



Enterprise Email Creation Platform

Citrix empowers marketers to make emails faster and more efficiently than ever before.



CUSTOMER SUCCESS STORY





About Citrix

Citrix offers integrated technology services that make the world's apps and data secure and easy to access. They give organizations the power to let people work anywhere, at any time, while giving IT the control to ensure that critical systems are always available and secure.

With market-leading solutions for app delivery, mobility, file sharing, and networking, Citrix helps organizations of all sizes achieve the speed and agility necessary to grow and succeed in a rapidly changing world. In 2015, Citrix's annual revenue was \$3.28 billion. Their customers include 100% of the Global Fortune 100 and 99% of the Fortune Global 500.

***Citrix works with
100% of the Global
Fortune 100***

Source: Citrix marketing department

INDUSTRY

Software

ANNUAL REVENUE

\$3.2B

OF EMPLOYEES

8,000+

HEADQUARTERS

Fort Lauderdale,
Florida

MARKETING PLATFORM

Marketo



The Challenge

With customers in two different continents, the Americas Division of Citrix has a centralized demand center and 3 geographic marketing groups that market to customers through email.

Prior to using Knak, each marketing team used different agencies to create content and design email templates.

All of the emails needed to go through an approval process before being sent while all stakeholders needed to be updated on the status. **The Citrix team faced 2 major challenges:**

1 – Manual Workarounds

The templates would go from each agency’s system to a third party HTML editor and then to Marketo. Each transition would generate formatting changes that would need to be manually cleaned up, reformatted and customized.

The Citrix employees spent hours upon hours on manual tasks each step of the way with multiple iterations to get the template to resemble the original message.

2 – Laborious Approval Process

In addition to the manual workarounds, each email had to go through an approval process that involved many parties. Approvals were happening through internal email chains. Employees were bogged down with emails and tracking everything was very challenging.



Jill Palmisano

Principal Event Specialist, Americas Marketing
Citrix, Inc.

“Prior to integrating Knak into our process, I spent 25% of my day on tedious, manual workarounds. Now, I am able to do my job, leveraging my skillsets without tracking down approvals or recreating a template every time I make an edit.”



The Solution

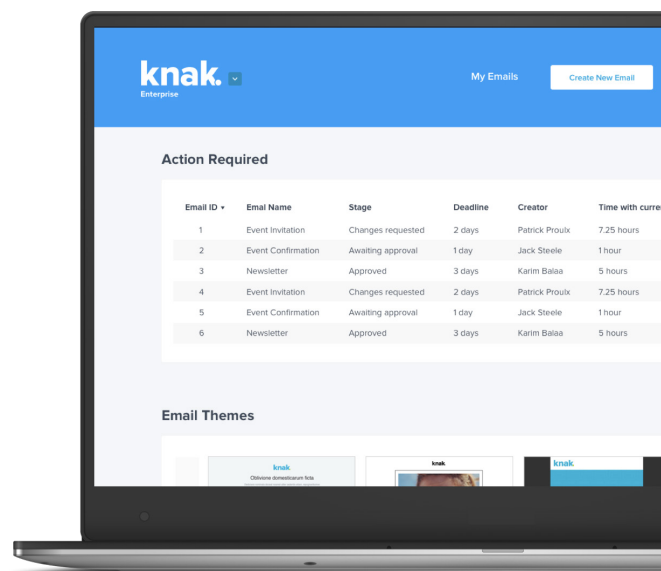
The American marketing leadership team was concerned that team members were focusing too much time on manual tasks that were taking away from the marketing strategy and employee productivity.

Citrix set out to find a solution that would help them work more cohesively and efficiently. According to Lisset Sanchez-Schwartz, Citrix Marketing Manager, Knak's team was incredibly responsive and provided a demo that showed where most of Citrix's problems would be solved. Because of the size of their company and marketing efforts, Citrix uses the Enterprise platform. Together, both companies identified areas that Knak's solution would need to be customized in order to meet all of Citrix's needs.

In just a few months, they've been able to adapt to the nuances of the Citrix system and their client couldn't be more pleased. "Knak has been extremely good at responding and adapting to Citrix's needs and specific requirements" said Sanchez-Schwartz.

One of the biggest benefits cited by Sanchez-Schwartz, is Knak's ability to standardize the branding fonts, graphics and logos. With more than 8 brand color palettes, Citrix has a complex graphic design challenge. Knak makes it easy to use multiple palettes within one email through a pull-down menu.

The software company benefits from Knak's seamless integration with Marketo for templated emails that can be used across all marketing teams worldwide eliminating agency costs and manual reformatting time.



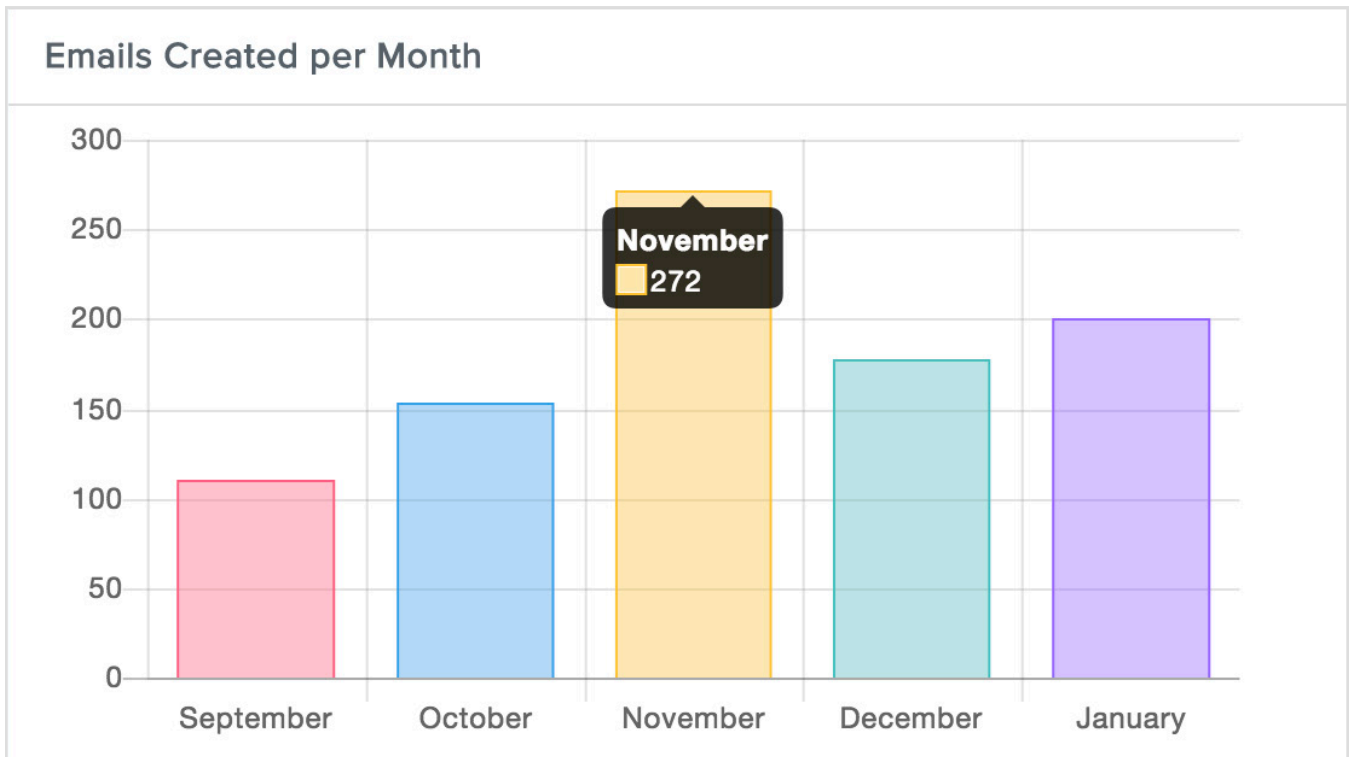


Citrix realizes a savings of **\$90,000* a year** and their marketing employees are able to focus on their jobs without being bogged down in tedious work.

Additionally, Knak's dashboard allows all users to see where each email is in the approval and deployment process eradicating email clutter and miscommunication within the organization.

Citrix realizes a savings of \$90,000 a year

Jill Palmisano who is the Principal Event Specialist and uses the system every day states her gratitude for the new system. *"The user interface is so incredibly easy and intuitive. I really didn't even need the formal training to start using Knak. Now I can create a great HTML without knowing how to code."*



**Based on \$85 per header and \$100 per email with 500 emails a year.*



“Our e-mail development processes have been greatly streamlined and work efficiently, allowing our employees to focus on what they do best, leveraging their skillsets rather than being bogged down in tedious work.”

Willy Vega

Senior Vice President Marketing
Citrix, Inc.

Not only has Knak solved Citrix’s challenges with email creation but they have added value to their email efforts through their various email template library and simple email builder. “The field marketing managers can easily customize their own emails to accommodate the various events throughout 30+ cities during a roadshow and add in ad-hoc event details. Other stakeholders, the sales team for example, can look to see where the emails are in the approval process and know when to expect them to be sent out.” Sanchez-Schwartz adds.

“Knak has been extremely good at responding and adapting to Citrix’s needs and specific requirements”



Lisset Sanchez-Schwartz

Marketing Manager
Citrix, Inc.

“The Citrix marketing employees were focusing their efforts on non-marketing related activity before Knak.”



Willy Vega

Senior Vice President Marketing
Citrix, Inc.

BENEFITS REALIZED WITH KNAK

✓ Streamlined Processes

✓ Dashboard Metrics

✓ Cost Savings



About Knak

Knak is the leading email creation platform for the enterprise. Built specifically for Marketo and Eloqua customers, Knak gives large marketing organizations the solutions they need to streamline and manage the creation of all of their emails. Empower your team to make on-brand, responsive emails without any coding, quicker than ever before, visit: www.knak.io