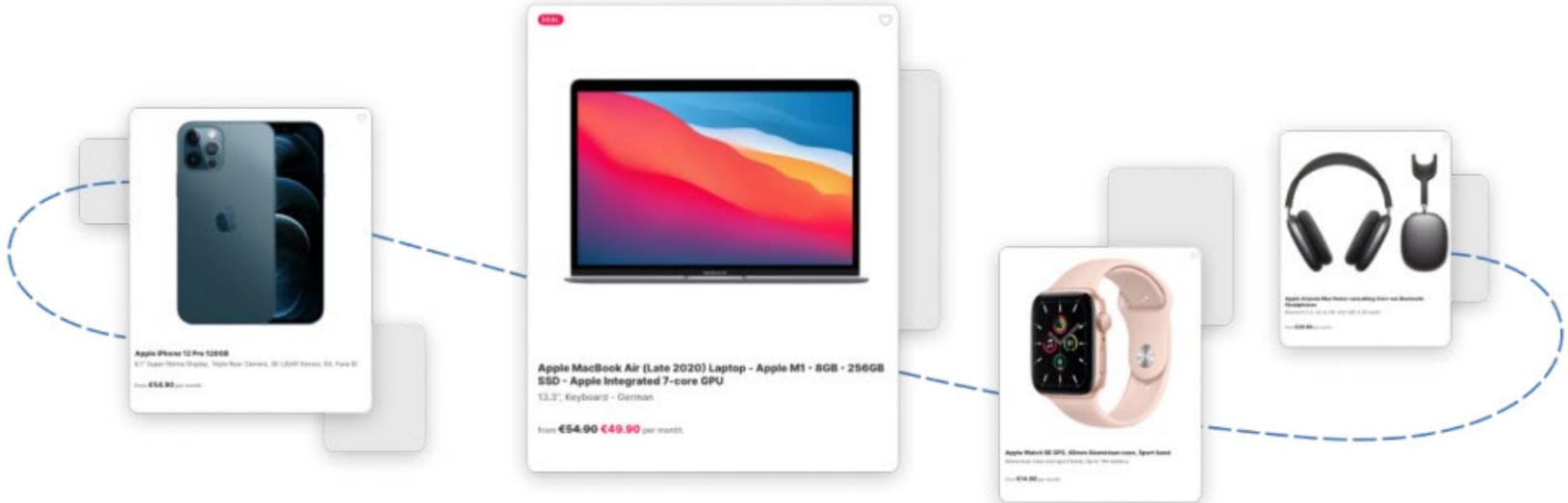
76%

FASTER TIME TO MARKET
ON EMAIL CAMPAIGNS

Executive summary

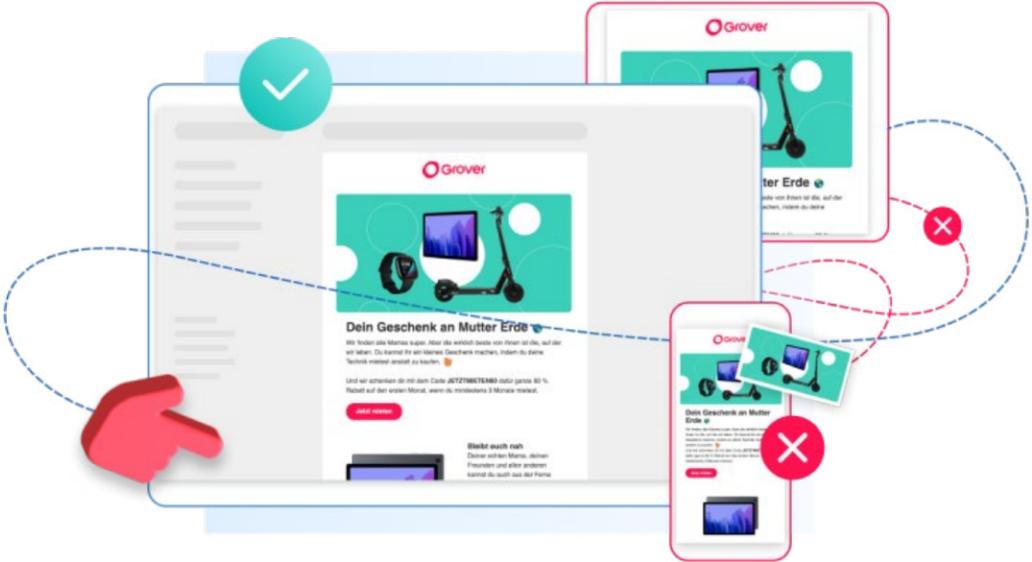
Before implementing Dyspatch, Grover’s email workflow just didn’t flow. Their team would spend anywhere from 30 minutes to two hours building a single marketing email template, depending on its complexity. All that effort and there were no guarantees a template would maintain its integrity across platforms and browsers. On the contrary, their marketing emails would often break. To fix them, they’d have to loop in the tech team, who would spend one to two days resolving the issue. This process slowed time to market to a crawl: campaigns took up to two weeks to deploy.

After implementing Dyspatch, the stats speak for themselves. Now, Grover reports spending a mere 10 minutes building an email template. And fixing broken emails is a thing of the past. Their Dyspatch email templates are reliable and worry-free. Gone are the days of waiting around to go to market. With Dyspatch’s streamlined creation, localization, and approval process, Grover’s average time to market on email campaigns is now 3 days. The bottom line? By eliminating wasted time and resources, Dyspatch has set Grover up to successfully scale their email channel, while increasing ROI.



The challenge

Email is Grover’s primary marketing channel. Yet the path to publishing used to be full of roadblocks. The biggest roadblock? Broken emails. Not only were email templates time-consuming to make, they would often break on different devices and operating systems – a big problem considering 60% of consumers will either ignore or delete an email that’s difficult to read.



Simply put, emails that don’t render correctly can have a significant impact on your brand’s credibility... and ROI. What’s more, the email team had to rely on busy tech teams to resolve these issues. And often, fixing broken email templates came last on the list of priorities. You may be able to relate!

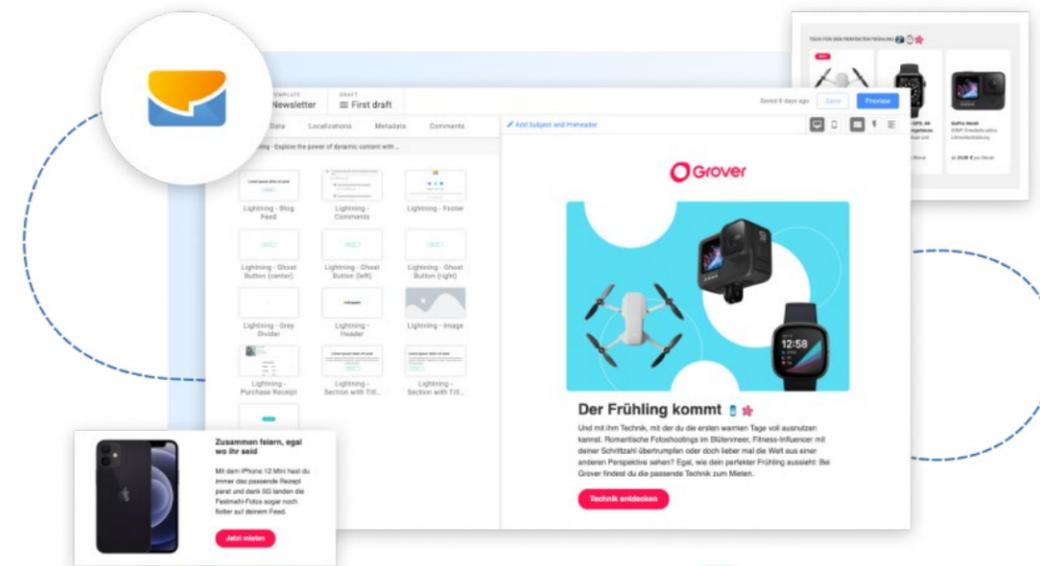


“Engineering resources are always high in-demand. Fixing a broken template is often not a priority and used to cause significant delays in managing and scaling email campaigns.”

— **Karan Gupta**, Head of Retention at Grover

The Dyspatch solution

With Dyspatch, Grover's email team doesn't need to rely on (or wait around for!) a busy engineering department to execute campaigns. Dyspatch's simple drag-and-drop email builder empowers their team to create beautiful, on-brand emails, without writing code. Better still, the emails they create don't break or slow down time to market.



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“We don't have to worry about the template breaking. Dyspatch solves our problems and helps us achieve higher ROI because we can reduce spend on engineering resources.”

— **Karan Gupta**, Head of Retention at Grover

Grover now uses Dyspatch as a centralized hub to create, localize, and test email templates. Through an integration with Braze, Grover can orchestrate email sends as part of message flows that optimize communications based on user behaviors and channel accessibility. And this integration makes it easy to push localized emails to Braze for sending with just a few clicks.

With Dyspatch's built-in approval workflow, quality assurance is also covered. On the rare occasion a template needs updating, the Dyspatch support team is always there to help with impressive response times. So Grover can rest assured their emails meet quality standards before deploying across multiple languages and countries.



“Dyspatch is the perfect solution to manage the email building and template creation process. Combined with Braze, it creates a holistic workflow for localizations and scaling our email channel.”

— Karan Gupta, Head of Retention at Grover

To make implementation even easier, Dyspatch provided in-depth design support. The Dyspatch team worked with Grover to refresh the design of their marketing emails, and delivered 10 reusable, responsive templates that are still in use today. When Grover recently underwent a brand overhaul, they maintained the structure of these templates. They felt no need to make changes — the templates were effective, versatile, and rendered well for all email providers on all devices! It was also easy to swap out brand elements, like logos, fonts, and button color.

All this to say, Grover was up and running with a new and improved email process in no time. By using Dyspatch in conjunction with Braze, they finally found a holistic solution for executing email campaigns. Up next, the results.

The results

With Dyspatch, the Grover team was able to automate the template building process. They went from spending days fixing broken emails to no time at all. By speeding up the creation process by 92%, Dyspatch has given them the ability to optimize and scale their most profitable channel: email.

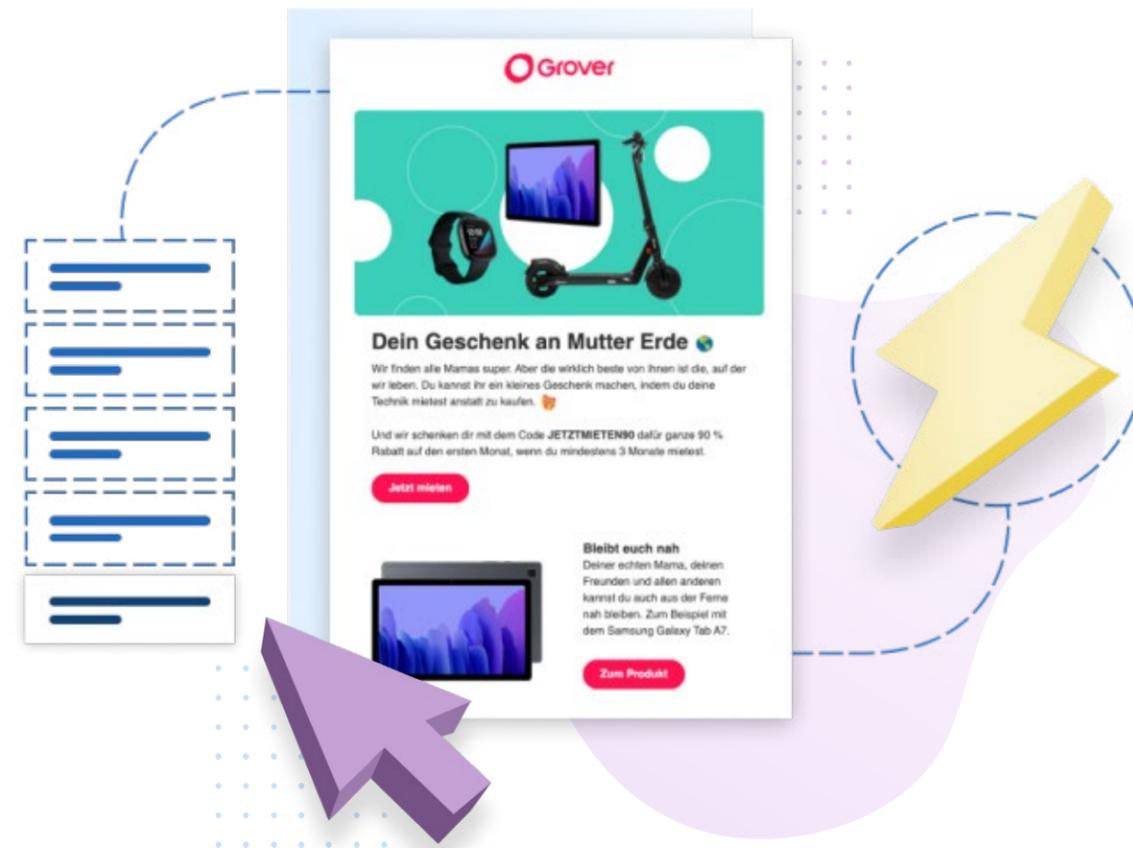
	Pre-Dyspatch:	Post-Dyspatch:
TIME SPENT BUILDING A SINGLE EMAIL TEMPLATE:	 30 minutes - 2 hours	 10 minutes
TURNAROUND TIME TO FIX A BROKEN EMAIL:	 1 to 2 days	 None
TIME TO MARKET ON EMAIL CAMPAIGNS:	 1 to 2 weeks	 3 days



What's next

Grover is expanding rapidly. With four locales already under their belts, Dyspatch's robust localization functionality is key. Their forward-thinking, fast-moving marketing team is also eager to experiment with interactive emails. In particular, they see the potential to increase survey response rates by leveraging AMP for Email.

With Dyspatch's pre-coded, interactive email blocks, they can create highly engaging emails without requiring technical resources. The results? We'll have to wait and see. But with the latest study reporting a 5.2X increase in response rates for AMP email forms, we're excited for Grover to tap into this potential.



What else have Dyspatch customers accomplished?

Canva

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“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

A Fortune 500 company

A Fortune 500 with dozens of marketing teams around the world uses Dyspatch to streamline their email localization workflow and drastically improve time to market.

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

250% FASTER TIME TO MARKET ON EMAIL CAMPAIGNS

33% FEWER STEPS IN THEIR EMAIL WORKFLOW

127+ UNIQUE LOCALES SUPPORTED

CareHive

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



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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