

knak.

How Broadcom Streamlines Landing Page Creation and Maintenance at Scale with Knak

8.8min

Average landing page build time

24hrs

Or less to build and deploy a landing page

Overview

Broadcom is a global technology leader that designs, develops, and supplies a wide range of semiconductor and infrastructure software solutions. With a focus on innovation and engineering excellence, Broadcom's products power everything from data centers and networking to enterprise software and broadband access.

Challenges

Broadcom's lean marketing team supports a massive global organization and marketers were expected to build landing pages themselves, but:

- Manual updates (e.g., footers, metadata, borders/padding) were time-consuming and error-prone.
- Accessibility compliance (508 compliance, H1/H2, contrast, alt text) required extra QA effort.
- Users often “broke” layouts by accidentally editing advanced settings.
- Technical problems (slow-loading pages, broken forms, disappearing elements) impacted campaigns and lead generation.
- Broadcom's growth strategy relies heavily on acquisitions, which created constant complexity in marketing operations. Each new company brought its own tools, processes, and compliance requirements — making standardization and governance difficult.

Trusted by the world's biggest brands

 Meta Google amazon Uber stripe NVIDIA



Solution

Templates & Modules

Knak provided modular templates with locked-down design elements, ensuring consistency and brand compliance across hundreds of pages.

Efficiency Gains

Average landing page build time dropped to 8.8 minutes from 5+ hours. New users can “start creating immediately” without technical training.

Governance & Control

Locking features prevent layout mistakes, while version control and usage reporting give managers oversight.

Compliance Built-In

Knak’s optimize tab, template structure, and locked metadata ensure accessibility and SEO settings are automatically handled.

Speed-to-Market

80% of Broadcom landing pages are now built and deployed in less than 24 hours.

Enterprise-Grade Fit

Knak supported Broadcom’s SSO migration (Okta → AuthHub), licensing management, and usage reporting for better adoption tracking.

Post-Acquisition Scalability

Knak’s no-code platform let new teams adopt quickly after an acquisition. Instead of months of onboarding and retooling, Broadcom standardized processes across acquired businesses in weeks.



Natasha Skibinsky

Director, Digital
Marketing Technology
Broadcom

“With Knak, what used to take days of manual updates and fixes now takes minutes. Our lean team can deliver compliant, on-brand landing pages at scale — without needing developers or agencies.

Results



Time Savings

Landing pages built in under 9 minutes on average.



Reduced Errors

Automated propagation of updates (e.g., headers/footers, metadata, padding) cut down manual maintenance and QA cycles.



Accessibility & Compliance

Landing pages consistently meet 508 accessibility requirements, protecting Broadcom's brand reputation.



Scalability

A small digital marketing team now supports a global enterprise with standardized, compliant assets.



Confidence & Efficiency

Broadcom's marketers are empowered to create high-quality campaigns quickly without relying on technical staff or agencies.



Governance at Scale

Knak's modular, centralized system makes it easy to fold new marketing teams into Broadcom's standards without slowing them down.



Faster Integration

Newly acquired companies can adopt Knak templates and workflows immediately, ensuring consistent branding and compliance from day one.

Conclusion

With Knak, Broadcom turned a fragmented, manual, error-prone landing page process into a streamlined, efficient, and compliant system. What used to take days of troubleshooting and updates now takes minutes — empowering a lean team to support one of the world's largest technology companies with speed, scale, and confidence.

“

Knak gives us confidence that every landing page is on-brand, compliant, and accessible. We've gone from troubleshooting issues to innovating our digital campaigns.

Natasha Skibinsky

Director, Digital Marketing Technology
Broadcom



Jeremie Audran

VP, Global Marketing Technology
Broadcom

“

Knak isn't just a design tool — it helps us protect our team's time, maintain consistency across the brand, and move faster as a marketing organization.