

# How Korbyt Creates Emails Up to 99% Faster With Dyspatch

 **Dyspatch**

 **KORBYT**



**KORBYT**  
Anywhere  
3.0

Hi {{Recipient.FirstName}},

Korbyt Anywhere version 3.0 arrives August 14th -- a release that provides you with powerful new opportunity for your digital signage, the potential to reenergize your workplace with personalized communications across all your screens and communication channels.

**Improved Usability of the Content Management System**

For digital signage customers, the change Korbyt Anywhere content management system customers in the last 6 months, and use CMS, with a revamped visual interface that will quickly appreciate the refresh than an aesthetic change. A few digital is

- A new mega-menu style navigation platform features, reorganized in a way you easily create content in many to increase productivity, and measure.
- Settings have been moved to top right platform settings into one common.
- Simplified signage dashboard design to know.
- Updated user interface for creating, publish, and adding new launchpad.
- Space Management features have capacity, and enable this new way to workspaces.

**EX Workplace**  
A Webinar Series by Korbyt

**WEBINAR**

**Create a Killer Content Strategy for Your Digital Signage Channel**

**WATCH THE WEBINAR REPLAY**

{{Recipient.FirstName}}, thank you for attending yesterday's **Create a Killer Content Strategy for Your Digital Signage Channel**. Cindy and Steve Crescenzo from Crescenzo Communications and Korbyt's CTO, George Clopp, discussed a framework and some compelling examples of how you can use digital signage to deliver the right content to the right audiences that surround your screens.

The webinar replay is now available on Korbyt's website. You can find it [here](#) and please share it with your colleagues that might also find it helpful.

If you'd like to learn more about how the Korbyt Anywhere platform services can help you enhance your digital signage strategy, please [contact us](#) to schedule a no obligation consultative session.

**WATCH THE WEBINAR REPLAY**

**KORBYT**  
your workplace  
experience platform

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**Create the workplace culture employees love and customers benefit from.**

**EX Workplace**  
A Newsletter by Korbyt

**Steve Crescenzo**  
CEO, CRESCENZO COMMUNICATIONS

**Cindy Crescenzo**  
COO, CRESCENZO COMMUNICATIONS

**George Clopp**  
CTO, KORBYT

**Webinar Replay: How to Create a Killer Content Strategy for Your Digital Signage Channel**

Most organizations have been using Digital Signage as a communication channel for decades, enabling companies to share information, keep employees safe, educate workforces, and many more applications. But in many of these cases, Digital Signage may or may not be an effective communication channel.

Watch the webinar replay as Cindy and Steve Crescenzo from Crescenzo Communications and Korbyt's CTO, George Clopp discuss how to create a killer content strategy for your digital signage that leads to business outcomes like improved engagement and increased collaboration and productivity.

**Watch Webinar Replay**

**Leverage Korbyt's Omnichannel Products to Reach Your Entire Workforce**

**Digital Signage**

Create any digital experience you can imagine. Choose from a vast library of pre-existing templates or use Korbyt Anywhere's feature-rich design tools to create new static or dynamic layouts with your choice of images, video, text and data.

**Learn More**

**Desktop**

Reach every employee on their desktop device -- whether on-premises or remote. Increase the productivity of your workforce with real time data and communications, moving them from the big screen to the small screen for a personalized experience.

**Learn More**

**Web Experience**

Find similar features and user experience to the Korbyt Mobile app for desktop and laptop users. Offer employees a modern interface for personalizing communications or providing quick access to the systems and resources they need to do their work.

**Learn More**

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# About Korbyt

Korbyt is a workplace experience platform that makes it easy to reach and engage your audience by publishing personalized content to enterprise communication channels.

## INDUSTRY

SAAS

## COMPANY SIZE

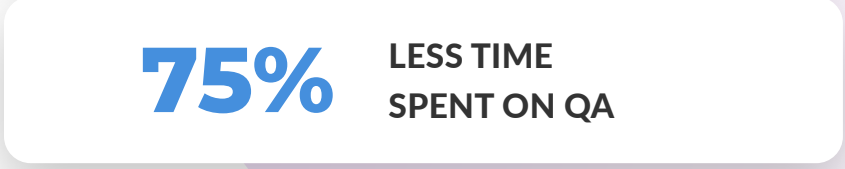
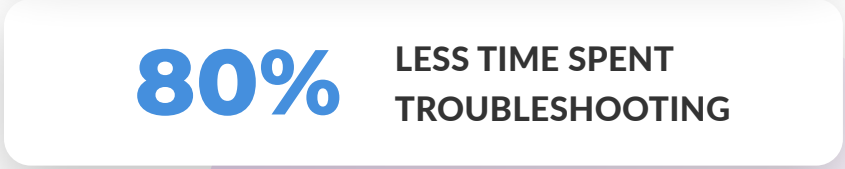
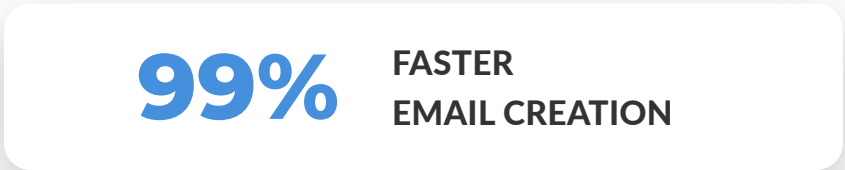
200+ EMPLOYEES

## EMAIL TEAM SIZE

2 EMPLOYEES

## DYSPATCH PRODUCT

NO-CODE EMAIL BUILDER



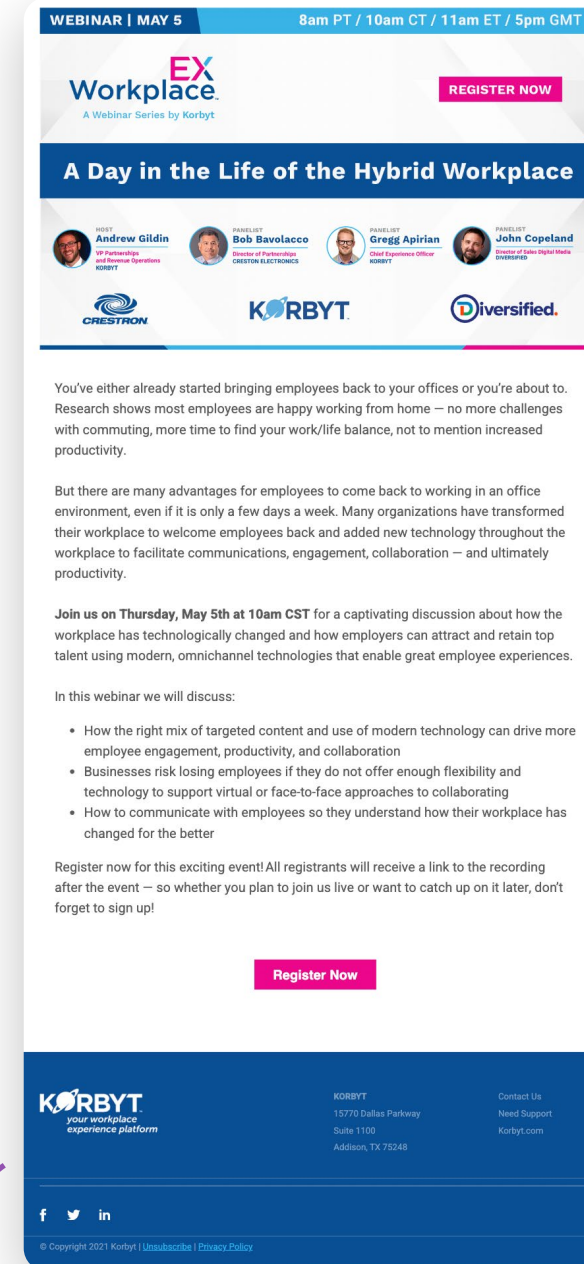
## Executive summary

Hand-coding emails in raw HTML is time-consuming, especially when you take into account testing and troubleshooting. Yet Korbyt's Design Director, Jacob Court, used to code every email from scratch. Newsletters, nurture campaigns, support messages, webinar emails — Jacob coded and troubleshooted them all. Considering how finicky HTML can be, it's no surprise this process would take a day or two for every email. For someone like Jacob who wears many hats, this wasn't a sustainable (let alone scalable!) situation. He needed a solution to reduce the manual effort required to create emails and take care of table stakes, like responsive design and testing.

Enter Dyspatch. With Dyspatch's modular design system, it now takes Jacob as little as 15 minutes to create an email. No more hand coding. No more lengthy troubleshooting. All of Jacob's emails are responsive out of the box. In terms of QA, built-in Litmus testing makes it quick and easy for Jacob to double check his templates across email clients and devices. Dyspatch's comprehensive support for templating languages makes exporting emails to Korbyt's sending platform, Pardot by Salesforce, easier and more seamless, too.

The bottom line? Jacob can now build an email in minutes, instead of days, allowing him to get more creative with his designs while juggling the demands of a rapidly growing SaaS platform.

(Ready to explore more Dyspatch case studies? [View them all here.](#))





# The challenge

Korbyt’s email team was, and is, lean. Jacob designed, coded, and tested emails, and a part-time email marketing specialist imported them to Pardot. Not only was coding emails from scratch tedious, it inhibited Jacob’s ability to experiment and get creative with his designs. Coding, testing, and fixing email templates when they broke simply took up too much time. With a two person email team (or one and a half, really!), finding a way to speed up creation and QA and do more with less was essential.

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*“Coding my own emails would take a day or two. That includes designing, testing, and fixing when an email would break. Testing was also painful. The whole process ate up a ton of my time.”*

— Jacob Court, Design Director at Korbyt

### Email

Email just got personal. Korbyt Anywhere's email communication features help you create and send relevant emails and newsletters to employees that reduce the noise in their inboxes and increase open rates.

[Learn More](#)

### Integrations

Give every employee a more streamlined, user-friendly experience while increasing the ROI of your existing technology. Enable a frictionless sign in, visualize data in user friendly dashboards, and personalize the digital employee experience.

[Learn More](#)

### Sonar

Extend the reach of your messages to every digital screen with Sonar. Create content in Korbyt Anywhere and then publish that content as a standalone URL or embed that it into another digital platform like SharePoint.

[Learn More](#)

### Analytics

Transform the effectiveness of your communications with Korbyt Anywhere's comprehensive analytics. View and configure visualized dashboards or generate reports to understand who your communications are reaching and how they are performing across your channels.

[Learn More](#)

### Request A Demo

Are you maximizing how you are using Korbyt Anywhere to achieve your goals? If not, it's time to learn first-hand how our dynamic workplace experience platform can benefit your business. Reach out for a free consultation or [request a demo](#).

### Get Support

Our support team is always available to ensure you get the results you want, from answering routine questions to resolving technical issues or assisting with implementations and upgrades. Email [support@korbyt.com](mailto:support@korbyt.com) to get the support you need.

## The Dyspatch solution

Dyspatch solves the “hand-coding” problem. With a system of custom, reusable modules, Jacob can build on-brand emails in a matter of minutes, without having to write HTML. He can pull in modules and create templates to cover all of Korbyt’s use cases, marketing and transactional emails included.

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*“Dyspatch has allowed us to have a more modern approach on email designs and nurture campaigns. Shared modules help build continuity across the emails and brand all while making the build process so much easier.”*

— **Jacob Court**, Design Director at Korbyt

Not only that, every module is pre-set and supports dynamic content, like first name, company name, or any other available data. In other words, Jacob can add dynamic fields to modules and pull them into templates to create effortlessly personalized experiences. All Dyspatch modules are also responsive by default, so there’s no need to worry about emails being supported in different browsers and clients. Jacob estimates this has cut down the amount of time he spends on troubleshooting by 80%! The key here is the Dyspatch Markup Language (DML).

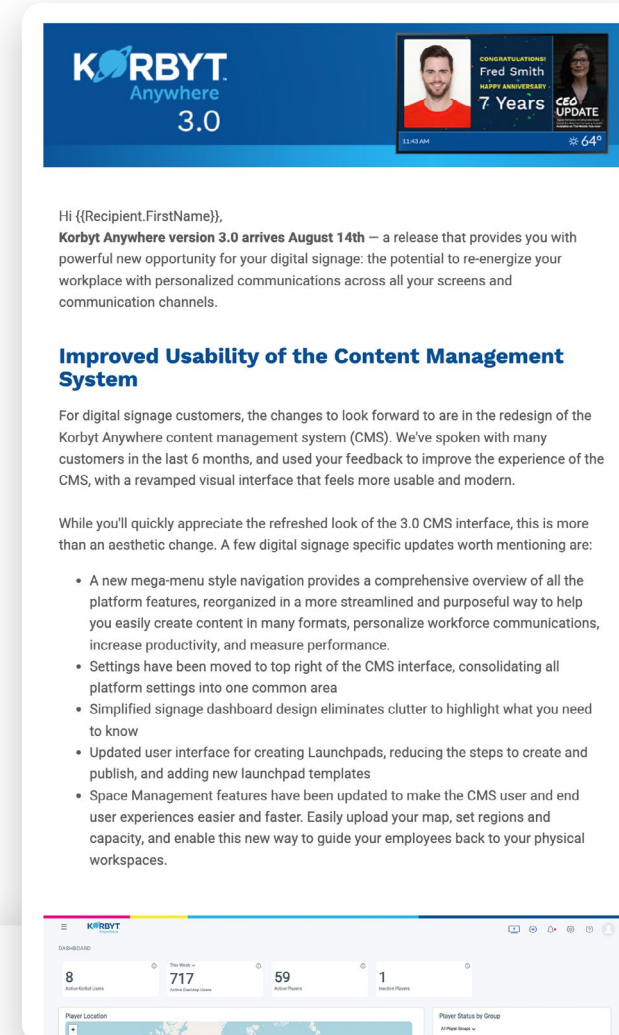
Think of DML as a simplified, guaranteed responsive version of HTML. With general knowledge of HTML, Jacob found DML very familiar and easy to pick up. In fact, he was able to start building with DML based on the modular system Dyspatch's team created for Korbyt.

Though responsiveness is a given, testing is built right into the Dyspatch email workflow for that extra bit of peace of mind. With integrated Litmus testing, Jacob can quickly preview his templates across all major email clients, devices, and settings, like dark mode. He estimates this built-in testing has cut down the amount of time he spends on QA by 75%. He also appreciates the ability to send a test email from Dyspatch, instead of doing this step in Pardot.

”

***“Building emails with DML is easy and intuitive. It’s definitely simpler than hand-coding in HTML and support is a quick chat away if I run into an unsolvable problem. Plus, there’s no stress of trying to support Windows and all the different email clients and browsers.”***

**— Jacob Court, Design Director at Korbyt**

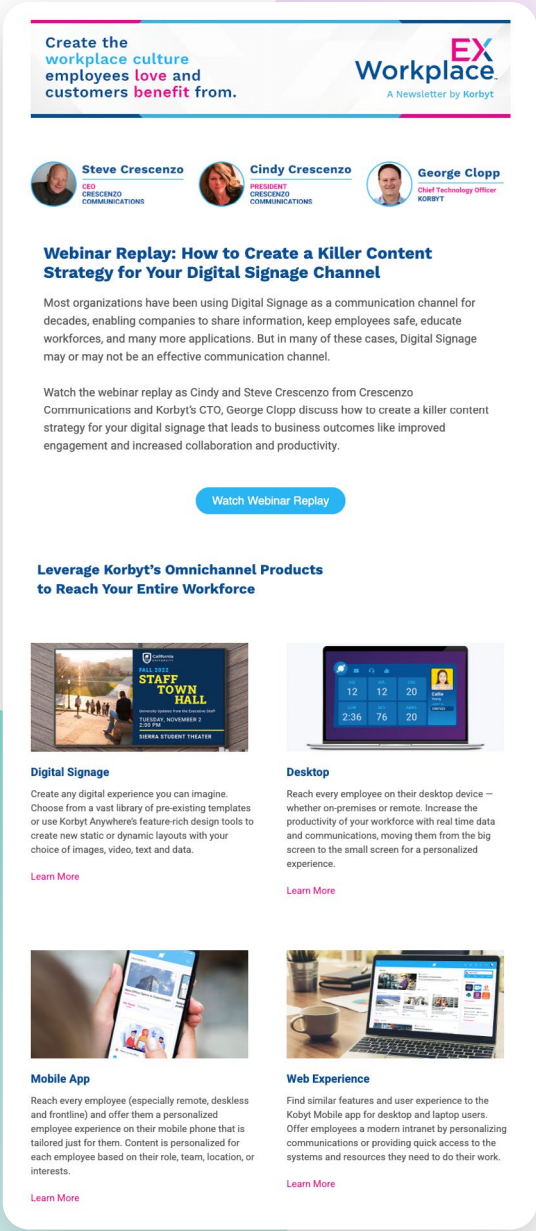


Speaking of which, there’s no additional work to do to make emails compatible with Pardot. Dyspatch offers full support for Pardot’s templating language, meaning Korbyt’s team can import emails that will work perfectly in the platform. Since he doesn’t have to worry about Pardot supporting every template tweak, this gives Jacob more freedom to get creative with email designs.

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*“Dyspatch is the only platform I could find that supports Pardot in a meaningful manner. There are limited templates for Pardot out there, most available are super basic in design. Dyspatch guarantees their emails for Pardot as an export setting. This helped us push our email designs a bit more and make them more creative without compromising the technical side.”*









— Jacob Court, Design Director at Korbyt





# The results

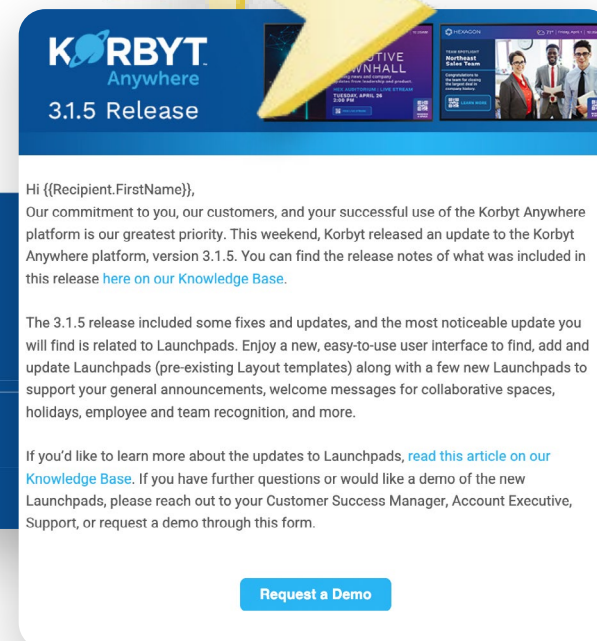
With Dyspatch, Jacob can create emails 99% faster than before... 99.48% faster to be exact! Once a template is set, it takes him 15 minutes to create a simple email. For emails that require custom creative design, Jacob says, “It definitely goes faster because of the Dyspatch email builder.” Dyspatch has also cut QA time down by 75%. Jacob is able to quickly test templates across browsers and devices, which also helps him troubleshoot the odd design quirk faster. Overall, Jacob reports doing 80% less email troubleshooting.

	Pre-Dyspatch:	Post-Dyspatch:
TIME SPENT CREATING AN EMAIL:	 1-2 days	 15 minutes
TOTAL TIME TO MARKET ON A BRAND NEW TEMPLATE:	 2-3 days	 1 day
TOTAL TIME TO MARKET USING AN EXISTING TEMPLATE:	 1 to 2 days	 1 hour (max)
TIME SPENT ON EMAIL QA:		 75% less
EMAIL TROUBLE-SHOOTING NEEDED:		 80% less



For a busy Design Director, saving time on email creation is essential. For a growing SaaS company, saving design and development resources on email is priceless. Whichever lens you look through, Dyspatch sets Korbyt up for scale. So what's next?

Korbyr is interested in learning more about the different AMP interactions they could implement in emails to get greater customer insights and quicker product feedback. And with access to Dyspatch's library of interactive AMP modules, Apps in Email, they can start experimenting whenever they're ready.



## 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

# 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.

**250%** FASTER TIME TO MARKET ON EMAIL CAMPAIGNS

**33%** FEWER STEPS IN THEIR EMAIL WORKFLOW

**127+** UNIQUE LOCALES SUPPORTED

**92%** FASTER EMAIL CREATION AND LOCALIZATION

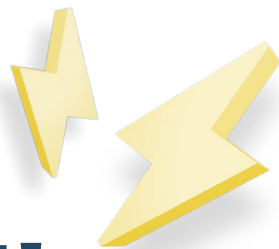
**100%** LESS TIME SPENT FIXING BROKEN EMAILS

**76%** FASTER TIME TO MARKET ON EMAIL CAMPAIGNS

## 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](#)

TRUSTED BY:

