EL PAÍS

Spain's 'newspaper of democracy' uses Stensul to democratize email creation

EL PAÍS was the first newspaper in Spain to strongly support democracy during the country's transition from dictatorship to democracy in the mid-1970s. As a result, it was dubbed "the newspaper of democracy." Today the media outlet has an international readership, is the most-read newspaper in Spanish online, and is considered a national newspaper of record for Spain.

The newspaper developed a collection of newsletters emailed to subscribers to help boost online readership and revenues. However, EL PAÍS' internally devised newsletter creation process inhibited growth. Producing a newsletter for emailing required the involvement of designers, developers, and the editorial team members preparing the content. It took weeks to take a newsletter from concept to deployment.

They found a platform in Stensul that democratized content creation, meaning non-technical people, notably the journalists behind the newsletters, could produce the emails. A new newsletter could be developed and issued in one to two days, with updates taking minutes.
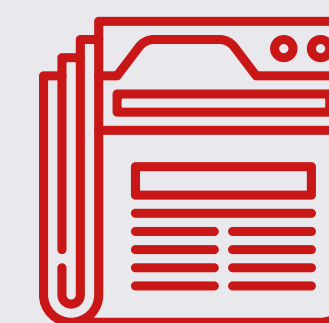
> *EL PAÍS found in Stensul a simple solution that the newspaper's editorial team could learn to use quickly and easily. It allowed us to launch new newsletters faster.*
>
> – Barbara Maregil Nieto
> Digital Product & Marketing Projects
> EL PAÍS

10x
faster production time

3x
more newsletters launched

66%
fewer people involved

A desire for more success with less effort

EL PAÍS has been at the forefront of online journalism. It was the second Spanish newspaper to publish a digital edition and the first to introduce paywalls to access the content.

One element that drew readers' interest and willingness to pay to engage with EL PAÍS–created content was newsletters that contained critical topics in the news and commentaries from popular columnists.

However, producing a newsletter delivered to subscribers' inboxes took lots of time and effort. The process limited EL PAÍS to issue one or two newsletters monthly. A critical part of the equation was the availability of the designers and developers. Preparing each newsletter required the time and skills of designers and developers, as well as the journalistic talents of the content creator. Taking a newsletter from idea to email was often a complex effort that took weeks, if not longer.

The editing tool used to build the newsletters greatly contributed to the resource-intensive process. Barbara Maregil Nieto, Digital Product & Marketing Projects at EL PAÍS, observed, "We had an internally developed solution for editing newsletters. It was not easy to use, even for those with experience—who were often skilled technicians, not journalists."

The desire to build upon the success of the initial newsletters forced Maregil Nieto and her team to assess whether their editor would allow them to scale the newsletter program. They realized "the editor was effectively obsolete, as its performance and ease of use could not be improved and did not allow for improvements to be made," Maregil Nieto said.

Seek a solution that worked for everyone

The internally developed editor was hard to use, drew on resources that could be better used on higher-value tasks, and could not keep up with the pace or scale envisioned for the newsletter program.

Clearly, a new way to produce the email newsletters had to be found. "It was time to say goodbye to our homemade editor and say hello to a solution that allowed for autonomous operation," Maregil Nieto said.

The new solution needed to work for everyone, which meant:

- Design and development involvement would be dramatically reduced.
- The creation process would be intuitive, so journalists could use it on their own.
- The output would reflect EL PAÍS' design standards consistently.
- Was compatible and connectable with Adobe Campaign.

"It was time to say goodbye to our homemade editor and say hello to a solution that allowed for autonomous operation."

– Barbara Maregil Nieto
Digital Product & Marketing Projects
EL PAÍS
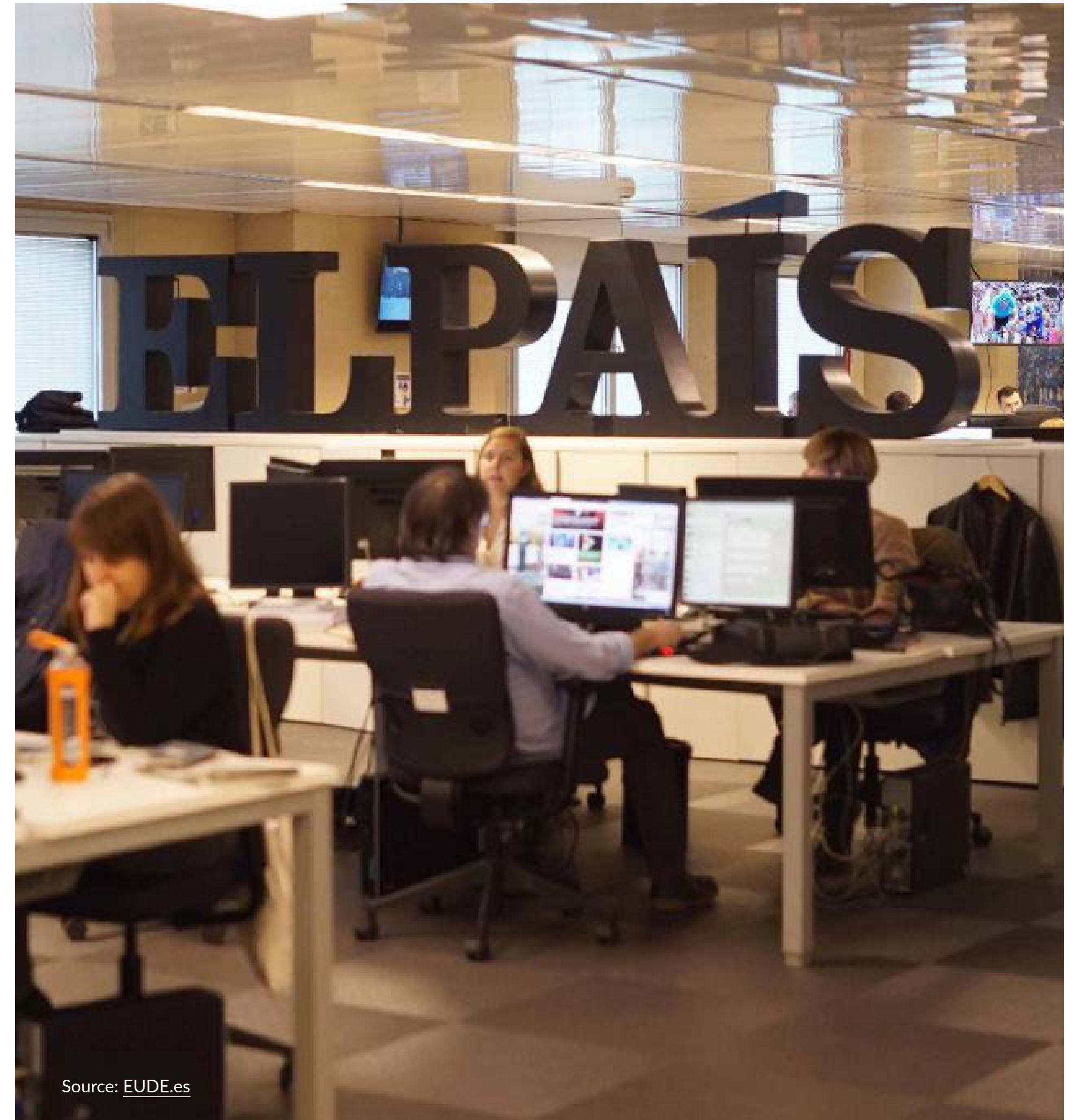
Source: EUDE.es

Approach

In evaluating possible replacements for the now-obsolete newsletter editor, Maregil Nieto and her team insisted that a potential platform or tool meet all their requirements.

"We would not compromise. Accepting less compatibility with our campaign management tool or less ease of use for newsletter creators was out of the question," Maregil Nieto said.

For a tool that would work with their Adobe Campaign system, the team sought more than a connection. They wanted a synergistic integration that would give them more value and higher performance from both components.

The new solution also had to cut the time spent by designers and developers on a newsletter to the bare minimum. "We wanted to change their involvement from very hands-on to the occasional helping hand," Maregil Nieto said.

Of course, to achieve their aim of democratizing content creation—having many non-technical people create newsletters on their own—the team needed a solution that would be far easier to use. It needed to operate far faster, too, so more newsletters could be produced, and this revenue stream could grow. For the intended democratization of content creation to happen, the new solution had to permit creation by non-technical journalists while ensuring what they created would be on-brand and comply with all aspects of governance.

The Stensul Marketing Creation Platform™ checked all the boxes in the evaluation Maregil Nieto and her team conducted.

"We would not compromise. Accepting less compatibility with our campaign management tool or less ease of use for newsletter creators was out of the question."

– Barbara Maregil Nieto
Digital Product & Marketing Projects
EL PAÍS

Source: elpais.com

Results

Stensul empowered EL PAÍS' journalists to easily and quickly create production-ready, on-brand emails.

Of course, to achieve their aim of democratizing content creation—having many non-technical people create newsletters on their own—the team needed a solution that would be far easier to use. It needed to operate far faster, too, so more newsletters could be produced, and this revenue stream could grow. For the intended democratization of content creation to happen, the new solution had to permit creation by non-technical journalists while ensuring what they created would be on-brand and comply with all aspects of governance.

Further, Stensul enabled EL PAÍS to expand the number of newsletters they could offer, increasing the number of subscribers and the revenue attributed to this program.

"Our main client in this transformation has been the EL PAÍS newsroom. Soon after Stensul was implemented we received good feedback from that group. In the months that followed, their level of praise has been such that I can say without hesitation that Stensul has been a success for EL PAÍS," said Maregil Nieto.

10x
faster production time

3x
more newsletters launched
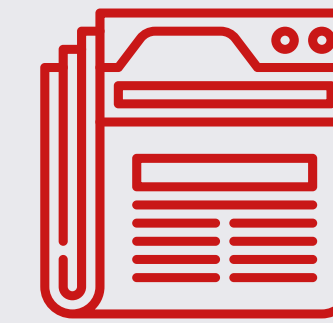
66%
fewer people involved

"I can say without hesitation that Stensul has been a success for EL PAÍS."

– Barbara Maregil Nieto
Digital Product & Marketing Projects
EL PAÍS

Stensul. The collaborative marketing creation platform.

The Stensul Marketing Creation Platform dramatically reduces creation time—up to 90%—so teams can better focus on improving marketing efficiency and business performance. Stensul makes this possible by streamlining the collaboration process and simplifying marketing asset creation for all marketers, so they can create high-performing emails and landing pages that drive stronger results. For more information, **stensul.com**.

Source: elpais.com